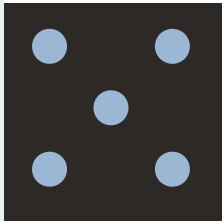
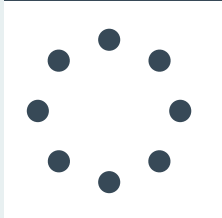
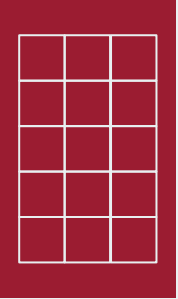
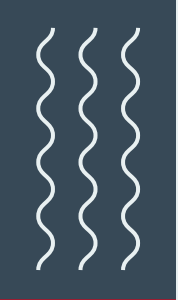
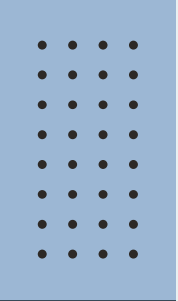


Vegas Vikings

Marketing Strategies and Tools



Our Story

- New board inducted in 2022
 - Leadership workshop
 - Presentation by outside human resources representative
 - Based on the book *The Righteous Mind* by Jonathan Haidt



Strengths

- Active membership
- **Fun events**
- Interesting programs
- Financially sound
- Skilled leadership
- Unique to Las Vegas



Weaknesses

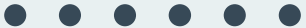
- Graying organization
- Heritage members inactive
- Location for meetings
- Unclear what our **message** should be

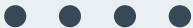


Opportunities

- Only 150 members in a community of two million
- Our group is unique
- Eager leadership
- **Untapped opportunities for public presentations**
- **Dragon boat, The Ormen Korte, is recognized by the public**







Threats

- General malaise in membership
- No succession planning
- Sons of Norway Fraternal organizations in decline nationwide
 - 1995-90,000 members
 - 2023-58,178 members
 - 35% decline in membership



We are not alone!

There are 108.000 fraternal organizations nationally

- Jaycees are down 44%
- Masons are down 39%
- Elks are down 18%



Action Steps



Formation of a Marketing Committee

- Media director
- New webmaster
- Youth director
- Membership director
- Cultural director
- Other lodge members








Future Goals



How can we tie ourselves to the community?

Search for a corporate sponsor-use our boat to promote:

- Company with Scandinavian ties
 - 3-5 year commitment
 - \$2000 contribution per year
 - Connect to their corporate goals
- 
- 
- 

What is our brand?





Community Presentations: Increasing our Visibility

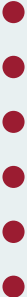



- Churches
- Schools
- Provide materials detailing types of presentations we can offer
- Charge for Ormen Korte appearances





Why belong to Vegas Vikings?

- 
- Fellowship and human connection
 - Cultural Engagement
 - Common interest
 - Studies on loneliness
- 



New Business Cards

VEGAS VIKINGS



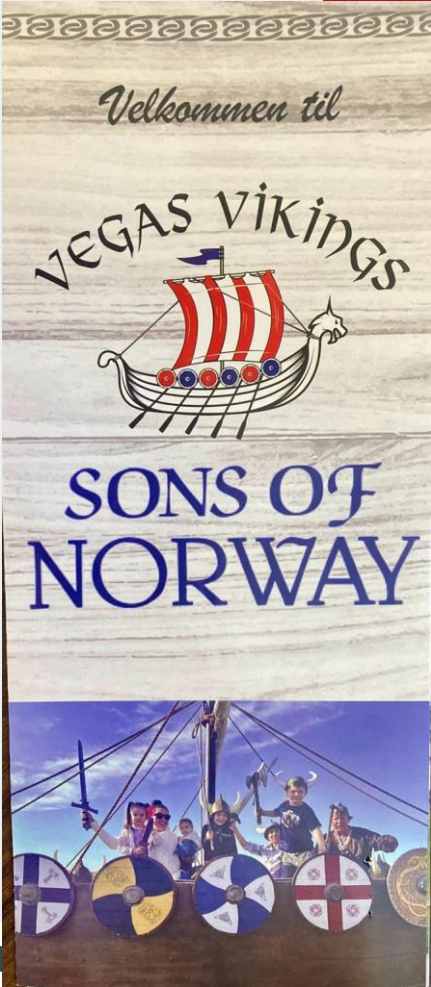
VEGAS VIKING SONS OF NORWAY

Karen Holien Buehrer, President
702-290-1324
jkholien@cox.net

Nancy Paulson,
Membership Secretary
818-421-5752
nancypaulsn@aol.com

Roger Buehrer,
Marketing Director 702-726-1149
rbuehrer@mindspring.com

Lodge Brochure

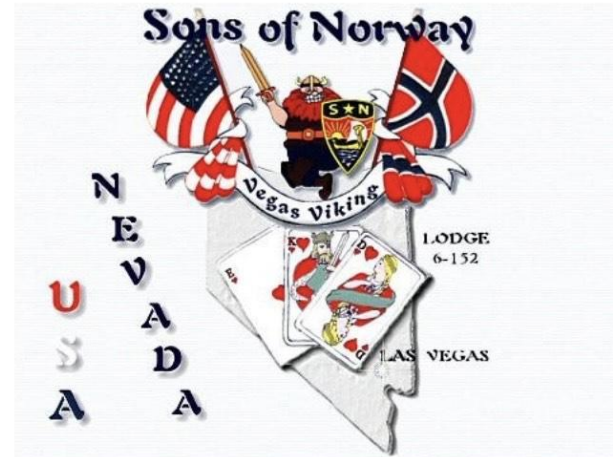


Newsletter

- The role of the editor
- Content of the newsletter

[View this email in your browser](#)

Vegas Vikings Newsletter Sons of Norway Lodge 6-152



[Click for Newsletter](#)

Hands-on learning (crafts)
Physical activity
Cultural exploration
Holiday traditions
Anything outdoors
Costumes/dress up



Youth Programs



The key to getting kids involved is engaging their parents first.

Younger kids have a short attention span, so activities must be simple and not time intensive.

Experiential learning
Scholarships
Contests (art, essay)
Volunteer hours for school
Convenient days/times
Social media



Teen Programs



Teens are looking for experiences that provide value. They need a reason to get involved.

The key to reaching them is to be in their social media spaces, which isn't the same as their parents' social media.

Adopt a School

- Opportunities to provide cultural programming to schools
- Guideline developed on our available programming
- Many schools have funding to support the transport of our boat to their location and the program
- Nevada Reading Week in March
- Increased visibility for our lodge



Convenience Matters

Cashless payments

Lutefisk Dinner-All tickets sold online
Zeffe payments for other events
(yardsale, bazaar, etc.)

Links

Fundraisers
Informational posters
Social Media posts
Promotions



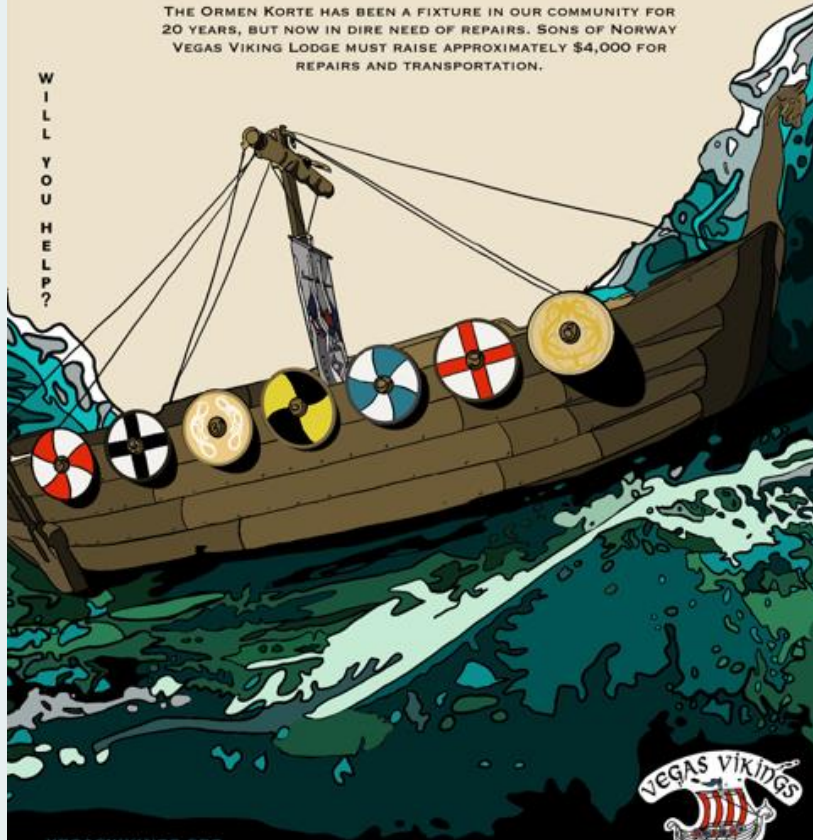


HELP SAVE OUR SHIP



THE ORMEN KORTE HAS BEEN A FIXTURE IN OUR COMMUNITY FOR 20 YEARS, BUT NOW IN DIRE NEED OF REPAIRS. SONS OF NORWAY VEGAS VIKING LODGE MUST RAISE APPROXIMATELY \$4,000 FOR REPAIRS AND TRANSPORTATION.

WILL YOU HELP?



VEGASVIKINGS.ORG





STAY CONNECTED!

Follow us on social media for our latest news and updates.



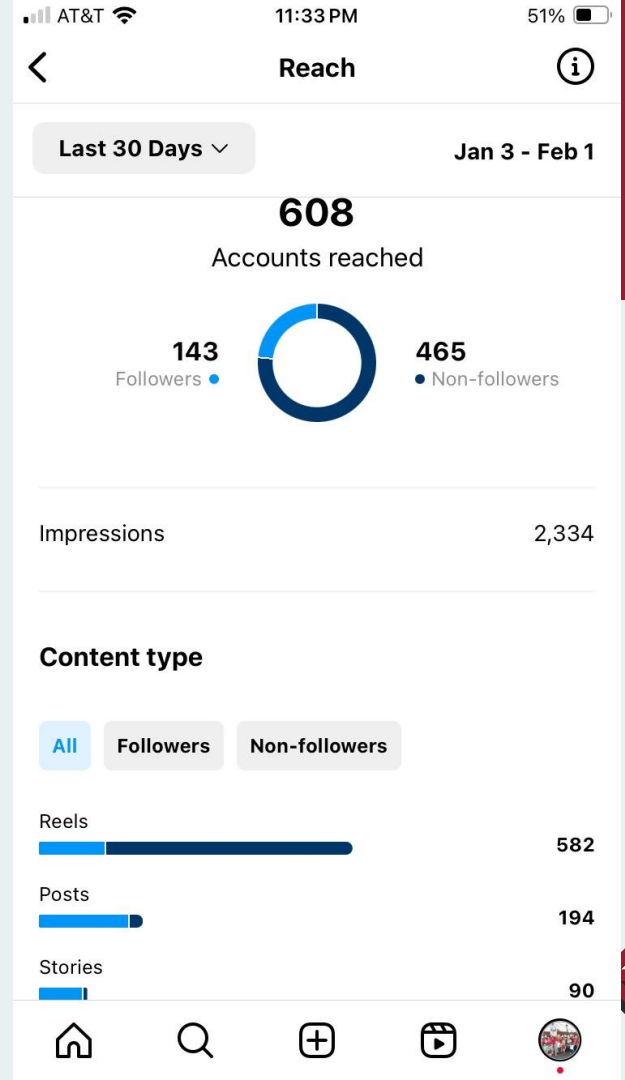
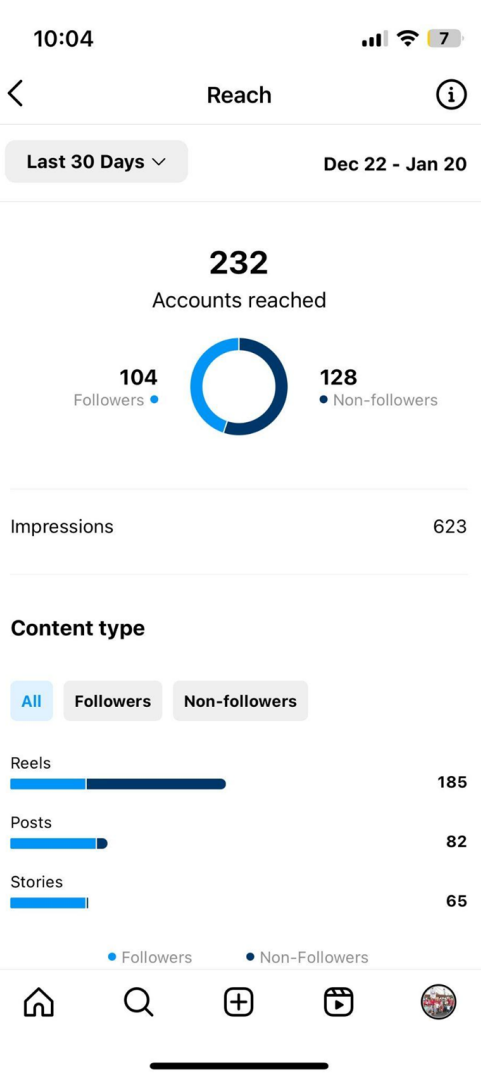




Our Success

- 400 hits per month, increased from about 100, almost 5000 visitors since 12/1/2022
- Responded to 39 personal requests for information
- 93rd percentile of all organizations reaching their audience, compared to other organizations like us





Engagement Through Videos

<https://www.instagram.com/reel/C2p-jHXvRLF/?igsh=MThqeWtneHZldW41MA==>

<https://www.instagram.com/reel/C2XpsT6Jem6/?igsh=c3lkaTVydW92d2dj>

<https://www.instagram.com/reel/C2x9s5Fyzyl/?igsh=ZDlyY3A4MXlubmN5>










Going forward...

- 
- Capitalize on our brand - The Ormen Korte
 - Membership marketing campaign through social media targeting younger members
 - Seek a corporate sponsor
 - Obtain insurance for our boat
 - Raise funding for boat repair and expenses
 - Build capacity for current, engaged members to handle the workload (leadership roles, events planning, social media, etc.)



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