

# THE “HOW TO’S” OF OAWV PROMO

## Objectives:

- To raise awareness of the Order of the Arrow Wilderness Voyage Program at the Lodge and Section Level
- To assist past participants and Lodge/Section Leaders in effectively promoting the Order of the Arrow Wilderness Voyage to friends and peers.



## TRAINER PREPARATION

First and foremost, the best way to promote the Order of the Arrow Wilderness Voyage is to first **PARTICIPATE IN THE PROGRAM YOURSELF**. The rest of this resource is irrelevant if you, as a leader in your lodge and section, cannot lead the way and participate in the program yourself.

If you are unable due to time constraints or age, it is recommended that presentation of this presentation be delegated to an individual who has either participated in the program, or is going to participate in it next summer. This resource is not intended to be a script, rather a list of talking points for a past participant or future participant recruiting friends to remember when talking about the program.

## NARRATIVE

### When speaking to new Arrowmen:

It is important that Arrowmen who are new to the program (i.e. Ordeal members just going on Sunday of their Induction weekend), as well as Arrowmen who may be at their first real Lodge, Chapter or Section event, get a true idea of how fun and exciting it is to be a part of an Order of the Arrow Wilderness Voyage. Here are a list of items you may consider driving home when talking about OA Wilderness Voyage:

- **2-weeks Canoeing in a Pristine Wilderness:** This point in and of itself should be very exciting to many Arrowmen. There are many Scouts that enjoy canoeing, but do not have the resources to plan a trip with a Troop or Council contingent.
- **Design Your Own Trek:** While most Northern Tier crews go between 50 and 80 miles, the average OA Voyage crew goes between 80 and 150 miles. This is due to the fact that OA Voyage crews are made up of older Scouts (16-20) with greater camping experience and drive.
- **It's open to ALL ARROWMEN:** You don't have to already have your Brotherhood or be a Vigil Honor members of the OA to participate in Wilderness Voyage. This is one of the “rights and privileges” that Allowat Sakima mentions in the Ordeal Ceremony. A trip to the North Woods for being an Arrowman!
- **Signing Up is as Easy as 1-2-3:** Explain that signing up is as easy as filling out one form, and mailing it in with their top three choices for trip dates. Registering early always increases the chance of getting the #1 choice. Traveling is easy too. Find a friend in your Lodge, and you have someone to talk to on airplanes, wait for connections with and someone to help you promote the program to others when you get back!

- **Everyone loves the OA:** OA Wilderness Voyages get special treatment at base camp. Priority at meals and new cabins are just the beginning. The Staff of Northern Tier know what we do, and understand how great the service we do is.
- **Other questions to field include:**
  - Price ... it's cheaper than any council or troop trip to Northern Tier! Only \$150!
  - Friends from all over ... With over 100 participants, OA Wilderness Voyage is "the thing to do in the OA".
  - A great way to get new ideas ... Specifically for Lodge leaders who are looking for new ways to strengthen their lodge.
  - Service rendered will benefit Scouts and Citizens for hundreds of years. The service the OA Voyage does builds in hundreds of years of history in the Boundary Waters.

#### **When speaking to Lodge and Section Leaders:**

- **Include everything above:** The benefits of the program are not just for new members ... but all youth members of the OA.
- **Enforce that it is "part of their job":** Particularly for Section leaders, it is in their job description to promote and actively participate in National and Regional programs. Make them aware of this ... constantly. Encourage them to take part in any regional or national incentive programs of the time, as they are set up to benefit them.
- **Spotlight past successes:** All of the past National Officers at one point in time participated in one of the OA High Adventure programs. If one of them is present at an event you are promoting at, use their prestige and influence to your advantage.
- **Sell, sell, sell!** It is up to you to work as hard as you can to ensure awareness of the OA Wilderness Voyage (and the rest of the OAHA Programs) remains high within the leaders of the Lodge and Sections you may come in contact with. Lodge and Section leaders interact with other people. If you can get them involved and excited, they will do recruiting for you!

#### **When speaking to Advisers and Parents**

- **They are a different audience:** From time to time, you may come in contact with a Lodge Adviser or parent with information about the program that will be different from that of a youth. Adults primarily are concerned with things such as safety, contact information, price, etc. Refer them to the Order of the Arrow High Adventure Site (<http://adventure.oa-bsa.org>) where they may download the "Parent Pak", which should answer most of their questions.
- **Selling Points for Parents:**
  - Price
  - Growth Opportunity for their son
  - Compare money on food for two weeks versus registration and air fare for the program.

## RESOURCES TO HELP

There are various resources available to help you with your promotion of OA Wilderness Voyage at the Lodge and Section level. They include, but are not limited to:

- Movies that can be downloaded at the OAHA website
- Flyers to post around the event in locations like bathroom stalls, cabins, dining areas, etc.
- Table tents to be posted around training areas, dining areas and wherever Arrowmen sit at a table.
- Newsletter articles on the OAHA website to copy and paste into the Conclave or Fellowship newsletter, along with pictures to supplement the article.
- Past participants in other crews to share stories with in a public place helps as well. Find out who else in your lodge or section has participated in OA Wilderness Voyage, and enlist their help in your efforts.

## FINAL THOUGHTS

### **Remember:**

Flyers, movies and newsletter articles are great to create awareness of the program, but in order to effectively promote the program and get people excited about the possibility of participating in the program, the story must come from YOU.

Your individual experiences and stories are what will make an Arrowmen interested in participating in OA Wilderness Voyage. Use all of the resources at your disposal to assist yourself, but remember that it is the 'story' that will get an Arrowmen to get the experience you got by participating in OA Wilderness Voyage.