Session Length: 50 Minutes

Learning objectives:
- Where to market your lodge
- How to market your lodge
- Methods of fundraising

Required Materials:
- Flipcharts or overheads
- Power Point presentation file
- 3’ of clear tape

TRAINER PREPARATION

Prepare and review charts or overheads. Session can best be presented in a discussion, question, and answer format. Practice writing feedback from participants or have a designated recorder if possible. Be sure to acknowledge all responses so no one feels left out. Be prepared to bring discussion back on track if it goes off on a tangent. Practice and review.

SESSION NARRATIVE

Introduction: 2-3 Minutes

[Flip chart --- Page 1] [Introduce yourself giving name lodge and scouting position]

[Power point title slide]

In this session, we want to determine how to market your lodge, who the lodge should be marketed to, and then methods of fundraising that can be used to finance the operations of the lodge. This is extremely important to the successful operation of the lodge.

Inspirational Portion: 3-5 Minutes

The 2002 Order of the Arrow Handbook has the following to say about the future of the order:

“As we move further into the next century of service, the vision of the Order of the Arrow is to further our recognition as Scouting’s National Honor Society and as an integral part of every local council. Our service, activities, adventures, and training of youth and adults serve as models of quality leadership development and programming that enrich, support, and help extend Scouting to America’s youth.

“The Order of the Arrow intends to dramatically increase its level of service to local councils and to the national organization. We intend to do more—much more—to help the Boy Scouts of America fulfill its mission to serve our nation’s youth.”

The subject of our session is mandatory if we are to accomplish this.
First let's look at marketing. By this, I mean marketing the lodge instead of the selling of products. The better the lodge is accepted, the easier it will be to carry out the fundraising projects you need to operate the lodge. [Power point – zip in] Who do we need to market the lodge to? [list answers] [power point – 2 zip ins]

The two main entities you must market the Lodge to are the council and the units.

Let's look at the council first. The following items could be included in marketing the Lodge here:
- Pay it’s own way on time with no hassle
- Make a yearly contribution to the Endowment Fund
- Fund summer camp scholarships
- Help in the set up and take down of summer camp
- Promote summer camp to improve attendance
- Day of Service
- Drum/dance teams available for activities
- Fund an OA camp staff position

Does anyone have other ideas here? [list them]

Now let's look at the Unit. What ideas do you have that would fit here? [list answers]

The following are the items I included in marketing the lodge to individual units:
- Keep units informed thru Troop OA Representatives
- Keep information updated on an OA website
- Troop visitation to promote summer camp
- Teams available to hold unit elections
- Schedule activities to try and avoid conflicts

That is great! Now that we have accomplished our task of marketing our lodge so everyone involved has a favorable impression, it will be easier for us to accomplish our goals of fundraising needed to carry out the programs of the lodge.

Now it is time to look at fundraising. We want to look at the traditional methods of Lodge fundraising but we also want to look outside the box at some different and innovative fundraisers.

Patches: This can be any of several different methods:
Normal flap sales
Event patch sales—fellowships, conclaves, NOAC, Jamboree, etc.
Trader patches sold to anyone through the council office
Special fundraiser patches for national events
Event Pass Patch—This is a special patch you sell each year for admission to all the events the lodge has that year. Not only can you charge a premium for the special patch but also you will get some double benefit because a purchaser may pay for events that he doesn’t attend.
Patch auctions—These can be silent or open auctions where you must donate to the auction to be able to bid. These can be held at lodge events.

Trading Post or Concessions: These can be run at lodge events and possibly at Council events with a split of the profit with the council.

OA Distinguished Citizen Dinner: Pay per plate dinner to honor deserving OA members of the past.

Lodge Alumni Search: Search out and find all possible people who have been members of the lodge. A special event can be held for those located with a fee to attend and memorabilia to be sold honoring the event.

Year Round Dance Team: Set up so your dance team is available to perform at any function for a small fee.

Year Round Cook Team: Develop a cook team from lodge adults and make their services available to other activities for a fee.

Capital Campaign: The lodge might have a special capital campaign to raise money through donations for such things as a Lodge building, etc.

Flag Sales: This can be done in an area by selecting a number of holidays when displaying the flag is appropriate. Get subscribers for approximately $25 a year. On each of the selected holidays you put up a flag in their yard in the morning and take it down at night. The first year profit is limited because you have to purchase the flags but in future years, the profit is 100% as long as you keep the flags in good shape.

Discount Card Sales: Get set up with a fundraiser company and sell cards with discounts from local restaurants and merchants. These are usually sold for $5 or $10 and you keep 50% of the sale price. This would probably only work for a large lodge because the fundraising company is looking for volume sales.

Now let us open for discussion of the above and any other fundraising projects you might have used for your lodge.

Conclusion:
2-5 Minutes

The most important thing I would like to see you take away from this session is the importance of marketing your lodge itself. Without this, your lodge cannot gain the acceptance and support of the council and the units you serve. This acceptance and support is mandatory for you to succeed in fulfilling the Purpose of the Order of the Arrow.
APPENDIX: RECOMMENDED FLIPCHARTS

The following is a recommended list of flip chart pages that can be used for visual presentation.

**LODGE FINANCES**

**MARKETING AND FUNDRAISING**

* Ed Million

**WHO DO WE NEED TO MARKET THE LODGE TO**

*Pay its own way
*Endowment contribution
*Camp Scholarships
*Camp set up/take down
*Promote camp attendance
*Day of Service
*Dance/drum at activities
*Fund camp staff position

**MARKETING THE LODGE TO THE COUNCIL**

**MARKETING THE LODGE TO COUNCILS**

**MARKETING THE LODGE TO UNITS**

*Work with OA Reps.
*Website updated
*Promote summer camp
*Hold unit elections
*Avoid schedule conflicts

**FUNDRAISING METHODS**

*Patches
*Trading post / concessions
*Distinguished citizen dinner
*Alumni search
*Dance team performances
*Cook team
*Capital campaign
*Flag sales
*Discount card sales

**FUNDRAISING METHODS**