

NEW MEMBER SEMINAR DINNER

New Member Seminar Dinners (they can be lunch or breakfast also) are a very effective way to increase local lodge membership. Lodges need to coordinate efforts with assigned Field Staff Representatives who can help organize these seminar dinners. Be certain to communicate to the Lodge that the Sales and Marketing Department, along with the Field Staff, pays 100% of the cost for the meal for the Prospective new member and their sponsors only, up to \$400.00, excluding advertising cost, for each scheduled dinner. Expenses in excess of the meal cost for the prospective new member and their sponsor is the responsibility of the Lodge.

The following criteria must be met by the local lodge and the Field Staff Representative in order to have a successful seminar dinner:

1. The local lodge needs to contact the Director of Agencies in the Home Office to schedule the date, time, and place for the dinner. This should be done 60-90 days before the dinner so that a Field Staff person can be assigned.
2. The local lodge is responsible for securing a facility, plus various pieces of equipment such as a marker board, a PA system, TV, VCR and slide projector when requested. The local lodge is also responsible for selecting a reasonable menu.
3. The local lodge is responsible for handling the publicity. The assigned Field Staff Representative will assist by providing approved advertising material. The lodge needs to publicize in the local media such as newspapers, radio, and TV. Local weekly papers have proven to be effective, as well as posters that can be put up on church and supermarket bulletin-boards. Most media will accept this as an announcement, or calendar of events, at no charge (ask).
4. The local lodge needs to promote the dinner within the lodge. Current members should be urged to bring prospective new members to the dinner. Officers of the local lodge should set an example by bringing prospective new members. Each member who sponsors a prospective new member will receive his/her dinner free. Naturally, the prospective new member's dinner is also free. The question has come up, "What if one sponsor brings 3 prospective new members?" In this case, Sons of Norway pays for the one sponsor and the 3 prospective new members. It is not acceptable to name two other sponsors who really aren't sponsoring the two other prospective new members in order to get a free meal. The lodge should see that a minimum of 10 prospective new members are present (some lodges have gained over 40 new members from one dinner). Note: If the lodge does not have at least 10 prospective new members, the financial commitment from the Sales and Marketing Department will not be available.
5. The local lodge should form a calling committee. The calling committee's responsibility is to call every member in the lodge and promote the dinner. Ask them to make a commitment to bring a prospective new member. People who have dropped their membership during the last 2-3 years should be contacted.
6. Lodge members, such as the president and vice president, should tell the prospective new members about the history of Sons of Norway, local lodge community activities and

social events. FUN things should be emphasized. This should take no longer than 10 minutes.

7. The Field Staff Representative will give a 15-20 minute presentation entitled, "The Kind of Work We Do," which features the financial benefits of membership in Sons of Norway.
8. The lodge will provide the Field Staff Representative with a roster containing the names and phone numbers of all prospective new members and their sponsors. Prospective new members may join that evening (for best results) or when contacted by the Field Staff Representative.
9. Prospective New Member Packets, entitled, "The Kind of Work We Do," needs to be given to all prospective members. The Prospective Member Packet should contain:
 - a. Map Brochure (form 621)
 - b. Membership Application (Form 215A)
 - c. Lodge Newsletter, if available
 - d. Marketing Brochure (The Kind of Work We Do (Form M811)
 - e. Note Pad
10. Membership applications should be completed and dues paid by all guests wishing to join Sons of Norway. Recruiting credit will be given to the Field Staff Representative who will also sign each Form 215A.
11. The New Member Seminar Registration Form will be completed by each member and guest and returned to the assigned Field Staff Representative at the close of the seminar.

The dinner should be held in a pleasing environment. Everyone should have a pleasant evening with their friends. If lodge members have bunads, Norwegian sweaters and other Norwegian items, it would be nice if they work them.

Every lodge should commit to having a New Member Seminar Dinner once each year. For the dinner to be a success, you need proper planning and coordination between the lodge and the Field Representative, good publicity and good member participation.

Remember, before initiating arrangements with any lodge officers, you must first obtain written approval from the Director of Agencies, indicating which lodge and the tentative date for the Seminar dinner.

As was previously mentioned, the Sales and Marketing Department pays 100% of the cost for the meals for the guest and their sponsor up to \$400. At the conclusion of the dinner, the lodge pays the bill. The Field Staff needs a copy of the paid receipt to send back to the Home Office along with Form 250 (4/02) and the reservation form which lists the name of the prospective new member and sponsor. Upon receipt of these forms, the Home Office will then reimburse the lodge for the guest and sponsor.