

Recruitment in the SCA 101
Baronessa Giovanna Adimari
Midrealm Kingdom Deputy – Recruitment, Retention and Demos
Elaine242@gmail.com – please feel free to contact me!!

What is a Chatelaine?

You are!

The reality is that each and every one of us can and should serve as a Newcomer “officer”. Every interaction between a newcomer and an existing member has the potential to drive away the new person, or - to keep them interested, involved and eventually new and long-term members in their own right.

What are the responsibilities of the Chatelaine?

- Helping to provide a springboard for Newcomers including:
 - o General information
 - o Basic history of the SCA
 - o How to get started
 - o Garb
 - o Where to find information about local activities and events
 - o Available by email, phone or other contact.
- Recruitment
 - o Helping to schedule and oversee recruitment activities
 - Demos
 - Information tables at organizational fairs
 - o Assisting with publications for recruitment
 - Media Relations policies
- Retention
 - o Newcomer Retention
 - Workshop and classes
 - Handouts
 - Quests
 - o Existing Member Retention
 - This is something new to the Chatelaine office and should not be exclusive to this office alone, but should be something we are all working on!
 - Trying to continually grow and improve our events, activities and ideas to keep existing members included and engaged with what we are doing.
 - o Reporting

- Everyone will have a reporting schedule depending on your Kingdom, Barony – or whether you are a Regional or Kingdom deputy. Check your individual regions/locations for this schedule.

Things you should do as a Chatelaine:

- Get to know your Kingdom Laws
- Get to know your Kingdom's customs and history
- Get to know the mission statement of the SCA
- Get to know (well!) members of your local group
- Get to know your regional and Kingdom level Officers

How do we effectively recruit within the SCA?

- Some questions to ask:
 - Why are we recruiting?
 - Who is our local group?
 - What local non-SCA resources do we have?
 - How do we get involved and stay involved with the SCA?
 - What motivated us to participate in activities?

1. Target Audiences and Demographics

- Learn about your local group to make appropriate decisions regarding recruitment as well as retention decisions.
- Who is your local group and therefore your pool of people power?
- What are the demographics of this group and their needs/specifications?
- How did they find the SCA?
- How will their demographics help/hinder future recruitment activities?

- **Membership Questionnaire:**

1. How long have you been involved in the SCA?
2. How did you first learn about the SCA and what circumstances caused you to get involved?
3. Would you consider yourself an active or inactive member? How many hours per/week do you feel you spend participating in SCA activities?
4. If you are not active, but are still a member of the Society, what keeps you from participating?
5. If you are involved, what types of activities do you participate in?
6. What types of activities are you interested in, but don't participate in? Why?
7. How do you feel your local group could recruit more effectively?

8. If you are no longer an active member, but once were, what changed?
 9. Are there activities or other situations which would cause you to get more involved again?
 10. What do you feel your local group could do to retain members more effectively?
 11. Do you have children and if so, does this affect your ability to participate in SCA activities?
 12. What is your age? Gender? Occupation?
- Feel free to not answer any question you do not feel comfortable with. However, the more detailed information I receive the better informed I (and the group in general) can be about recruitment and membership retention planning.

2. Motivation

- What motivates people to join a social/educational organization? How can we tap into this potential motivation in order to give people the sense that their time will be well spent within the SCA?
 - o Feeling of accomplishment
 - o Sense of belonging
 - o Learning a new skill or craft

Create a Chatelaine and Recruitment Plan

- What would you like to accomplish during your time as Chatelaine?
 - o Come up with a plan and specific goals for your plan!
- Get others involved!
 - o Encourage everyone to be a Chatelaine
 - o Find opportunities to new and existing members to be involved with your “plan”.
- Look to other sources for inspiration
 - o Leadership books
 - o Other Chatelaines
 - o Online sources
 - o Baron/Baroness, King/Queen, etc.

Recruitment – the Nuts and Bolts

- Available Spheres of Recruitment:
 - o **FRIENDS!**
 - The Society recently published their Census results and found that an overwhelming majority of members found the SCA and stayed with the SCA because they already had friends that participated.
 - This should be a major recruitment tool, and is unfortunately often overlooked.
 - Chatelaine’s should be encouraged to think of creative ways to hold “friends and family” activities and events to draw newcomers to their membership.
 - o **Specific demos** – Demos are important because they not only fulfill our educational requirements as a 501 (c)3, but also allow us to publically display the wide variety of skills and talents of our local groups.

- Some possible demo opportunities:
 - Libraries
 - Girl Scouts
 - Local history Festivals
 - Piggy backing on other events
- **Organizational Fairs**
 - Booths and/or demonstrations
- **Media**
 - Television
 - Radio
 - Newspapers
 - Magazines
 - Billboards
 - Other publications

How to Run a Successful demo:

- **Match your Target Audience**
 - Not every demo is going to be the same. Try to cater your participants to the appropriate target audience for which will be your public.
 - You are giving this demo to? Who are you hoping to recruit?
 - If you are trying to recruit at a college, try to encourage your college-age members to be present and active.
 - If you are trying to recruit at a library, you may want to bring those with excellent book collections, or members with families.
- **Getting volunteers**
 - The best way to ask for volunteers is one-on-one, face-to-face!
- **Pay attention to your public!**
 - Demos are meant for the purpose of education or recruitment. It is important that when you are “working” a demonstration you are there for the public, not yourselves!
- **Focus on highlights, not EVERYTHING!!**
 - When people are first learning about the SCA, they do not need to know everything about everything you do!
 - Stick with some highlights
 - Choose activities that are visually interesting to the public.
 - If you can, have a variety of hands-on activities for people to try
 - Weaving, painting, cooking, blacksmithing, etc.
 - Try not to pontificate!
 - Present the SCA in a positive light
 - Have FUN!
- **Provide a means for people to learn more**
 - Offer a sign-up sheet for interested parties to have more information sent to them.
 - Follow-up with these people!
 - Emails
 - Your local group’s website
 - Newsletters
 - Unofficial Facebook pages, etc.

- Offer thanks to the demo's site owners, location providers, or other constituents!

Membership Retention

1. For Newcomers:

- Newcomer Meetings
- Workshops
- Newcomer Events
- Other possibilities:
 - o Get-in-free cards
 - Each newcomer can attend their first three events free

2. For Existing Members:

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