



NATIONAL EVENTS COMMITTEE  
ORDER OF THE ARROW

## NOAC Champions Identification

Lodge Advisers,

NOAC 2024 planning is underway as we look forward to a fun and impactful week from July 29<sup>th</sup> to August 3<sup>rd</sup>, 2024 at the University of Colorado Boulder! This NOAC, we are introducing a new program called NOAC Champions [oa-bsa.org/noac/champions](https://oa-bsa.org/noac/champions). **NOAC Champions is a short-term position held by at least one youth and one adult (21+) from each lodge that serves as the promotional leads for their lodge until their contingent leader is identified at registration in October 2023.** Lodges may have a team of NOAC Champions to support NOAC promotions. Please just identify the lead youth and adult. They are boots-on-the-ground promoters that champion the fun and impact of NOAC in an enticing message. NOAC Champions are empowered with the latest promotional tools and charged with the role of generating excitement and anticipation for NOAC 2024 among youth and adult members. This includes giving lodge-wide presentations, pitching directly to Arrowmen in conversation, establishing a social media and web presence for their lodge, and sending promotional emails, among other promotional efforts. They can be any Arrowmen in the lodge, including the lodge chief and adviser. Successful NOAC Champions have been to a NOAC before, are effective communicators, polished presenters, and have strong relationships with members of their lodge.

The section will act as an intermediary to communicate your NOAC Champions' contact information to the NOAC 2024 concierge and promotions teams and provide any necessary guidance. From there, the NOAC Promotions Team will provide promotional resources to the NOAC Champions. Please reply to this email at your earliest convenience with your NOAC Champions' name, phone number, email, and mailing address. I am happy to provide any additional information regarding this new program.

Thank you,

**Ben Schilpp** | Section Chief G18s  
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