

Session 2:

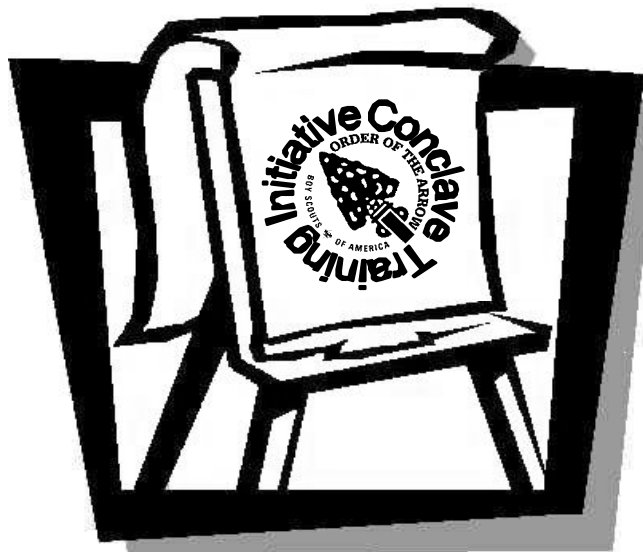
Brotherhood Conversion Understanding and Meeting Quality Lodge Requirements

Conclave Training Initiative

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2003 - 2007

Resource Materials

Read This First!

Congratulations and thank you for volunteering to serve as a Conclave Training Initiative trainer at your section conclave. You are one of nearly fifty trainers from around the country who will be delivering a CTI session to participants at section conclaves this year.

The purpose of the Conclave Training Initiative is to provide at least one training session each year for section conclaves to use to augment their own conclave training. It was created based on a goal from the 2003-2007 OA Strategic Plan calling for “...an *initiative to enhance learning opportunities at section conclaves*”.

Each year, the national OA committee will provide a syllabus and training support material that will be distributed to each section chief at the December national planning meeting. This process provides training support to our sections and also serves as a vehicle to deliver consistent messages on specific training topics across the nation.

Included in this packet is the material you will need to prepare and deliver this year’s session*:

- Implementation Instructions
- Session Syllabus
- Sample Participant Evaluation Form
- Sample Participant Handout(s)
- CTI Marketing Plan

Please take the time to review the contents of this package. Your role as a Conclave Training Initiative trainer is critical to help ensure that your section conclave has outstanding training.

Finally, the Conclave Training Initiative is a long-term program that will continue to be developed and enhanced over time. If you have comments regarding the Conclave Training Initiative or suggestions for future topics, please contact your section chief or adviser.

Thanks again and good luck!

*** All CTI Sessions have accompanying PowerPoint presentations as well as PDF versions of the syllabus and all other reference material. This data can be accessed from the Official National Order of the Arrow Web Site: <http://www.oa-bsa.org/>**



This worksheet provides an inventory and explanation of resources, a backdating schedule and suggested instructions for the implementation of a successful **CTI Session 2 - Brotherhood Conversion** session at your next section conclave. Use this worksheet to help with your planning activities.

Resource Contents (at the Official Order of the Arrow Web Site: <http://www.oa-bsa.org/>):

- ❑ **Session Syllabus:** Contains Session narrative, recommendations for flipcharts (if not using PowerPoint), frequently asked questions and an appendix.
- ❑ **Participant Handout:** *Brotherhood Conversion*. This is a one-page summary of methods to improve Brotherhood Conversion. It is to be distributed to all session participants.
- ❑ **Participant Evaluation:** This is a one-page handout to be distributed to at least three Arrowmen at the conclusion of your session. Completed evaluations are to be reviewed for feedback.
- ❑ **PowerPoint Presentation:** (*CTI Session 2 Brotherhood Conversion – Presentation.ppt*). This is optional to use if you have access to a computer and projector. An alternative is to make transparencies of slides prior to the conclave if you will have access to an overhead projector.

Backdating Calendar

TASK		DAYS FROM TARGET	COMMENTS
1	Review syllabus	-60	
2	Review support materials	-60	
3	Choose audio/visual delivery method	-60	
4	Recruit Training Assistant	-30	
5	Copies of participant handouts	-7	Enough for one per participant
6	Copies of participant evaluation	-7	At least three
7	Prepare Audio/Visual materials	-7	
8	Practice and time your session	-7	
9	Conduct Training Session	0	
11	Review Evaluations	+7	



Conclave Training Initiative Marketing Plan

How to Market

The promotion of Conclave Training Initiative sessions should be consistent with any promotion that occurs for conclave training. Some successful methods of training promotion:

- **Conclave Training Summary/Booklet.** This publication is often part of a conclave booklet/schedule provided to participants. Conclave participants should receive a summary of training sessions with accurate descriptions so they can choose topics that are relevant and interesting to them.
- **Training Show/Training Skit.** Many sections use portions of Friday evening conclave show or assembly to promote and encourage training.
- **On-Site Newsletter.** If your section provides an on-site newsletter at the conclave, be sure to announce any training updates and/or schedule changes.
- **Table Tents.** Table tents are 'fliers' that are often found on each table in the dining area of the conclave. Table tents might have conclave announcements or can be utilized to promote aspects of the conclave (especially training). It gives participants something to read during the meal and can serve as a focal point of discussion.

Description of Sessions

Listed below is an example 'description' for each training session topic for inclusion with conclave training documentation provided to conclave participants.

2003-2007 OA Strategic Plan - "A Legacy of Servant Leadership"

This session provides participants the opportunity to learn about the 2003-2007 OA Strategic Plan, the importance of the lodge's annual plan and the role that Arrowmen play to help the lodge achieve its annual goals as they relate to the strategic plan.

Brotherhood Conversion – Understanding and Meeting Quality Lodge Requirements

This session provides a background of the Brotherhood honor, why Brotherhood conversion is important and methods to improve Brotherhood conversion. This session is ideal for ALL arrowmen, regardless of honor.

OA Troop/Team Representative – A Guide to Effective Local Program

This session provides an overview of the OA Troop/Team Representative Program, a discussion of the challenges that chapters and lodges face in implementing this program and ideas to build a successful program in the chapter and/or lodge. This session is ideal for OA Troop/Team representatives, chairman of OA Troop/Team representative committees, advisers and anyone interested in the program.

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Brotherhood Conversion

Understanding and Meeting Quality Lodge Requirements

Session Length: 45-50 Minutes

Learning Objectives:

At the end of this session, participants will:

- Understand the history and purpose of Brotherhood membership
- Explain why Brotherhood Conversion is emphasized in the OA
- Realize the importance of mentoring and encouraging Ordeal members to meet the challenges of Brotherhood membership
- Learn methods to increase Brotherhood Conversion rates in your lodge

Materials Needed:

- Flipchart w/easel
- Markers
- Overhead projector (optional)
- Computer w/projection machine (optional)
- Small prizes for participation (optional)
- Handouts, evaluation forms and summary evaluation



TRAINER PREPARATION

Type of Trainer

This session was designed to provide conclave participants with background and information on Brotherhood membership and the importance of Brotherhood Conversion. The trainer for this session should be a Brotherhood member who is familiar with all aspects of Brotherhood membership especially the 'Challenges of Brotherhood Membership'. The trainer should also be highly energetic, enthusiastic and leverage his past training experiences in order to create enthusiasm among the participants.

Audience

It is anticipated that the audience for this session will consist of your typical conclave participant: youth and adult members who are not necessarily chapter or lodge officers. It should also be noted that this session is open to all conclave participants regardless of membership. This session is designed to review aspects of Brotherhood membership without compromising the anticipation or mystique of the Brotherhood Ceremony.

Follow the Syllabus

The syllabus has been written to provide maximum delivery flexibility for trainers but care should be taken to follow the contents of the syllabus in order to ensure consistency. It is understood

that delivery methods will vary based on the training venues available at each individual conclave site.

Use of Resource Materials

The authors of this session have provided varied resources to enhance the presentation. Constraints in conclave facilities are recognized and so a number of the resources available may not be able to be used at a given site (e.g. a PowerPoint presentation in an outdoor training venue). Each presentation should strive to utilize provided resources and at a minimum use a flip chart with easel. Flip charts should be pre-prepared based on samples provided with the resource materials.

A good trainer understands that PowerPoint presentations can be a very powerful and effective tool to use during a training session. However, trainers should remember that PowerPoint presentations are meant to complement prepared training and not be the crux of the session. Slides are meant to emphasize and illustrate points - care should be taken to not read directly or verbatim from PowerPoint slides.

Physical Arrangements

Physical arrangements and set up of the training room or location are at the discretion of the session trainer. The session will consist of some lecture and group discussion. Effort should be made to ensure that participants have a place to take notes (e.g. desks or tables) even in outdoor venues.

Evaluation Process

Each trainer should provide all participants the opportunity to complete an evaluation form. However, a minimum of three (mix of youth and adult) per session should be completed. The forms should be given to the individuals at the conclusion of the session. Participant evaluation forms should be collected and reviewed by the trainer and conclave training staff. Evaluations are meant purely to provide immediate feedback to the trainer.

Trainer Checklist – prior to the conclave

- Study this syllabus
- Review support materials provided
- Choose Audio/Visual delivery method and prepare accordingly
- Recruit a training assistant
- Prepare copies of the *Brotherhood Conversion Handout* (enough for one per participant)
- Prepare copies of *Participant Evaluation* (three per session)

Trainer Checklist – after the conclave

- Review evaluations from all presentations
- Provide any suggestions or recommendations for changes to the section adviser and/or individuals responsible for conclave training

SESSION NARRATIVE

Introduction

2 Minutes

Begin PowerPoint/Flipchart Presentation

Slide1/Page1

Trainer Tip: The session trainer should introduce himself and the topic. He should provide information on his Order of the Arrow experience, what lodge and city he is from and any other relevant items of interest. Although this session narrative is written in the first person, trainers should not read directly from the syllabus and work to develop their own style of delivery while maintaining the integrity of the content.

Today, we're going to take some time to talk about Brotherhood membership and Brotherhood Conversion. However, before we can talk about what Brotherhood membership means and why we even care about Brotherhood Conversion, we should probably understand a little about the history of Brotherhood membership.

Brief History of Brotherhood:

3 Minutes

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When the Order was founded in 1915, the concept of Ordeal, Brotherhood and Vigil did not exist. Instead, there were two 'degrees'. The First Degree is what we would now know as Ordeal membership. The Second Degree is what we now call the Vigil honor.

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Brotherhood membership was later created as a method to signify the completion of the induction process. Since its inception, Brotherhood membership has existed primarily as a method of confirming the Obligation.

Slide
3

Brotherhood members were initially distinguished from Ordeal members by wearing their sash on the opposite shoulder. Ordeal members wore the sash over the right shoulder and Brotherhood members wore the sash over the left shoulder. It wasn't until 1950 when a separate Brotherhood sash (with the bars on either end of the arrow as we are familiar with today) was created.

Brotherhood Membership:

7 Minutes

Becoming a Brotherhood member marks the completion of the induction into the Order of the Arrow. It signifies an Ordeal member's desire to become more involved in the Order by their commitment of future service to their lodge, while continuing to serve their unit.

The time requirement of ten months between the Ordeal and when an Arrowman is eligible for Brotherhood membership exists to allow the new members of the Order time to give service to their unit, learn more about the Order's traditions and principles and to practice what they have learned.

Brotherhood members do not enjoy any special privileges that are not open to Ordeal members, other than being able to attend Brotherhood ceremonies. However, Brotherhood members do have additional responsibilities and obligations: service to the Order of the Arrow in addition to continuing service to his unit.

How does a member become Brotherhood? Let's discuss the Challenges of Brotherhood Membership in detail.

- **Memorize the signs of Arrow membership**

- The Obligation of the Order of the Arrow
- The Order of the Arrow official song
- The Admonition
- The sign of Ordeal Membership
- The Arrow handclasp

- **Advance in your understanding of the Ordeal**

- Four tests of the Ordeal
 - Night Apart from Others – demonstrates courage and self-reliance
 - Pledge of Silence – Pay strict attention to unspoken thoughts
 - Arduous Labor – demonstrates willingness to serve
 - Scant Food – demonstrates your ability to subordinate desires
- The Induction Sequence
 - Election
 - Call-Out
 - Pre-Ordeal Ceremony
 - The Ordeal
 - Ordeal Ceremony
 - New Member Orientation
 - Journey to Brotherhood
 - Brotherhood Ceremony

- **Serve your unit. Retain your registration in Scouting**

During a period of at least 10 months, strive to fulfill your Obligation by continuing and expanding your service to your own troop or team.

- **Plan for service in your lodge**

Retain your registration in your Order of the Arrow lodge and keep your dues paid. Be aware that acceptance of Brotherhood membership involves a pledge of service to the lodge. Develop a concrete idea of how you plan to fulfill this pledge.

A good idea might be to speak with your chapter or lodge chief to determine what roles and opportunities exist for your future involvement.

- **Review your progress**

This challenge requires members to write a letter to the lodge or chapter secretary and asks the member to consider and respond to the following:

1. Explain what you think the Obligation means

Slide 5
Page 4

2. Describe how you have been fulfilling this Obligation in your troop or team and in your daily life, and how you have used your understanding of the Ordeal to aid in this service
3. A description of your specific plans for giving future service in the lodge program

Slide
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Trainer Tip: This is a great opportunity to discuss some of the contents of the Order of the Arrow Jumpstart website (<http://www.jumpstart.oa-bsa.org/>). Jumpstart screen prints are included as part of the PowerPoint presentation that accompanies this session. If you don't have access to video projection at your conclave site, you may consider creating overhead transparencies of the website.

The Challenges of Brotherhood ask the Ordeal member to demonstrate his knowledge of the Order of the Arrow, explain his continuing service record to his unit and share plans for future involvement in the chapter and/or lodge. The Challenges are meant to encourage the Ordeal member to reflect and put a great deal of thought into their role as a Scout and as an Arrowman. The Challenges should not be characterized as a 'test' that Ordeal members need to 'cram' for prior to their Brotherhood ceremony.

Brotherhood Conversion and Why It Is Important:

5 Minutes

Now that we've discussed a little bit about Brotherhood membership and its history, it's time now to look at the main point of this session: Brotherhood Conversion. What is Brotherhood Conversion (*seek answers*). Let's discuss.

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- **What is Brotherhood Conversion?**
The term "Brotherhood Conversion" refers to the process of Ordeal members becoming Brotherhood members - it is often referred to as a percentage. In order for a lodge to achieve Quality Lodge status in the Order of the Arrow, at least 30% of the eligible Ordeal members must become Brotherhood. On average, 70% - 75% of lodges in the nation achieve this target each year.
- **How is it calculated?**
The Brotherhood Conversion percentage is calculated by dividing the total number of members who become Brotherhood in a given year by the total number of Ordeal members in the lodge that were eligible that same year.

Trainer Tip: It is important to emphasize that the focus is not how many Ordeal members inducted in the previous year became Brotherhood members. The focus is the total number of all eligible Ordeal members who became Brotherhood members. Some may want to challenge the math of the formula but it is sound and proven. While there may be other methods of calculating conversion rates, the most important aspect of the formula is the fact that it is used consistently throughout the country.

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D. 2003 MEMBERSHIP SUMMARY

(As of the last day of your Lodge's 2003 Dues Year.)

1. END OF YEAR TOTAL MEMBERSHIP	200
a. Ordeal	_____
b. Brotherhood	_____
c. Vigil Honor	_____
d. TOTAL	_____
2. LODGE CHARTER FEE	
Item 1d multiplied by \$2.00	\$ _____
3. TOTAL MEMBERSHIP INCLUDES:	
a. Youth (Under 21)	_____
b. Adults (Age 21 and over)	_____
4. TOTAL 2003 INDUCTIONS <i>(Excluding non-Lodge members)</i>	
a. Ordeal	50
b. Brotherhood	45
c. Vigil Honor	_____
5. PERCENT BROTHERHOOD CONVERSION:	23 %

Use this formula: $\frac{\text{Item 4b}}{\text{Item 1a} - \text{Item 4a} + \text{Item 4b}} \times 100$
 Round your answer up to the next whole number if you get a fraction of .5 or greater.

Figure 1: Brotherhood Conversion Calculation

Item 1a = Ordeal Membership (at the end of the year)

Item 4a = Ordeal members inducted during the year

Item 4b = Brotherhood members inducted during the year

Example: Assume a lodge has 200 Ordeal members at the end of the year. This includes 50 Arrowmen who were inducted in a given year. 45 Arrowmen became Brotherhood members that same year.

Therefore, the Brotherhood Conversion rate is **23%**.

$$\frac{45}{(200 - 50 + 45)} \times 100 = 23\%$$

In this example, the lodge would have needed 63 eligible Ordeal members to become Brotherhood in order to reach 30% conversion.

• **Why is Brotherhood Conversion important?**

You might ask yourself, "Why do we care about Brotherhood Conversion?" It's more important for members to be active in their unit, so why is there such an emphasis?

Studies and statistics show that Arrowmen who become Brotherhood members are more inclined to stay active in the Order of the Arrow. They've learned more about the Order and have consciously chosen to make the Order an important part of their Scouting experience. As individuals remain active in the Order, they continue to 'crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others', - the fourth part of the Order's purpose.

While an Ordeal Arrowman's sole responsibility is to his unit, there is an undeniable fact that if your lodge is to be effective, it requires the commitment of members to fulfill the lodge's mission and the Order's purpose. Those that obtain Brotherhood membership are likely to be active in chapters and lodges, providing the leadership and manpower required to operate effectively.

Essentially, strong Brotherhood Conversion is a key indicator into understanding the 'health' of a lodge and how well it is accomplishing part of the Order's purpose. High conversion rates demonstrate that a lodge is effectively communicating with its members

and providing necessary support and encouragement to Ordeal members as they continue on the Journey to Brotherhood.

- How can we improve our Brotherhood Conversion rates?**
 That’s the question that a lot of lodges would like to answer. There are a number of lodges who consistently and easily meet the 30% conversion requirement for Quality Lodge Recognition and others that struggle year after year to reach this target goal. In the next part of the session, we’re going to talk about different methods for improving Brotherhood Conversion in your chapter and/or lodge.

Methods for Improving Brotherhood Conversion Rates:

25 Minutes

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Let’s discuss methods for improving Brotherhood Conversion rates. However, before we do that, I’d like to get your feedback. I’d like each person to find a partner, preferably someone you don’t know or someone from a different lodge.

Once you introduce yourself, I’d like you to share with each other the reason that you became a Brotherhood member. Perhaps it was because someone encouraged you, perhaps it was a flyer that you received in the mail. If you are an Ordeal member, talk about if you plan to become a Brotherhood member or if you have been in the OA for ten months, discuss some of the reasons why you have not yet become a Brotherhood member.

Trainer Tip: The purpose of this exercise is to get participants to talk with each other about their Brotherhood experience. It serves as a slight change of pace to the session and also prepares them for the second part of the activity. Give participants approximately 3 minutes to discuss.

Activity	“Motivations for Brotherhood”
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Now that each of you have shared your experiences, is there anyone who would like to share their experience with the entire group? (*seek volunteers*).

Trainer Tip: Allow a few individuals to share their experiences. Ultimately, you will find that a common thread between all experiences is the fact that someone encouraged or mentored them to become Brotherhood members. It may have been a father encouraging his son, two Ordeal members encouraging each other, or a Brotherhood member motivating an Ordeal member in his chapter. The concept of ‘mentoring’ and ‘encouragement’ is a key factor to successful Brotherhood Conversion and should be mentioned to the entire group.

Now that you’ve heard some experiences and understand how important mentoring and encouragement are, I’d like you to work as a team to come up with the most unique idea for improving Brotherhood Conversion in your lodges. Based on both of your

experiences with Brotherhood membership and your personal reasons for becoming Brotherhood, think of a way to improve your lodge’s conversion rates. You should not limit yourself to what you have heard before. Aim for innovative and creative ideas.

Trainer Tip: You may want to make this activity a little competitive. Perhaps the session trainer could award a prize to the team that has the most innovative idea. The goal of this portion of the exercise is to utilize their understanding of why they personally became Brotherhood into a tangible idea for lodges to improve their Brotherhood Conversion rates. Give participants a few minutes to discuss. Be careful to watch time.

Activity “Brotherhood Conversion Brainstorm”

Is there any team that would like to volunteer to share their creative idea? (*seek answers and participation*).

Trainer Tip: This is the most important portion of the session. The participants will be able to improve their lodges’ Brotherhood Conversion through the new and innovative ideas being shared. It is important that you promote and facilitate discussion and idea sharing among the participants.

Distribute Handout “Brotherhood Conversion”

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Slide
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Here are some key suggestions for improving Brotherhood Conversion in your lodge. We may have touched on some of these points, but I want to make sure we cover them all:

- **Mentoring:** Utilize the Elangomat, Troop Representative or some other type of system to guide the new Ordeal members along the journey to Brotherhood. Ordeal members rarely decide for themselves that they want to become Brotherhood members. It often takes the encouragement of another.
- **Opportunities for Ceremonies:** Your lodge should provide a Brotherhood ceremony opportunity at every lodge, district and council event as well as each week at summer camp. Frequency of opportunity has proven to make a difference. In addition, since everyone is short of personal time, don’t require attendance at a service weekend or participation in a service project prior to the ceremony.
- **Guide to Inductions:** The Order of the Arrow Guide to Inductions offers valuable information regarding Brotherhood including Stages in the Journey to Brotherhood, The Brotherhood Induction, Elements of a Good Brotherhood Program and the Brotherhood Hike.

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- **Accurate Records:** Update your lodge records every year, making sure to keep “non-dues paid” members separate or eliminated from your member database. Accurate records allows a lodge to target Ordeal members upon their eligibility. Remember, each lodge must manage and control its own Brotherhood Conversion process.
- **Remove Barriers:** Try to eliminate barriers that might prevent an Arrowman from achieving Brotherhood. The Brotherhood ceremony must be accessible and available - keep in mind brothers with special needs and an Arrowman’s religious obligations (e.g. weekend travel). Also keep in mind distance to the ceremony – people with limited time are more likely to attend a Brotherhood ceremony if it is not far away. Help to arrange transportation. Remember that the lodge can not make changes to the Challenges of Brotherhood membership either by adding or removing requirements!
- **Cost of Sash:** A common barrier to some Arrowman is the cost of the sash. A lodge can create a “Brotherhood Scholarship” either in the lodge budget or through donations. A lodge could also consider paying for the cost of the Brotherhood sash.
- **Chapter/Lodge Recognition:** Recognize new Brotherhood members at all opportunities: lodge events; in lodge publications; in district/council newsletters; present certificates at the annual lodge banquet. This can help to motivate other lodge members to also become Brotherhood members.
- **Letters to Ordeal Members:** A personalized letter from the lodge chief mailed to eligible members, extending an invitation to begin their journey to Brotherhood can be an effective reminder to Ordeal members.
- **Phone Calls/Email to Members:** Emphasize constant contact and communication to your membership, inviting Ordeal members to a lodge or chapter event where they can obtain their Brotherhood.
- **Articles in Newsletter:** Within each lodge newsletter, recognize new Brotherhood members and promote future opportunities where members can obtain Brotherhood.
- **Brotherhood Class/Training Session at Chapter and/or Lodge Events:** At every chapter and lodge event, provide a fun and energetic discussion where Brotherhood members can work with new members and help them with the Challenges of Brotherhood Membership.
- **‘Challenge’ vs. ‘Test’:** Ensure the use of correct terminology. The term ‘Brotherhood Test’ is incorrect and can be intimidating to some. Ordeal members should not feel pressure and have to ‘cram’ to understand aspects of Brotherhood Membership.
- **Brotherhood Chairman (under Vice Chief of Inductions):** Create a position that strictly focuses on developing lodge programs centered on helping members obtain Brotherhood membership. This can increase your lodge’s conversion rate as well as boost participation at chapter and lodge functions.
- **Troop/Team Representative:** Utilize these representatives to reach more Ordeal members and help personalize the promotion for them to obtain

Brotherhood. Recognize Troop/Team representatives who play an active part in encouraging members from their unit to become Brotherhood members.

- **JumpStart Program:** As we briefly discussed, this is a great web-based program that will help answer new members’ questions and guide them along the journey to Brotherhood.
- **Brotherhood Challenge Worksheet:** A Brotherhood Challenge Worksheet is a one-page handout that some lodges distribute to their new Ordeal members. It outlines when the Ordeal member is eligible for Brotherhood membership, discusses the Challenges of Brotherhood Membership and provides other information helpful to a new lodge member.
- **Lodge/Chapter Incentive:** Provide incentives if the lodge or chapter reaches its conversion goal. Some ideas include a free, low cost, or discounted fellowship, a pizza party, special t-shirt, etc.
- **Lodge Image:** Image and first impressions are important to a new member. People want to be part of an organization that welcomes them and that has a good image. Have prepared unit election teams and impressive ceremonies.
- **Pre-Ordeal meeting with candidates:** Hold a meeting with candidates prior to the Ordeal to discuss the induction process and to clarify any concerns of the candidates or their parents/leaders. This will help to establish the mindset that the Ordeal Ceremony isn’t the end of the induction process.

It’s important to note that regardless of what techniques your lodge uses to encourage higher Brotherhood Conversion rates, each lodge must manage and control its own Brotherhood Conversion process. Arrowman can not meet the Challenges of Brotherhood membership or become Brotherhood members outside of their home lodge.

I realize we just covered a number of ideas, many of which may be new to you and your lodge. If you have any questions or would like to talk about an of these or other ideas more in depth, I encourage you to continue your discussions this weekend with myself, each other and most importantly, your lodge key three.

Conclusion/Question and Answers/Evaluation:

5 Minutes

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At this time, I’d like to ask you to perform an evaluation of this session. The feedback you provide will help to improve this session and the session trainer. This session is being conducted at every conclave in the nation this year. With your feedback we can continue to provide quality sessions to help improve conclave training.

Distribute Handout to volunteers	“Session Evaluation”
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Trainer Tip: You may want to provide a small recognition item for those individuals who volunteer to complete the participant evaluation (e.g. patch, small token of appreciation, etc.) Now is also a great opportunity to discuss any remaining open points or additional questions before closing the session.

Are there any additional questions or points? *(resolve any open questions or points)*

We hope this session has helped to explain what Brotherhood Conversion is and why it is important. Brotherhood Conversion is a critical component to building your lodge so that it can fulfill its mission and the purpose of the Order of the Arrow.

Collect Session Evaluations from Participants	“Session Evaluation”
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APPENDIX: FREQUENTLY ASKED QUESTIONS

What are the Challenges of Brotherhood Membership?

- Memorize the signs of Arrow membership
- Advance in your understanding of the Ordeal
- Serve your unit. Retain your registration in Scouting
- Plan for service in your lodge
- Review your progress

What are some examples of national statistics for Brotherhood Conversion?

<u>2002</u>	232 Lodges (74.1%) met the 30% conversion target	19,642 Arrowmen became Brotherhood members
<u>2001</u>	213 Lodges (67%) met the 30% conversion target	18,838 Arrowmen became Brotherhood members

Can Arrowmen participate in out-of-council Brotherhood ceremonies?

No, each lodge must manage and control its own Brotherhood Conversion process. Units may attend out-of-council summer camps. There may be occasions when the summer camp will conduct a Brotherhood ceremony sometime during the week of program. Only members of the lodge conducting the ceremony may participate in the Brotherhood Ceremony.

Can a Brotherhood Ceremony be conducted at a section conclave?

A Brotherhood Ceremony can be conducted at a section conclave only if the Challenges of Brotherhood Membership are managed and verified by leaders from an Ordeal member’s home lodge. Another lodge ceremony team can conduct the Brotherhood Ceremony but the Challenges of Brotherhood Membership must be managed by each individual lodge to their respective Ordeal members.

Why is there a ten month time requirement before an Ordeal member can become Brotherhood?

Ten months have been determined the minimum time required to allow an Ordeal member to demonstrate understanding of the challenges of Brotherhood membership and to continue service to the unit.

APPENDIX: SAMPLE FLIPCHART SUGGESTIONS

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

Brotherhood Conversion

Your Name

Page
1

Brotherhood History and Interesting Facts

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What is Brotherhood Membership?

Becoming a Brotherhood member marks the completion of the induction into the Order of the Arrow. It signifies an Ordeal member's desire to become more involved in the Order by their commitment of future service to their lodge, while continuing to serve their unit.

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Challenges of Brotherhood Membership

- Memorize the signs of Arrow membership
- Advance in your understanding of the Ordeal
- Serve your unit
- Plan for service in your lodge
- Review Your Progress

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Brotherhood Conversion

- Often referred to as a percentage
- 30% Brotherhood Conversion per year for a lodge to achieve Quality Lodge Status
- How is it calculated?

Total Number of Brotherhood Members Inducted / (Total Number of Ordeal Members – Ordeal Members Inducted + Brotherhood Members Inducted)

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Brotherhood Conversion Example

Assume a lodge has 200 Ordeal members at the end of the year. This includes 50 Arrowmen who were inducted in a given year. 45 Arrowmen became Brotherhood members that same year.

$45 / (200 - 50 + 45) * 100 = 23\%$

Therefore, the Brotherhood Conversion rate is **23%**.

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Activity

- Find a partner (someone you don't know)
- Why did you become a Brotherhood Member? What encouraged you to meet the Challenges of Brotherhood Membership?
- Ordeal Members – Do you plan to get your Brotherhood? What motivates you to become a Brotherhood member?

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Ideas to Increase Brotherhood Conversion

- * Mentoring
- * Opportunities for Ceremonies
- * Guide to Inductions
- * Accurate Records
- * Remove Barriers
- * Cost of Sash
- * Chapter/Lodge Recognition
- * Letters to Ordeal Members
- * Phone Calls/Email to Members

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Ideas to Increase Brotherhood Conversion (cont)

- * Articles in Newsletter
- * Brotherhood Training Session at Chapter/Lodge Events
- * 'Challenge' vs. 'Test'
- * Brotherhood Chairman
- * Troop/Team Representative
- * JumpStart Program
- * Brotherhood Challenge Worksheet
- * Lodge/Chapter Incentive
- * Lodge Image
- * Pre-Ordeal Meeting with Candidates

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APPENDIX: SOURCE MATERIAL AND REFERENCES

Order of the Arrow Handbook

#34996C, Revised 2002

Order of the Arrow Guide to Inductions

July 2002, Revision

<http://www.oa-bsa.org/resources/pubs/gti/>

Ceremony for the Brotherhood

#34994A, Revised 1999

A History of the Order of the Arrow

Kenneth P. Davis, Second Edition

2003 Lodge Program Resource Book

December 2002 printing

<http://www.oa-bsa.org/resources/pubs/oa-2003-Resource-Guide.pdf>

2002 Order of the Arrow Annual Report

2001 Order of the Arrow Annual Report

BROTHERHOOD CONVERSION

Understanding and Meeting Quality Lodge Requirements

What is Brotherhood Membership?

Becoming a Brotherhood member marks the completion of the induction into the Order of the Arrow. It signifies an Ordeal member's desire to become more involved in the Order by their commitment of future service to their lodge, while continuing to serve their unit.

Brotherhood members do not enjoy any special privileges that are not open to Ordeal members, other than being able to attend Brotherhood ceremonies. However, Brotherhood members do have additional responsibilities and obligations: service to the Order of the Arrow in addition to continuing service to his unit.

What is Brotherhood Conversion?

The term "Brotherhood Conversion" refers to the process of Ordeal members becoming Brotherhood members - it is often referred to as a percentage. In order for a lodge to achieve Quality Lodge status in the Order of the Arrow, at least 30% of the eligible Ordeal members must become Brotherhood. On average, 70% - 75% of lodges in the nation achieve this target each year.

Why is Brotherhood Conversion important?

Studies and statistics show that Arrowmen who become Brotherhood members are more inclined to stay active in the Order of the Arrow. While an Ordeal Arrowman's sole responsibility is to his unit, there is an undeniable fact that if your lodge is to be effective, it requires the commitment of members to fulfill the lodge's mission and the Order's purpose. Those that obtain Brotherhood membership are likely to be active in chapters and lodges, providing the leadership and manpower required to operate effectively.

Remember! Each lodge must manage and control its own Brotherhood Conversion process. Arrowman can not meet the Challenges of Brotherhood membership or become Brotherhood members outside of their home lodge.

Methods for Improving Brotherhood Conversion

- **Mentoring:** Ordeal members rarely decide for themselves that they want to become Brotherhood members. It often takes the encouragement of another.
- **Opportunities for Ceremonies:** Your lodge should provide a Brotherhood ceremony opportunity at every lodge, district and council event as well as each week at summer camp. Frequency of opportunity has proven to make a difference.
- **Guide to Inductions:** The Order of the Arrow Guide to Inductions offers valuable information regarding Brotherhood including Stages in the Journey to Brotherhood, The Brotherhood Induction, Elements of a Good Brotherhood Program and the Brotherhood Hike.
- **Accurate Records:** Update your lodge records every year, making sure to keep "non-dues paid" members separate or eliminated from your member database. Accurate records allow a lodge to target Ordeal members upon their eligibility. Remember that each lodge must manage and control its own Brotherhood Conversion process.
- **Remove Barriers:** Try to eliminate barriers that might prevent an Arrowman from achieving Brotherhood. The Brotherhood ceremony must be accessible and available - keep in mind brothers with special needs and an Arrowman's religious obligations (e.g. weekend travel). Also keep in mind distance to the ceremony. Remember that the lodge can not make changes to the Challenges of Brotherhood membership either by adding or removing requirements!
- **Cost of Sash:** A common barrier to some Arrowman is the cost of the sash. A lodge can create a "Brotherhood Scholarship" either in the lodge budget or through donations. A lodge could also consider paying for the cost of the Brotherhood sash.
- **Chapter/Lodge Recognition:** Recognize new Brotherhood members at all opportunities: lodge events; in lodge publications; in district/council newsletters; present certificates at the annual lodge banquet.
- **Letters to Ordeal Members:** A personalized letter from the lodge chief mailed to eligible members, extending an invitation to begin their journey to Brotherhood is an effective reminder to Ordeal members.
- **Phone Calls/Email to Members:** Emphasize constant contact and communication to your membership, inviting Ordeal members to a lodge or chapter event where they can obtain their Brotherhood.
- **Articles in Newsletter:** Within each lodge newsletter, recognize new Brotherhood members and promote future opportunities where members can obtain Brotherhood.
- **Brotherhood Class/Training Session at Lodge Events:** At every lodge event, provide a fun and energetic discussion where Brotherhood members can work with new members and help them with the Challenges of Brotherhood Membership.
- **'Challenge' vs. 'Test':** Ensure the use of correct terminology. The term 'Brotherhood Test' is incorrect and can be intimidating to some. Ordeal members should not feel pressure and have to 'cram' to understand aspects of Brotherhood membership.
- **Brotherhood Chairman (under Vice Chief of Inductions):** Create a position that strictly focuses on developing lodge programs centered on helping members obtain Brotherhood membership. This can increase your lodge's conversion rate as well as boost participation at chapter and lodge functions.
- **Troop/Team Representative:** Utilize these representatives to reach more Ordeal members and help personalize the promotion for them to obtain Brotherhood. Recognize Troop/Team representatives who play an active part in encouraging members from their unit to become Brotherhood members.
- **JumpStart Program:** A great web-based program that will help answer new members' questions and guide them along the journey to Brotherhood (<http://www.jumpstart.oa-bsa.org/>).
- **Brotherhood Challenge Worksheet:** A Brotherhood Challenge Worksheet is a one-page handout that some lodges distribute to their new Ordeal members. It outlines when the Ordeal member is eligible for Brotherhood membership and discusses the Challenges of Brotherhood Membership.
- **Lodge/Chapter Incentive:** Provide incentives if the lodge or chapter reaches its conversion goal. Some ideas include a free, low cost, or discounted fellowship, a pizza party, special t-shirt, etc.
- **Lodge Image:** Image and first impressions are important to a new member. People want to be part of an organization that welcomes them and has a good image. Have prepared unit election teams and impressive ceremonies.
- **Pre-Ordeal meeting with candidates:** Hold a meeting with candidates prior to the Ordeal to discuss the Induction process and to clarify any concerns of the candidates or their parents/leaders. This will help to establish the mindset that the Ordeal Ceremony isn't the end of the induction process.

**CONCLAVE TRAINING INITIATIVE
PARTICIPANT EVALUATION**



**ORDER OF THE ARROW
BOY SCOUTS OF AMERICA**

Participant: please fill out this evaluation form and return to the session trainer. Your feedback will help to improve future sessions for conclave training.

1. Name of Session:

2. I am a Youth _____ Adult _____

3. How would you rate this session overall?

Low _____ High

4. List two important things you have learned as a result of this session:

5. What did you enjoy most about the session?

6. What would you improve?

7. Rate the following:

Trainer: Low _____ High

Audio/Visual: Low _____ High

Handouts: Low _____ High

Content: Low _____ High

8. Suggestions for future Conclave Training topics:

9. Please provide any additional comments on back:

Section: _____ Conclave Date: ___/___/___ Conclave Location: _____