



NOAC 2012 ROAD KIT MARKETING RESOURCES

KEY INFORMATION

Event: 2012 National Order of the Arrow Conference

Date: July 30 through August 4, 2012

Location: Michigan State University, East Lansing, MI

Online at: www.event.oa-bsa.org

Facebook: www.facebook.com/oabsa

Twitter: www.twitter.com/oabsa

YouTube: www.youtube.com/oabsa

MARKETING OVERVIEW

The 2012 National Order of the Arrow Conference will bring together 8,000 Arrowmen from all parts of the country and around the world. The conference will highlight the latest in the Order of the Arrow including top notch training, American Indian dance competitions, OA ceremonial evaluations, training, evening shows, and recreational opportunities. This road kit will help lodges promote NOAC 2012 using social media, print, websites, videos, and more. Use the resources provided here and the ideas below to help bring the largest contingent in your lodge's history.

GENERAL MARKETING

- Use the mass email feature in LodgeMaster to send information to lodge members about NOAC, how to register, the benefits of attending, and a link to the NOAC 2012 promotions website.
- Talk with the lodge leadership and encourage the lodge officers, committee chairmen, and advisers to attend NOAC to participate in training and activities that relate to their responsibilities in the Order.
- Appoint a lodge NOAC promotions coordinator to promote NOAC at all lodge events and to coordinate building a contingent. Involve your lodge officers and lodge executive committee in promoting NOAC to all lodge members.

SOCIAL MEDIA

- Post to Facebook information highlighting NOAC, how to register, and include links to the NOAC promotions website. Send updates from your Facebook page to your followers highlighting NOAC.
- Invite Arrowmen to "attend" the Facebook event for the 2012 National Order of the Arrow Conference: www.event.oa-bsa.org/noac2012facebook. Tag the NOAC 2012 event in your lodge Facebook posts.
- Post the NOAC Facebook profile picture to your lodge Facebook page highlighting NOAC. Encourage Arrowmen in your lodge to post the profile picture about NOAC too.
- Tweet about NOAC. Include @oabsa and #NOAC2012 in your tweets.
- Share videos that are posted to the official YouTube page of the Order of the Arrow. Embed the videos in the lodge website and post links on the lodge Facebook page.

LODGE NEWSLETTERS AND WEBSITES

- In the lodge newsletter, publish articles and ads that promote NOAC. Include information about your lodge's travel plans, how an Arrowmen can register and the total cost to attend NOAC with your lodge. Include promotional photos included in the NOAC 2012 Road Kit.
- Encourage Arrowmen to write first person stories about NOAC for your lodge newsletter and website.
- Post the website article to your lodge website with link banners to the NOAC promotions website at www.event.oa-bsa.org.
- Include an article about NOAC 2012 on the council website and in the council newsletter highlighting the NOAC 2012 opportunities.

LODGE PRESENTATIONS

- At your lodge events, including your fellowship weekends, banquets, and the Lodge Leadership Development Course, use the PowerPoint presentation, videos and handouts to share information with Arrowmen about NOAC. Handout information about NOAC and how Arrowmen can register, the benefits of attending and the key information.
- Use the NOAC videos at lodge events (Videos will be posted by September 1).

HANDOUTS

- Give handouts to interested Arrowmen highlighting the opportunities at NOAC. Utilize the letter and tabloid size posters at lodge events and hang each poster in high traffic areas.
- At lodge events, handout the quarter page take aways. These flyers are perfect for a lodge NOAC booth or for lodge officers to distribute during a lodge event to encourage Arrowmen to attend NOAC.

Continue to check back for more resources as NOAC 2012 Road Kit items are added to the NOAC promotions website at www.event.oa-bsa.org.

Updated August 17, 2011