



ENGAGING YOUNGER GENERATIONS

LEADERSHIP 101

Step Up – Step Back Theory



LEADERSHIP 101

First Follower



LEADERSHIP 101

Be Open to Change

Say No to “TTWWADI”

MARKETING 101

What is marketing?

Product

- Your programming
 - Meeting topics
 - Events & activities
- Fraternal Connection
 - Multigenerational connections
 - Creating community
 - Building family



EXPERIENCES & CONNECTIONS

- ☐ Are your meeting engaging and hands on?
- ☐ Are your topics relevant to young people?
- ☐ Do you meet at a time that works for young people?
- ☐ Value their time - avoid business, keep it short
- ☐ Do you meetings have social time?





Place

Where do you meet?

- ☐ Is it comfortable, warm, and welcoming?
- ☐ Is it easy to get to?
- ☐ In a place that is known?
- ☐ Are there windows and good lighting?

MINIMIZE BARRIERS

- ☐ Do you accept cards for payments?
- ☐ Can you buy ticket online?
- ☐ Do you advertise on social media?
- ☐ Do you use an email newsletter platform?

Price

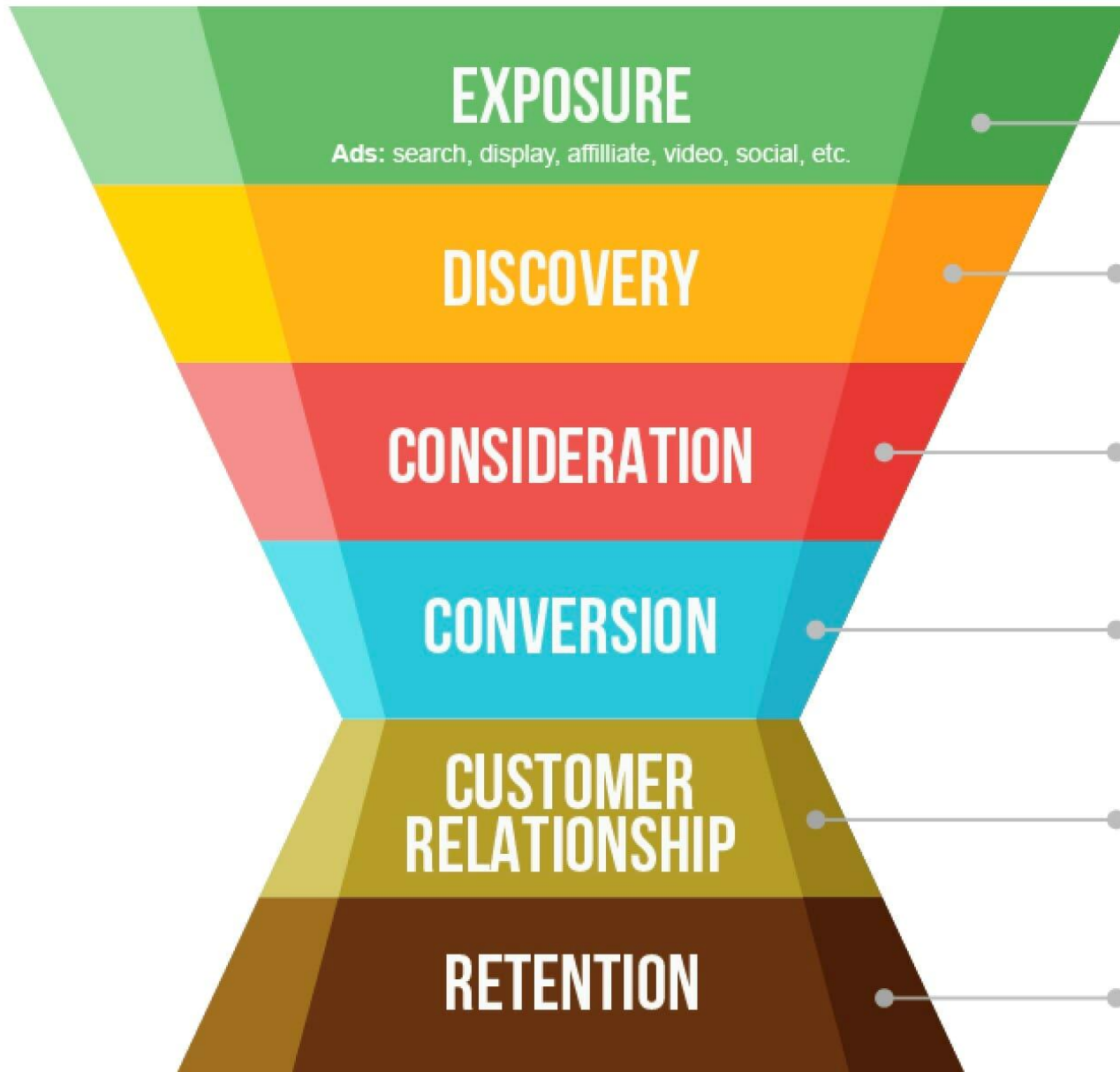
- Membership fees
- Event fees
- Using price as a marketing tool

Promotion

- Advertising
- Social Media
- Community Calendars
- Flyers

Tell Your Story - Advertise





Inbound: organic search, social media, content, communtiy, press, blogosphere, forums, referring links, email, direct, word of mouth etc.

The first few visits to the websites are often focused on consuming content and learning more about the company and product/services.

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The completion of an action on the side convert visitors to the customers.

Customer service, fullfillment, communication and happiness with the product all play into the post-conversion experience.

If customers have experiences, they often return/stay





PROMOTE

- Make it a family tradition
- Booths at popular community events
- Utilize your community calendars
- Flyers in places young people go
- Keep asking and encouraging
- Social media

COMMUNICATE CLEARLY

- Assume they know nothing about Sons of Norway
- Use the English translation of the word along with Norwegian
- Consider modernizing SofN language (ie. lodge vs. club, etc.)

Gold Country
**SCANDINAVIAN
CLUB**

NEXT WAVE



THANK YOU!



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