



ENGAGING YOUNGER GENERATIONS

MARKETING 101

What is marketing?

Product

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



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?

Price

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

Promotion

- Advertising
- Social Media
- Community Calendars
- Flyers



STRATEGIES

1. MEANINGFUL EXPERIENCES



MEANINGFUL EXPERIENCES

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



HYGGE [hoo ga]

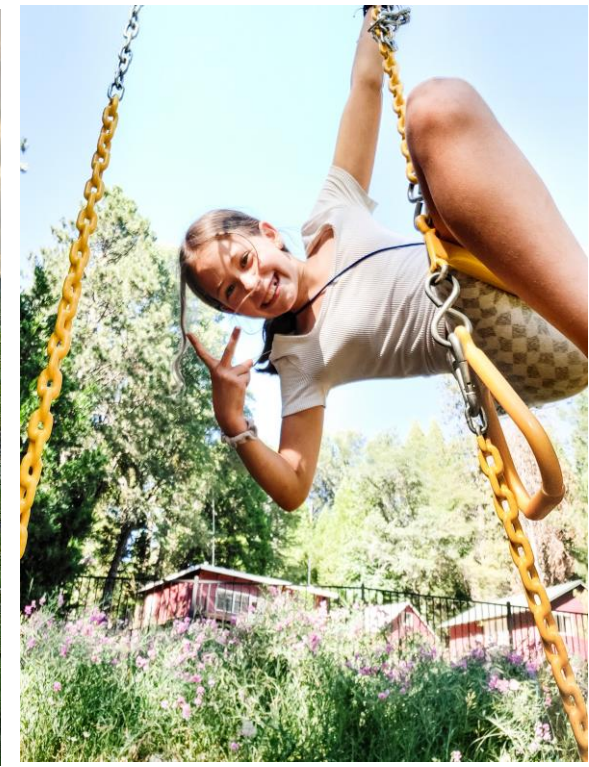
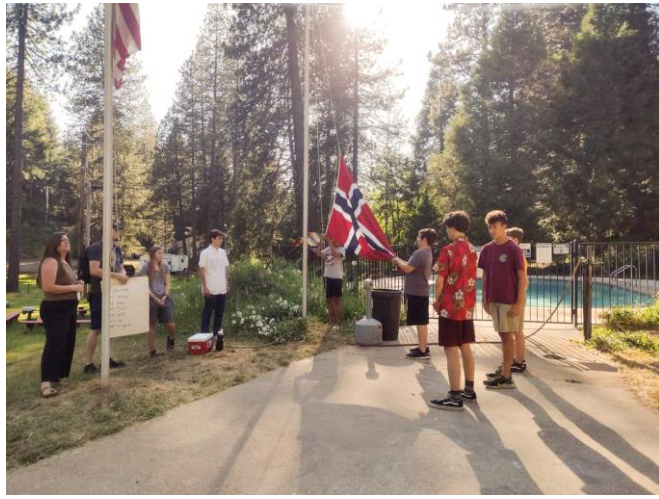
1. the **art** of building sanctuary and **community**, of inviting **closeness** and paying attention to what makes us feel **open** hearted and **alive**; 2. to create well-being, connection and **warmth**; 3. a feeling of **belonging** to the moment and to each other; 4. celebrating the **everyday**.



CAMP NORGE

- Immersive experiences
- Passion for culture
- Find peer groups





2. BE RELEVANT

- Do you accept cards for payments?
- Can you buy ticket online?
- Do you advertise on social media?
- Do you use a email newsletter platform?
 - Is it concise & to the point?

3. COMMUNICATE CLEARLY

- Assume they know nothing about SofN
- Use the English translation of the word along with Norwegian
- Consider modernizing SofN language (ie. lodge vs. club, etc.)
- Don't be afraid of change

Gold Country
**SCANDINAVIAN
CLUB**



Syttende Mai

Potluck Picnic!

Join us for a fun picnic celebrating Norway's National Day (Syttende Mai)!
Please bring a potluck dish to share and a blanket or a chair.
Lemonade will be provided. BYOB.
Wear a bunad or Scandinavian attire if you have it.

Saturday, May 18th
12-2:30pm
At Pioneer Park

(412 Nimrod St., Nevada City—near the meadow, look for the flag)

For more info contact: guldalen.lodge128@gmail.com



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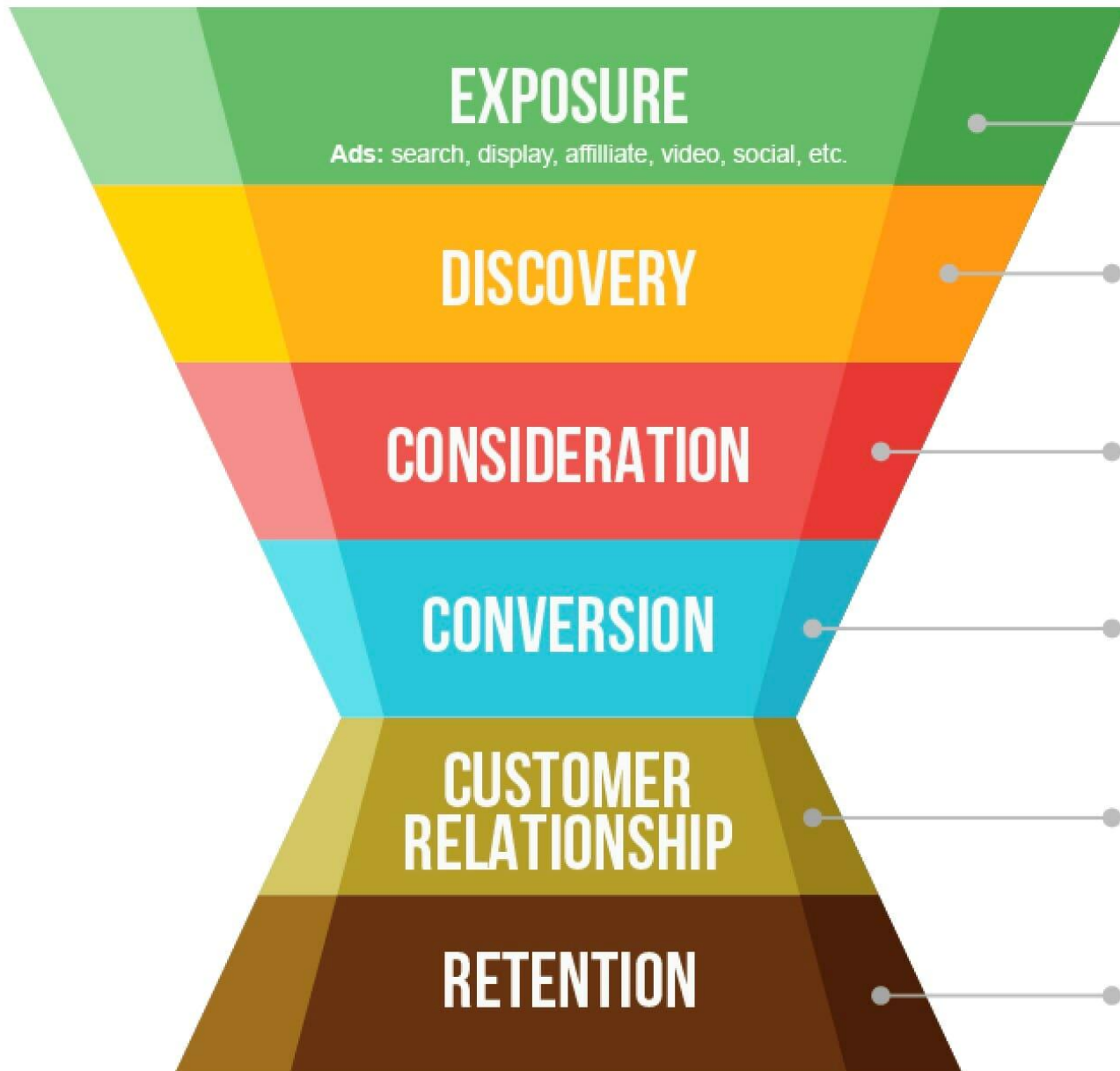
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4. PROMOTE

- 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



EXPOSURE

Ads: search, display, affiliate, video, social, etc.

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

DISCOVERY

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

CONSIDERATION

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CONVERSION

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

CUSTOMER RELATIONSHIP

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

RETENTION

If customers have experiences, they often return/stay

Tell Your Story





IMAGES

- Focus on high quality images
 - Should tell a story
 - Don't need to be professional
 - Include people when you can
 - Convey the day-to-day life
 - Minimize flyers and text in images
 - Should be relevant & timely







This?

One River: Many Visions Reception on Saturday, February 10 from 6-8pm at the Seven Stars Galley, 210 Spring Street, Nevada City. The artists who will be showing their work include Eileen Blodgett, Yvon Dockter, Jonathan Feinghold, Tynowyn French-Woolman, Lilia Gudmundsdottir, Jenny Hale, Della Heywood, Chic Lotz, Nika Mottarella, Jean Potts, Elizabeth Titus, Denise Way, Annette Wolters and Boni Woodland.

Or this?

Join us in celebrating the majestic river and its wondrous journey from the mountains to the lowlands! Seven Stars Gallery proudly presents 'One River: Many Visions', an exhibition featuring Eileen Blodgett, Yvon Dockter, Lilia Gudmundsdottir, and more.

KNOW & GO

When: Saturday, February 10, 2024 from 6-8pm

Where: The Seven Stars Gallery, 210 Spring Street

More Info: nevadacityoddfellows.com

THANK YOU!



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