

NEXT

# Standard of Excellence

77% Rated NOAC "Excellent"

\$2 million from lodges to councils

# Local Outreach

31% Don't know their lodge

61% Think we detract from unit

82% Want more local programs

# Primed for Growth

9% Youth Density

# Increasing Retention

65% Youth Membership Retention

10% of membership comes to an event

# Expanding Membership

55% of units have elections

78% Induction Rate

**Leadership Development**

**Sustainable Membership**

**Brand/Identity**

**Reaching Our Audience**

**Stewardship**

# Unit, Chapter and Lodge

Provide Resources to Help Lodges Improve

Relationships with units and unit elections

Induction process / Ordeal completion

Lodge programs & membership retention



# Unit, Chapter and Lodge

“Prime the Well” by supporting  
Cub Scouting

# Communication



/oabsa  
114k likes



@oabsa  
14k followers



@oabsa  
7k followers



@oa-bsa  
4k followers

# Communication

Website: [oa-bsa.org](http://oa-bsa.org), 500,000 clicks

eNews: 34 emails, 64% open rate

[communications@oa-bsa.org](mailto:communications@oa-bsa.org)

# Communication

Resources for Lodges

Website redesign

Online training

OA app

OA helpdesk

# Outdoor Adventure

5 High Adventure Programs at 4 Bases

1000s of participants, miles of trail

# Outdoor Adventure

Opportunities at the Summit

OA Ocean Adventure Program Changes

Cubs to Camp

# Technology

OA Lodgemaster 4.0

Hack-a-thon in 2017

NOAC App for 2018

# Finance

OA Operations - \$580,000/year

National Operations funded by dues. \$3/year

Budget funds professional and support staff as well as travel and communications

National Events funded by event fees, not dues



# Dues Increase

Lodges notified this spring about dues increase.

1/1/2018 – \$5/year

Last dues increase 1/2006 – projected for 5 years, but financial stewardship afforded us 12 years

# National OA Endowment

\$6.6 million

Funds our signature programs:  
Grants, High Adventure, Camp Promotion Initiatives,  
Jamboree, Museum, NLS, NLATS, DYLC

As endowment grows, hope to avoid future dues increase.