



Clan MacDougall Society of North America



A Guide for New Representatives

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Preparations:

To prepare for Events, you should first keep in mind that you are a recruiter. The Games and local events are where we get to meet and visit with potential supporting members. Everyone you visit with is a potential supporting member of our Society. As a tent host, state representative, and regional commissioner, you are the face of our Society, and your second responsibility is to be visible to our current supporting members. You are the local person they recognize year after year at the Games they attend. Building relationships is your third responsibility. Think of the tent area as your home and each person that stops by is a guest you would like to see again like your favorite cousin or your best friend. This perspective makes building relationships more natural and easier. The last point of tent hosting is to share information. These responsibilities help fulfill the Society's purposes. Embrace the adventure and enjoy your festivals and local events.

- 1) Identify the event in your area at which you would like to represent our Society.
- 2) Visit the websites of the event.
 - a) Learn the actual event locations and contact information.
 - b) Learn the requirements of the event, such as needed forms, fees and deadlines.
 - c) Start a file on each event to organize your information for future reference.
- 3) Visit some nearby Highland Games events to assess the value of our participation (the return on our investment in terms of potential outreach to current and new members).
 - a) Visit the Administration tent or speak with the Clan Tent Coordinator.
 - b) Evaluate event attendance, the number of clans participating and their opinions of the event and how well it seems to be managed.
 - c) Introduce yourself to other Clans and speak with their representatives.
 - d) Study what they do, what they exhibit and why. Ask questions.
 - e) Photograph interesting display items which you might adapt for your own use.
 - f) Put your name on the event's mailing lists to receive invitations and updates.
 - g) Before leaving, make a note of entry gates, site access, unloading places, parking arrangements, set up and tear down times etc.

- 4) Create your own display well before your first event. This includes gathering the handout materials and printed brochures, as well as any other items you wish to display on your table. (See Kit items below.)
- 5) Advertise your events on our website and social media. This is a requirement per Section IX of the Society's Standing Rules before being eligible for funding support. Email the dates, locations, and websites of your event to webmaster@macdougall.org well ahead of time.

Kit for Table

Kit for Tables: (updated March 2023)

- 1) 2 6ft black tight-fitted, washable, (available on amazon for 2 for 20 or one for 12). These are easily cleaned, stored, and very user-friendly. They also hide whatever you want to store under the table. (You only need two if you are using two tables.)
- 2) 4" tri-fold brochure holder (\$16/2 available on amazon or at Office Depot)
- 3) 2 folding tables {FDW Folding Tables, plastic 6ft folding table, for parties, backyard events, fairs, etc.}
 - (1) (Available on Amazon for \$35ea OR at Walmart)



- 4) Folding Chairs (from Amazon- set of 4) \$79 metal chairs with a weight limit of 350 lbs.
- 5) Stamps for passports: Wood, Rubber Stamp L2.5" x H2.5" \$22.00 plus Shipping (about \$6). <https://www.thestampmaker.com/rubber-stamps/custom-stamp-maker.aspx> You can have a MacDougall and a separate MacDowall badge stamp made for more variety. These are great for the kids that drop by. Some tent hosts will ask if the kids want a temporary tattoo...and stamp their hand or arm. Others use it for festivals that have the "passport booklets" for the kids to take around the clan row tents. Some do red ink for MacDougall and blue ink for the MacDowall.



6) BOOKS:

- a) ***"Journeying in MacDougall Country", a book by Walter Macdougall.*** Paperback is \$25 on Amazon, or shop through the Society at Lulu.com
- b) ***"Clans and Tartans of Scotland" by Roddy Martine (paperback: \$11 on Amazon)***
- c) ***"The Illustrated Encyclopedia of Tartan: A Complete History and Visual Guide to Over 400 Famous Tartans" (\$93 hardcover, \$15 paperback - on Amazon)***
- d) ***"The MacDowalls" by Fergus D. H. Macdowall and William L. MacDougall; a history of the MacDowall clan. (\$15 to \$22 on Amazon)***
- e) ***"Tartan For Me", by Phillip D. Smith, Jr. (Available amazon.com for roughly \$31.00 for paperback, OR through the Society on lulu.com or.)***



A book on Tartans is a great draw for anyone whether they are MacDougall, MacDowall, or any other clan on clan row. This makes others more welcome in our clan tent and provides information for them as well.

- 7) Data Sheets (free downloads from our website specifically for our Volunteers to use)
- Tent Tips and Techniques (This one is **for volunteer use only!**)
 - A Bit of Galloglass Lore (August 2022)
 - The Clan MacDougall
 - The Clan MacDowall
 - Genealogy Research (links for Scottish research)
 - ½ page with QR code: “We’re on Facebook” (full page printable that can be folded in half and laminated for the table)
 - Family Names
 - Map of MacDowall
 - ½ page with QR code: “Visit our Website” (full page printable that can be folded in half and laminated for the table)
 - King’s Table (a Norse Strategy Game) “HNEFATAFL”
 - Isle of Lewis Chess Set
 - Mac vs Mc
 - MacDougall-MacDowall Country of Galloway
 - Map of MacDougall Country (by Walter Macdougall)
 - Blank membership application
 - Scots, Irish, or Scotch-Irish
 - Visitors Registration Form (this allows you to keep a record of your tent visitors)
 - “What is a Sept?”
 - “Why are we together?” (An explanation of one society and two clans)

Great ways to use the data sheets provided online:

1. Laminate them and hang them from your tent. (Lamination costs through FEDEX print services are approximately \$2.70 per 8x10 sheet. This will give your data sheets a longer life and make them waterproof.)
2. Keep them in a binder and switch out the ones on the table for great conversation pieces.
3. Put them in clear plastic frames and set them on your table for eye catching creations.

- 8) Stuffed animal with a kilt: (This type of item is at your discretion and will not be a reimbursable item from the Society. However, it will enhance the look of your display.) *Costs may vary or change.*

- Living Nature brown highland cow with mooing sound. 9 inches. \$30
- scotlandshop.com Highland Teddy bear: MacDougall Modern \$56

- 9) Wool plaid tie (made in 517 different Tartans). Visit scotlandshop.com \$29

- 10) Tartan Face Mask (486 tartans) \$30 each

- 11) Wool plaid ribbon \$30 (1-inch-wide ribbon in 5 strips of 54-inch-long strips of ribbon).



12) Wool plaid ribbon \$50 (2-inch strips of 54-inch-long ribbons) www.scotlandshop.com (see fabric and ribbon page)

13) Woven plaid scarf \$40 (for her).

Tent: https://www.amazon.com/dp/B0BY6YGTQ7/?ref=cm_wl_huc_item

- Via Amazon.com
- Comes with 4-sand bags
- 4 side walls
- Waterproof
- Blocks UV rays
- 10x10 with durable roller bag
- Choice of white, black, or dark/royal blue
- \$140



Item	cost per item		cost per tent set up
Lamination	\$2.70	→ If you print 15 sheets	\$40.50
data sheets	\$0.00	free downloads	\$0.00
table cover (set of 2)	\$20.00	Set of 2	\$20.00
Table	\$35	Each one	\$70.00
brochure holders	\$16	set of 2	\$16.00
Journeying through MacDougall Country	\$25	1	\$25.00
The MacDowalls	\$22	1	\$22.00
Tartans (book)	\$15	1	\$15.00
Tent	\$140	1	\$140.00
highland stuffed cow	\$30	1	\$30.00
teddy bear in kilt	\$56	1	\$56.00
wool plaid tie	\$29	1	\$29.00
woven plaid scarf (for her)	\$40	1	\$40.00
Vecelo Metal folding chairs	\$79	Set of 4	\$79
TOTAL COST FOR TENT SETUP (from scratch)			\$582.50

Table Set Up:

A. (Example A, a single table)

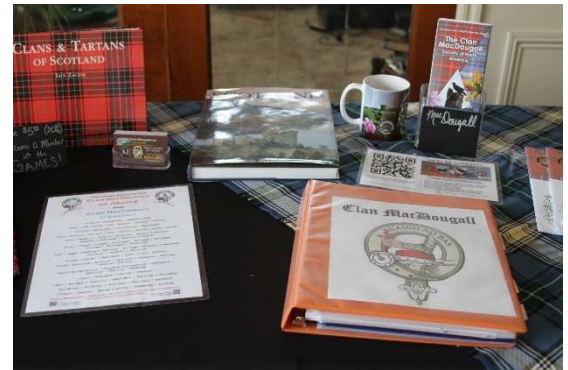
- Unfold the table and set upright.
- Put table cover on.
- Lay out Tartan piece for accent and color.
- Add your brochures, business cards, member applications, a cup for pens, the pens, and a donation jar.
- Next add your CMSNA display items, and any other decorations you may have on hand. Ties, rosettes and teddy bears/stuffed animals are great eye-catchers.



(Above: Figure 1, indoor/outdoor table display)



See above: Figure 2, beginning from the left of the table...



See above: Figure 3, and advancing to the middle

See below: Figure 4, and on to the right side of the table.



See below: Figure 5, the middle and right of the table with the display book open.



2. Display book set up

Purchase a 3-ring Binder (1 ½" to 3" in size) and some sheet protectors to make your Display Book should you choose to use one. The layout mentioned below is arranged more by purposes and subject matter in hopes that it will be more accommodating to our guests.

To this Binder (in sheet protectors) Add:

- I. Table of Contents (optional but useful)
- II. Learn More about MacDougalls, MacDowalls, and Scottish Culture & Heritage
 - A. Photo of our current Chief in Scotland
 - a. Who's who in the photo
 - b. Genealogy chart showing all the Chiefs of Clan MacDougall
 - B. Tartans
 - C. Historical Preservation Sites
 - a. Dunollie Castle
 - b. Kilbride
 - c. Lismore
- III. Education
 - A. The Clan MacDougall (the battle cry, badge and bird)
 - B. The Barefoot Chief by R. R. Maclan in 1855.
 - C. Pass of Brander
 - D. Descendant certificate/graphic
 - E. Map of MacDougall territory
 - F. Crest and Badge
 - G. Clan Bird, Flower, and Brooch of Lorn
 - H. Origins and story of the Brooch of Lorn
 - I. Clan Music
- IV. MacDougall Castles and Historical Sites
 - A. Dunollie Castle
 - B. Restorations that have already taken place for Dunollie
 - C. Dunollie House (sketches, plans, etc.)
 - D. Dunstaffnage
 - E. Lismore
 - F. Kilbride
 - G. Houses of Special Interest
 - H. Coeffin Castle (Ruins)
 - I. Gylen Castle
 - J. Etc.
- V. John A. MacDougall Scholarship Information

- VI. Print Materials
 - A. Membership Applications (blanks for people to fill out)
 - B. Data Sheets from the website
 - C. Etc.

- VII. Tourism
 - A. 2024 International Gathering
 - B. Oban
 - C. Isle of Lismore
 - D. Isle of Kerrera
 - E. How to see some of the things in our book if you were to travel there.

- VIII. Genealogy
 - A. Genealogy Guide by CMSNA rev2023 (www.macdougall.org/representatives/)
 - B. Blank family charts to help the children (and adults) begin their family history.
 - C. Blank family group sheets to help jumpstart each person's own family history.
 - D. (This is a great place for more membership applications or the QR code half sheet that sends people to our website).

Hosting an event:

Before the event.

It is a good idea to invite local supporting members to attend the event via email. The Regional Commissioner for your area will have a list of people in your local state. This list is your resource for communicating local events to local supporting members. It includes phone numbers, addresses, and email information for society supporters. Be sure to include your State Rep and Regional Commissioner in your invitations.

Early set up when possible is a good idea. This gives you the ability to focus on setting up your display the day of the event. Be sure you have a copy of the data sheets on flag etiquette and how to **properly** display the National flag(s) you have brought, as well as how to display multiple national flags at once. Flag codes are in CMSNA data sheets available through our Regional Commissioners and our website. IF you can't find them in the online macdougall.org database, please look at this link:

<https://www.va.gov/opa/publications/celebrate/flagdisplay.pdf>

Parade of Tartans is a common activity at most games and festivals. Make sure you know the following in advance for each festival you attend:

1. Where does the parade assemble?
2. Where does it begin and end?
3. Who is in charge of the parade?
4. When should you arrive for line up and where is our clan's place in line?
5. How many persons can walk with you in the parade?
6. What is required to march in the parade? (Most require a small banner identifying your clan. Some require highland dress or clan association attire.)
7. Do you have banners, flags, etc. to carry and who will be carrying them?

The Event.

Be sure you know your required festival arrival time and be on time. This includes having your parking passes, attendance passes, etc. to gain entrance. Remember to set up in a way that invites guests into your space to share Clan MacDougall and MacDowall information with them.

Speak with other clan tent hosts. These wonderful people will be a wealth of knowledge and support for you and may have insights on “how to” and “what to know” for the festival you are both attending. Friendships are very helpful. Be sure you have someone to cover the tent while you wander and make friends. Hosting means being available. However, self-care is important too.

Self-care: Remember to....

- 1) Pack snacks
- 2) Stay hydrated (pack a cooler for water bottles if needed).
- 3) Make sure you have another person with you so at least one of you is always present to greet visitors and recruit new member, and each of you can seek advice and friendships at the event as well as take regular restroom breaks and time to eat. Some festivals have lines that can last up to 30 mins at a vendor (if you don't bring your own food).
- 4) Remember to do your best and be yourself.
- 5) Don't expect to have the best set up the first time. Sometimes less is more.
- 6) You've got this! You are not alone!

Tool Box: extras to have on hand...

- | | |
|-------------------|---------------------|
| ○ Bungee cords | ○ Safety pins |
| ○ Twine or String | ○ Sunscreen |
| ○ Duct tape | ○ Paper clips |
| ○ Zip ties | ○ Post-it notes |
| ○ Clamps | ○ Scissors |
| ○ Trash bags | ○ Adjustable wrench |
| ○ First aid kit | ○ Pliers |
| ○ Wet wipes | ○ Screwdriver |
| ○ Lysol wipes | ○ Hand sanitizer |
| ○ Pens | |

The Calling of the Clans

Not all festivals have a “Calling of the Clans”. For those that do, it usually occurs at opening ceremony of that particular festival. You'll need a banner with the clan name or badge. Sometimes the festival likes for each clan speaker to make a statement of “who you are in addition to announcing you have arrived.”

The Tartan Parade

Flags and banners and kilts are worn for the tartan parade. It's basically an introduction of each clan to the crowds. Dress your best. Carry a MacDougall Flag or Banner that displays our name or our Badge. You can see photos and videos on our Facebook page of past tartan parades.

The Kirkin' of the Tartans

Calling of the clans on Sunday morning before festival reopens. Each clan brings a small banner or tartan, and a Sunday nondenominational worship service is sometimes given. Dress for Sunday Service.

Cèilidh

This is a dance party. Again, not every festival has a ceilidh. This is a social event at which there is folk music and singing, traditional dancing, and storytelling. This is also a great local event to put on after festivals as a local event for your region.

After the event.

It is important to follow up on any phone calls, emails, or visits you agreed to during your event. It is strongly suggested that you send Thank notes (by email or by postal service) to those who dropped by to visit, and **especially to every new member** you recruited. Submit a brief description of your event to your Regional Commissioner and your Tanist. Please mark any general audience information that you feel suitable for publication. This report may include:

- | | |
|---|---|
| 1. Interesting visits | 6. Awards won by MacDougalls or MacDowells at your event. |
| 2. Activities you participated in or held. | 7. Donations taken at the event. |
| 3. Special visitors that dropped by | 8. Photos |
| 4. New stories you heard or told. | 9. Copies of your guest registry |
| 5. Costs incurred during the event for the event as an fyi. | 10. New member sign ups |

To contact the Editor of the Raven to discuss available space, send emails to newseditor@macdougall.org.

Thank You

If you have any questions or concerns, need further assistance, or just someone to discuss this information with, please contact your State Representative, your Regional Commissioner, or your Tanist. You have a team standing with you. Keep the communications going steady. Communication is the key to success in every relationship, job, and community. Thank You for being a Volunteer for this Nonprofit.