

Skal International Canada

Inviting & Engaging Guests

Inviting Guests

Develop a Membership Committee to coordinate invitations and membership packages and have an organized follow-up call campaign to invitees.

Create annual events specifically to invite guests (potential members) as a meet and greet event. Show the Skal DVD on membership benefits and/ or use the PowerPoint Membership presentation – available on the web site. www.skalcanada.org

Partner with other tourism events or trade shows to host an information booth or co-host an event

Create a membership drive contest or rewards to engage members to help source new members. Offer referral incentives to current members such as gift certificates.

Engaging Guests

Create fun social events to signify the spirit of Skal

Have a receiving line at your events to welcome members and guests

Have hosting members introduce their guests

Incorporate a 'silver handshake' where a designated member must be greeted by all attendees or are fined by the Sargent At Arms

Have engaging activities such as:

- 'Barrel of wine' draw where all members bring a bottle of wine and you sell raffle tickets for a winner
- Heads or Tails contest with all members contributing \$2-5. Everyone stands, people pick heads or tails by placing their hands on their heads or behind their backs, the leader flips a coin – losers sit, process of elimination, until last 2 or 3 stand at the front and winner gets the prize
- Have an ACTIVE Sargent At Arms 'fining' members

Follow-up

Send follow-up thank you letters

Have a membership committee do follow-up calls to prospective members

Provide information or direct people to visit the Skal and SICAN web sites to read member testimonials

Provide printed information on What Is Skal – available on the web site