

Clan MacDougall Society Tent Tips and Techniques

We pay to participate in Games for two primary purposes: to **create awareness** of our culture, traditions, and our Society, and to **recruit new members** to help us fulfill our purposes.

The following techniques have proven most effective at past Games for grabbing the interest and attention of potential new members and making membership a surprisingly easy sell.

TENT MATERIALS AND DISPLAYS HANDOUTS:

This lists only the most popular, informative items that answer the most frequently-asked questions. These are the "must haves" and are listed in order of popularity. Obviously, multi-page handouts should be printed front-back.

1. The Clan MacDougall (4 pgs.) (Revised August 2022)
2. The Clan MacDowall (4 pgs.) (Revised August 2022)
3. Why We Are Together (2 pgs.) (NEW in 2021, explaining MacDowall-MacDougall alliance.)
4. What is a "Sept" (1 pg.) (Revised July 2022)
5. Genealogy Resources Links (1 pg.) (NEW in 2021)
6. Mac vs. Mc? (1 pg.) (Revised July 2022)
7. MacDougall Website QR (Print and cut to 8.5 x 5) (NEW in 2021)
8. MacDougall Facebook Group QR (Print and cut to 8.5 x 5) (NEW in 2021)
9. Scots, Irish or Scotch-Irish? (1 pg.) (Revised July 2022)
10. Membership Application (1 page, Revised August 2022)

THE MOST POPULAR DISPLAYS:

- MacDougall-MacDowall Surname / Associated Names 24'x36' Poster (NEW in 2021)
- Map of Scotland highlighting MacDougall and MacDowall lands/origins
- Informative books (for sale or as displays for people to peruse and order online), especially the Starforth book, Walter's *Journeying in MacDougall Country*, and the MacDowall book. (See <https://macdougall.org/other-resources/books/>)
- Embellish with flags in addition to other display items that reinforce the presentation and help tell our story.

MUST HAVE AT TABLE:

- Visitor Registration sheets
- Membership (red) brochures--use this as a "presentation piece" not handout.
- A complete reference listing of Septs and associated family surnames.
- Smaller map of Scotland highlighting MacDougall-MacDowall lands

OVERALL APPROACH:

- We're there to educate, enthuse and expand our membership. See "Selling" Points.
- Many people are there to learn! Feed their curiosity and pride of Scottish clan heritage.
- You don't need to be an expert on Scottish nor Clan histories. A little knowledge goes a long way and can stimulate the desire to learn more. Rely on handouts and other materials

RECRUITING 101 – “Selling” Tips

1. Be welcoming:

- Prospects visiting the tent are pre-sold or at least pre-conditioned to join simply because they attended the Games and stopped by our tent! Welcome them “home!”
- Most don't know the Society exists. They want to know the benefits of becoming a member.
- Without overselling, if they are at all interested, invite them to join the Society. At some games, people are so eager to join, they sell themselves!

2. Share any of these basic “benefits” of membership, which have resonated the most with new members at recent games:

1. **Belonging:** Opportunities to meet, connect and network with like-minded folks who share your interests.
2. Our intention to add **local events**, gatherings, and other opportunities to network and build relationships..
3. Our **newsletters and Facebook** groups, providing opportunities to learn more about the histories of Scotland, our Clans, and their cultural heritage.
4. Knowing they'll received a helpful **Welcome Packet** soon after the Games. (Adds to the sense of belonging for some people.)
5. Access to a special “Members Only” section of our website, which includes a **complete** collection of Society publications **since 1965!**
6. The opportunity to network with other members about **genealogy**.
7. Our **nonprofit work** – historic site preservation and scholarships. (Very important to some people, as well as the tax deductibility of contributions.)
8. The clincher for joining “now” has been the **20% (\$5.00) discount** for joining at games. It's only \$5.00... but very few people can resist a bargain. *“Plus, if you join now, your membership is paid through December 31, 2023!”*