GATEWAY REGION SECTION 3
ORDER OF THE ARROW

The Importance of PMP

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Learning Objectives:

- What's A PMP?
- What does *good* look like? → What do *ours* look like?
- Why Does It Matter?
- Building a Better Lodge

What is A PMP?

Membership Statistics

- $$Election\ Rate = \frac{\#\ of\ Elections\ held + \#\ of\ Units\ without\ eligible\ youth}{\#\ of\ Units\ in\ the\ Council}$$
- $$Induction\ Rate = \frac{\#\ of\ Inducted\ members}{\#\ of\ Elected\ members}$$
- $$Activation\ Rate = \frac{\#\ of\ Activated^{*}\ members}{\#\ of\ Inducted\ Members}$$

* an Activated member is an Inducted members that attended a Lodge event within 6 months of their Induction

Membership Statistics

- Induction
- Election
- Activation

Program Statistics

- Membership Retention
- Event Participation
- Brotherhood Conversion
- Training Rate

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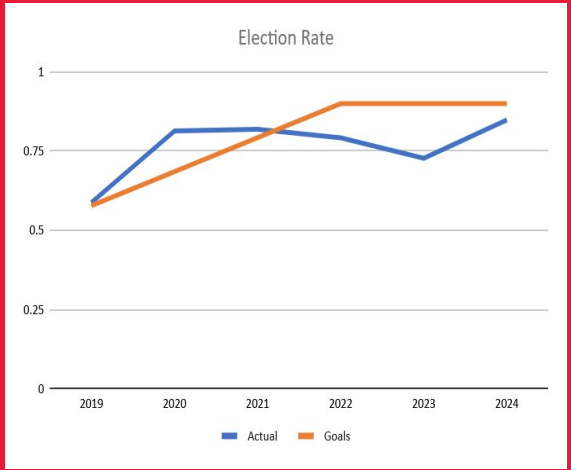
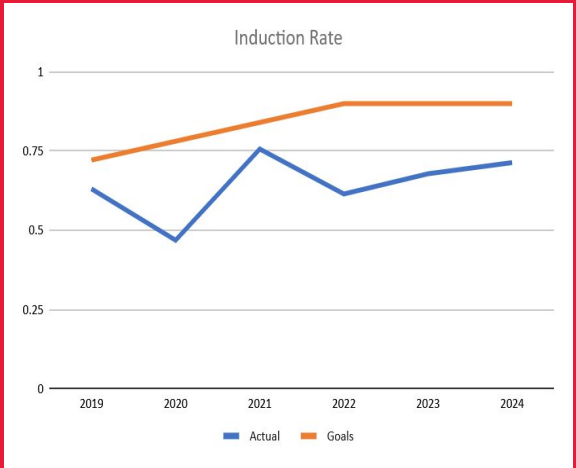
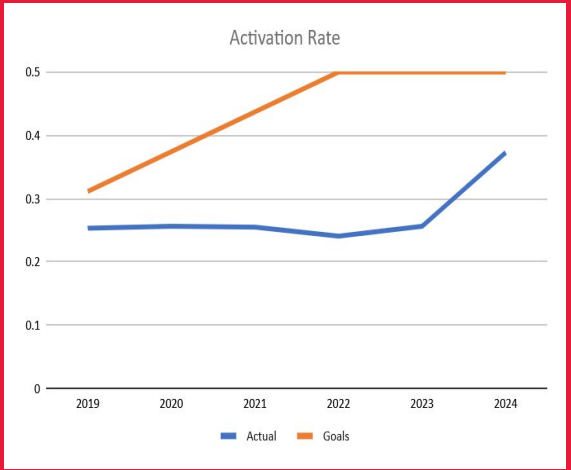
2024 EOY Data!

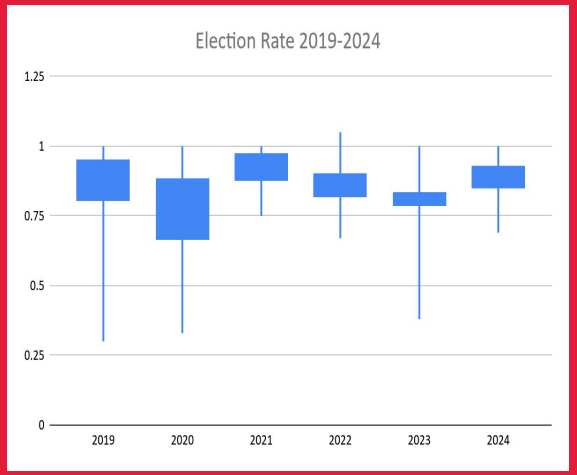
… but does it tell the whole story?

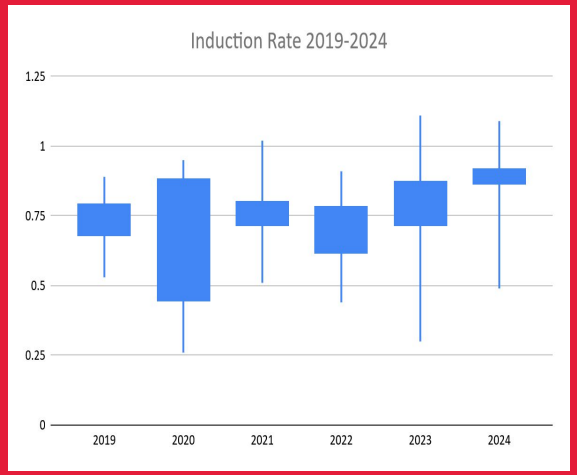


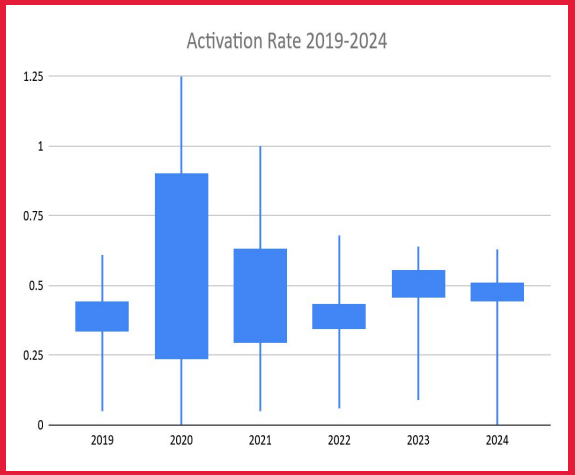




2024 EOY Data! (again!)







NOT
What is A PMP?

- PMP does not define a Lodge
    - Does not include programs or experience
- PMP does not tell us **how** to improve, only **where** to improve
- No member will care how many points you lodge has

Why Does It Matter?

Exercise!

- Who has a calculator?
- (0.90 / Election) * (0.90 / Induction) * (0.50 / Activation) = Growth Factor
- (0.90 / 0.87) * (0.90 / 0.71) * (0.50 / 0.37) = … = 1.77
- 4,512 * 1.77 = … = 7,986 Members!

- If we can reach these goals, we can grow our lodges
- … not "if"
- But HOW?

Building a Better Lodge

Common Challenges:

Election

- Election team training, chapter support, unit contact, and national image

Induction

- Public image, outreach, travel, and event management

Activation

- Calendar, event promotions, outreach, and engagement

Goal Setting

- Goals should be aimed at *program* not *percentages*
- Goals should be SMART
- Goals should include others

Recap!

- PMP metrics help *identify* lodge strengths and weaknesses
- Each step in membership is *cumulative*
- Growth comes from *program*, not *percentages*
- Goals should include the entire officer team