

The OA – Unit Relationship
Improving the Association between the Order and the Unit

Who is the unit? Who is our association with?

The Scouts

The Adult Leaders

Although our association is with the entire unit, our focus should be on the Unit Leader – he is the one who develops the unit program, and controls the Scouting development of each youth in his unit.

What does the association consist of?

The OA – Unit relationship: a mutually-beneficial association between the Lodge (and its program) and the Unit (and its members).

Why is the association important?

The Lodge is made up of *individuals within the unit* – so without these individuals, there is no Lodge. The more units that incorporate the Lodge program into their own, the more individuals we will have in the Lodge.

For our Lodge to grow, we must develop and maintain a relationship with each unit in the council. This relationship must be two-sided: The unit must also feel that the Lodge is an important part of their yearly program, and that the Lodge's program can compliment theirs and can benefit the Scout's in the unit.

How can we improve our association?

First: "Divide and Conquer" – break the work down to the local level - must rely on the chapters to accomplish this.

Identify the Units within each district that need improvement – target them.

Develop the desire for the association – make it *important* to the unit leader, *and* to the Scouts in the unit

➤ What do we offer that's important? *What are we selling?*

Brotherhood – developing relationships

Service

A program that favors the older Scout

A program that allows older Scouts to “do their own thing”

- How do we communicate these benefits to the unit leader?
How do we get them to buy what we're selling?

- ◆ Inform:

- Unit Leader's Guidebook
 - Newsletter to all Unit Leaders
 - Presence at District Roundtables

- ◆ “See the merchandise” in action – set the example at the district level

- ◆ Provide services that they NEED – cater to the needs of their unit
> must know their particular situation

- How do we communicate these benefits to the Scouts in the unit?
How do we get them to buy?

- Make them want to be a part
 - Do a good job with elections
 - Show activity at camporees, etc.

- Once in, make them feel an important part of the organization
 - Calls to new members, inviting them to next chapter meeting
 - Make them feel like they belong

- Do Stuff!

- Chapter meetings
 - District events
 - Events outside of the scope of their unit – chapter outings

Once we have the association, how do we maintain it?

Develop trust = reliability = consistency

- Communication
- Avoid Competition
- Reputation