

Recruitment and Retention Strategies Instruction sheet

The purpose of this packet is to look at which target populations within your local group and community to see the diversity of types of people around you. Each of those target groups will have one or two 'favorite' things about your group, that will outweigh their interest in other opportunities. When we realize who we are trying to talk with, we will have a better idea of what will appeal to them and where we can concentrate our demo opportunities to reach out to these target audiences. Looking at types of people already in your group helps develop an idea of what types of people to recruit, so that your local group is well rounded and diverse. A well rounded and diverse group has the ability to attract any newcomer, As a newcomer will be able to see there are people “just like them” already in your group. One thing to remember here is that we are looking to increase SCA interest as well as “fill gaps” in the local SCA group, with interests from the general community.

Here are some category ideas to begin defining the types of people in your local group and community

- Age
- Gender
- Occupation
- Household Income
- Marital Status
- Presence of children in the household
- Type of community (rural, urban, ethnic, college)
- Hobbies/interests

Sometimes a target group is made up of a combination of these categories, for instance retired school teachers, young couples with disposable income, or families with teenage children involved in sports.

Once you have a handful of ideas of the types of people in your local group or community, think back to where you saw these people last or what you heard your neighbor speak about going to. These are the types of places that you want to begin considering for potential demos or demo sponsors. The easiest way to do this is to check local community calendars. Do this to see if any of these types of places are having some kind of open house or event (like a fair or festival), or will be participating in a third-party event (like a town fair, church picnic, art festival, fitness expo, race for the cure).

You can also look at this puzzle from a “backward” perspective. Before taking a look at which target populations you would like to speak to, look at the list of community for third party events like cause events, fairs, festivals, and picnic. Think about what kinds of people would be at each of these events, and of course, the timing of each, to see if it's even possible to do a demo at that event. Once you have decided which event offers the best opportunity for your local group, you can begin tailoring the demo to your intended target audience with specialized demo themes, out-reach materials, and follow-up activities.

There is no need to schedule demos every month. In fact with some down time between demos you and your local group can work to integrate what newcomers you do get from the previous demo. If at all possible try to schedule demos before events or large activities so that you can advertise for those attractions at your demo.

Suggested contents of a Demo Packet:

- Brochure or pamphlet about the SCA and local group
- Kingdom Demo Sponsor Packet-available at <http://chatelaine.aethelmearc.org>
- Photos or recent press photos
- local group demo resume (what demos have you done, thank you notes from past demos)
- types of the demos you group can readily do (themes or topics you have pre-planned for)
- some kind of resource describing the process of your local group accepting a potential demo.
Include in this who to contact about:
 - policy about donations
 - policy about insurance