

ATLANTIAN CHATELAIN'S HANDBOOK



Office of the Kingdom Chatelain
Kingdom of Atlantia
REVISION 3 - JANUARY 2021

Atlantia Chatelain Handbook

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Foreword and Acknowledgements

Foreword

The Kingdom Chatelain's Office is dedicated to helping local Chatelains fulfill their duties with confidence and efficiency. The Office does this by setting policy, providing local officer support, and through the sharing of ideas. This Handbook is designed to provide local officers with guidance on how to attract, educate, and retain newcomers as well as other useful information pertinent to the office.

Through the effective discharge of their duties and responsibilities, local Chatelains are in the enviable position of serving both the current and future needs of the Kingdom and the Society as a whole. Local Chatelains have the unique opportunity to make a difference at many SCA levels by ensuring that new members are provided with all the tools necessary to get the most out of their SCA experience.

Other Kingdoms sometimes refer to this office by the title of Hospitaller, Castellan, or Gold Key. In Atlantia, the term "Chatelain" shall be used. Every local branch (regardless of size) is encouraged to maintain a warranted Chatelain.

Acknowledgements

This is the third revision of the Chatelain's Handbook. The first revision was completed by Mistress Luce Antony Venus and the original Chatelain's Handbook was written by Mistress Arianna Morgan.

The second revision was completed by Duchess Kalisa Aleksandrovna with assistance from the following individuals:

Editors: Mistress Minowara Kiritsubo, Master Corwyn Sinister, Baroness Kisaiya Zingara and Sharon of Dun Carraig; Master Bran Trefonnen and Mistress Rosine of Rowanwald who very generously provided some of their previously developed materials for inclusion in this handbook; an unknown lady from East Kingdom who wrote the material for the chapter on the Gold Key; Mistress Dealla Cohen and Lady Alessondra Tironi for her rendering of the Chatelain's badge seen on the cover of this handbook; and Mistress Karen Larsdatter who designed the cross stitch pattern for the Chatelain's badge.

This third revision has been completed with the assistance of Rivka bat Yaakov and Lord Cataldo Querini.

Last but certainly not least, assistance with all versions of the Handbook have been provided by the local Chatelains who constantly share their ideas with this Office and each other. Thanks to all of you!

*In Service to Atlantia and Her People,
Baroness Margaret Lad
Kingdom Chatelain*

Chapter 1: About the Office of Chatelain

1. Purpose

The purpose of the office of Chatelain is to:

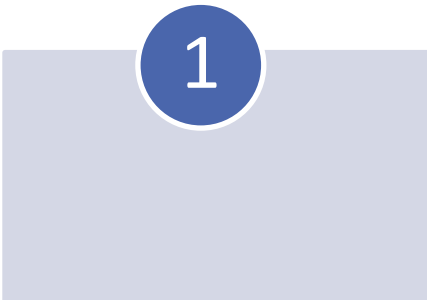
- Recruit new members by:
 - Acting as a central point of contact for newcomers.
 - Responding to newcomers' inquiries.
 - Being a face for the public for local SCA groups.
- Educate new members on the culture and traditions of the SCA, the Kingdom of Atlantia, and their local Chapter by:
 - Assisting newcomers to assimilate into the SCA and their local groups.
 - Helping relocated members of the SCA to get information on their local group.
 - Maintain a loaner closet/Gold Key.
- Encourage and assist with retention of existing members.




Take a moment to review the purpose of the Chatelain and reflect on how to not only fulfill those ideas, but to make them your own.

“I will embody the purpose of the Chatelain during my time in office by...”:

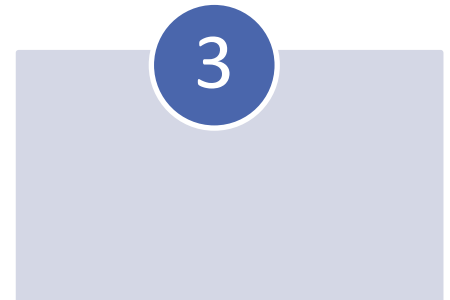
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2. Responsibilities

- Familiarize yourself with the SCA Organizational Handbook, the Atlantian Great Book of Law, and Atlantian Chatelain Policy.
- Familiarize yourself with Kingdom customs.
- Familiarize yourself with history.
- Respond to newcomers' inquiries. ○ Assist relocated SCA members.
- Supervise or assist with Demos as specified by your Seneschal and Media Deputy.
- Devise methods of attracting newcomers.
- Serve as an Information Clearinghouse and referral service.
- Maintain a Gold Key/loaner closet.
- Attend Unevent yearly or provide a proxy for the Chatelain's meeting.
- Within the first quarter (three months) of office, take the Chatelain 101 class.
- Report to the Kingdom Chatelaine at least once a quarter on the following schedule:
 - **April 15** (1st quarter – January, February, March)
 - **July 15** (2nd quarter – April, May, June)
 - **October 15** (3rd quarter – July, August, September)
 - **January 15** (4th quarter – October, November, December).Quarterly Report forms can be found on the Kingdom Chatelain website at <http://www.atlantia.sca.org/offices/chatelain/downloads>

3. Qualifications

If you are reading this handbook, you have probably agreed to be your group's Chatelain or you are considering volunteering to fill the vacancy. Either way, you are probably thinking about how to be an effective Chatelain. There are many paths you can take to fulfill the duties and responsibilities of your office. However, there is some core knowledge and skills that a Chatelain should possess and develop. Application of these qualities can make the difference between an adequate Chatelain and a highly effective, dynamic officer that is truly an asset to their local chapter, Kingdom of Atlantia, and the SCA.

Below is a list that, if applied, will help you successfully perform the duties and responsibilities of your position. An effective Chatelain is:

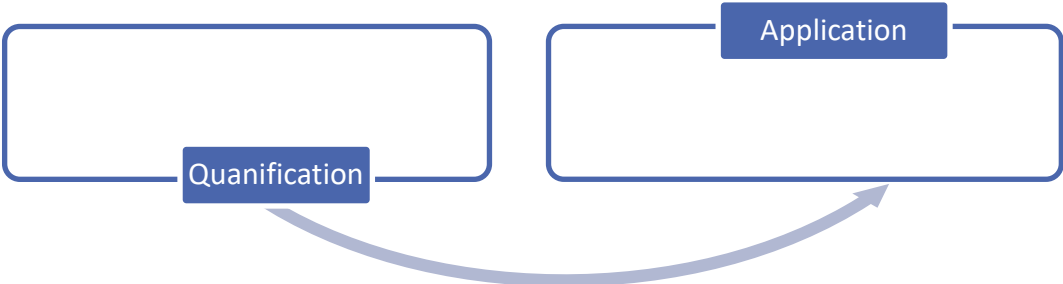
1. **A communicator and listener:** Your primary duties require that you talk with newcomers to make them feel welcome, provide them with information, and determine their needs and concerns. Communication is a two-way street. You must be able to clearly impart information and do your best to comprehend what others are saying.
2. **Approachable:** Some newcomers are more easily intimidated than others. Sometimes all it takes to attract or repel someone is a facial expression. Before you enter an event or other function, consciously choose to focus on where you are, not the stress of the day. If it is obvious that you are having a good time, more people will want to be around you!
3. **Inclusive:** The SCA is a tapestry of people, and as such we value each individual and strive for excellence in diversity, equity, and inclusion. You will meet individuals from a wide range of locations, cultures, races, genders, faiths, sexual orientation, and ability who will enrich us and the Society. It is critical in your role to be a welcoming and helpful guide to all!

Respecting people for who they are is how we grow and a Chatelain helps to set that tone.

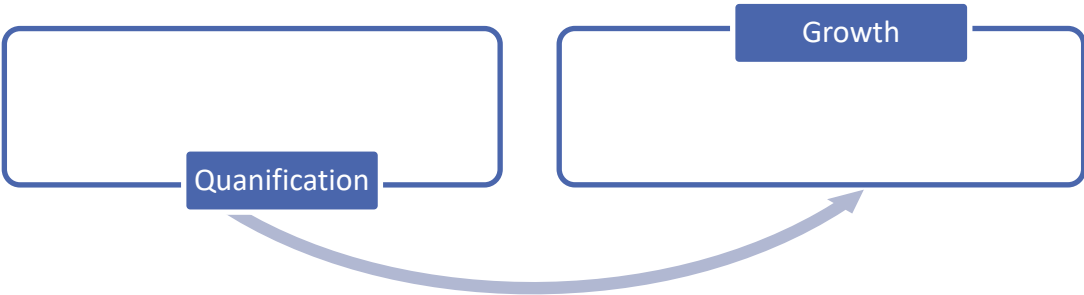
4. **Available:** You must be accessible for newcomers: in person, by telephone, and by e-mail. Any queries made by newcomers should be responded to within 48 hours. While you are not expected to attend every group function, you should at least be able to attend your group's business meetings and events. If you cannot make it to other activities such as fighter practices, be sure to designate an engaged point of contact such as a deputy. If you do not have a deputy, ask someone who regularly attends these activities to keep an eye out for newcomers to ensure that their needs are met.
5. **Patient:** Some newcomers will have far more initiative than others in getting involved and obtaining information. Some members of your group will need to be reminded more often than others to include newcomers in conversations, activities, to participate in demos, and other activities geared towards newcomers. Be patient in both situations.
6. **Creative and Prudent Risk Taker:** You should be able to tailor activities to your group's local culture, resources, etc. Conceive and develop new ideas or encourage others to do so. Apply common sense and judgment and be sure to obtain feedback from group members before deciding whether to implement these ideas.
7. **Cooperative:** Cooperating allows your group to achieve goals and become a cohesive team! Like communication, cooperation is a two-way street. You must be able to foster positive working relationships with the other members and officers of your group. Know the key players in a range of interests so you can connect and develop those cooperative networks.
8. **Organized:** You must be able to keep records, respond to newcomers in a timely manner, and submit meaningful quarterly reports.
9. **Knowledgeable:** Just because you have accepted the position of Chatelain does not mean you are expected to know everything. However, as stated previously, you should familiarize yourself with SCA and Kingdom law and policies, have a general knowledge of history, and be able to refer newcomers to others with similar interests or who have information that they are seeking.
10. **Enthusiastic:** Nothing is more appealing than enthusiasm; both to a newcomer and to members of your local group. If a newcomer sees that you are having a good time, they are more likely to "stick around." If you express your enthusiasm about the importance of attracting, educating and retaining newcomers, members of your group will be more willing to assist you with activities for newcomers.
11. **Realistic:** You must be able to recognize your personal limitations and those of the individuals in your local chapter. If you and the members of the local populace are "burned-out" your ability to conduct successful newcomer activities may be diminished.

Self-Reflection

Looking at the qualifications above identify where you shine and how you will apply those skills for success.



Looking at the qualifications above identify an opportunity for growth and how you will develop that skill for success.



4. Obtaining a Warrant

As with all other SCA offices, you must be paid member. This Office utilizes a Warrant Roster system of maintaining warrants for active officers. Specifically, this means that a single document, which lists all currently warranted Chatelains in Atlantia, is signed by the Crowns and maintained by this Office. An electronic version of the Warrant Roster can be viewed on-line at: <http://www.atlantia.sca.org/offices/chatelain/groups>.

To become a warranted Chatelain, you must first be recommended by your group for this position using any method which your individual group deems appropriate. Individuals wishing to obtain a warrant must complete a warrant request form. A copy of the warrant request form can be obtained by visiting the Kingdom Chatelain's web site at: <http://www.atlantia.sca.org/offices/chatelain/downloads>.

A copy of this form is also in the appendices.

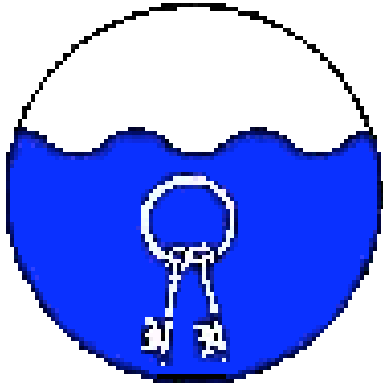
All sections of the form must be completed and must include your signature, the signature of your Baronial Coronets (if applicable), and the signature of your local chapter's Seneschal. Upon receipt of your information, the Kingdom Chatelain will most likely determine that you are an acceptable candidate for the office. You will be issued a letter or e-mail message confirming your addition to the official Warrant Roster. Please be sure to review the information contained in the confirmation as it will be published on the Warrant Roster and used for all future correspondence. If your contact information changes, please be sure to notify the Kingdom Chatelain via e-mail at chatelain@atlantia.sca.org or in your quarterly report. Your warrant is valid for 2 years from the date of the confirmation. Should you fail to fulfill the duties of your office, decide to step down, or your branch recommends a new officer, the confirmation letter/e-mail will be rendered invalid and a new Chatelain may be appointed. **Should you fail to receive confirmation within two weeks of your submitting your warrant request, please contact the Kingdom Chatelain immediately.**

5. Strategic Use of Deputies

You are not required to have a deputy for your office. However, there are some benefits to having a deputy or multiple deputies. In Chapter One Section Three: Qualifications, we discussed enthusiasm and recognizing personal limitations. As much as you would like to believe you can... you cannot do everything! If you are lucky enough, there are a lot of people in your local chapter who are willing to help you on a regular basis. Accept their offer for help as needed! You should consider having an Emergency Deputy who will act in your stead if you are unable to maintain the office either permanently or temporarily. This person can also be someone that you are training as a replacement. You may ask your deputy to help you with organizing demos for your local chapter, advertising and dealing with the media, maintaining the loaner garb and feast gear, organizing newcomers' orientation sessions, A&S classes, and martial activities for novices. All deputies MUST go through the official warranting process with the Kingdom Chatelain.

6. Office Heraldry

The badge for the Atlantian Chatelain is: *Azure, a ring of two keys and a chief wavy argent.*



In layman's terms, the top of the badge is colored white (or silver) while the bottom is blue. The keys and the ring are white (or silver). This badge may be printed on documents related to the performance of your office, painted or applied on banners, cross-stitched, etc. (A cross-stitch pattern is in the appendices.) It is encouraged that the badge be used to mark any materials which your branch may designate as relating to the Office of the Chatelain. Ensure that newcomers, as well as established members, are familiar with your badge and know this is the symbol to which they may turn to for guidance and assistance at

demos, events, or meetings.

The badge for the Society Chatelaine is: *Vert, a key palewise inverted and reversed or.*



This badge also may be printed on documents related to the performance of your office, painted or appliquéd on banners, cross-stitched etc. It is important that newcomers, as well as established members, are familiar with this badge as well, as this is the symbol to which they may turn to for guidance and assistance at demos, events, or meetings. Though they are less likely to see this badge at Atlantian events, they are sure to see it at events in other Kingdoms and also on materials from the Society Chatelaine.

7. Removal from Office

The Kingdom Chatelain may withdraw the warrant of a local branch Chatelain if circumstances warrant it. Reasons for removal from office include, but are not limited to:

- Failing to maintain membership requirements.
- Blatant disregard of Kingdom Law.
- Failure to abide by the policies contained in this document, SCA Policy, and the SCA Publications Handbook.
- Failure to file quarterly reports.
- Failure to respond timely (i.e., within 48 hours) to requests for information.
- Failure to be professional and courteous.
- Politicizing of the office.

Chapter 2: Attracting and Recruiting

New Members

1. Developing a Strategic Plan

A mission statement is what defines an organization's reason for existence and how it will achieve its goals, e.g. "The Society for Creative Anachronism, Inc. is an international non-profit, educational organization dedicated to researching and recreating pre-17th century History." One of our broad goals is to attract, educate, and retain new members. So how is your group going to accomplish that goal at the local level? What is your strategic plan? There are several ways of attracting new members: personal contact, advertisement through printed and electronic media, demos, or simply by chance. This can be a lot of work and it is recommended that you solicit help from the local populace. One of the more formal methods you can use for obtaining assistance is to speak with your Seneschal and your media representative about conducting an annual strategic planning session with the other officers of your group.

- a. **Brainstorm:** Ask meeting attendees to make suggestions for demos, advertising, etc. At this point, the feasibility of the idea should not be discussed. Simply record all suggestions for discussion later.
- b. **Discuss and Refine Your Ideas:** Once all the participants have had a chance to make suggestions, discuss each idea as a group. In your discussion, be sure to consider what resources your group will need (people, time, money, materials, equipment, site, etc.) to go forward with a recruitment activity. Once you have discussed all the suggestions, come to a consensus on a few activities that are reasonably within your group's scope to implement. If you pick too many, you may find that your ideas will not be met with too much enthusiasm or your group will get burned-out trying to conduct too many demos!
- c. **Develop a Plan:** Now that you have determined what activities or projects you want to pursue; it is time to determine how you are going to implement them. To be sure that your group "stays on track" develop a written project plan. For each major activity, your plan should include the various tasks required, the target completion dates for those tasks and the name of the person who agreed to complete each of the various tasks.
- d. **Solicit Support:** Before you start to implement your plan, it is a good idea to ensure that you have the support of the general populace. If you do not, you will not have many volunteers to help you implement your plan. Therefore, discuss the plan at a business meeting, publish the plan in your newsletter and on your web page, send it out to your chapter's e-mail list and social media platforms. Make sure you provide an opportunity for members to provide feedback. Review the feedback you receive and revise your plan if necessary.
- e. **Implement the Plan:** Solicit volunteers to organize the demo and begin advertising your event. Do your best to support the people doing the work and make their jobs easier; this will pay off on the day of the event and make things go much more smoothly.

- f. **Control and Monitor the Plan:** It is inevitable that whatever plan you make is going to change the moment it gets implemented. This is okay! Be sure to have someone able to make adjustments to the plan as they happen and to make sure things are going as well as possible. Don't be afraid to fix something that obviously isn't working, just make sure you make a note of what happened to learn from it later.
- g. **Measure the Group's Success:** Your success is not necessarily measured by how many new members you were able to retain. As a group, discuss what worked well, what did not work well and why. Get some feedback from newcomers who attended the activity or saw your "ad" in the paper or online. If you conducted a demo, ask for feedback from the site owners. Review the feedback that you have gathered, analyze it, and learn from it.

Self-Reflection

Feeling inspired? Put someone your ideas in writing with this template!

Event Name-



Purpose- What?



Mission- Why?



Audience- Who?



Event details- Where and When?

2. Spreading the Word

You have several tools available to you to help you publicize the SCA and attract new members.

- a. **Personal Contact:** The most effective method for attracting newcomers is to actively talk about your positive SCA experiences to friends, coworkers, and anyone else who is willing to listen. Remember, enthusiasm is infectious! (Also see Chapter 3 on "Demonstrations".) Most people are introduced to the SCA by a friend. Most come back because they were treated kindly and made to feel welcome. There are many people who do not feel comfortable conversing with people they do not know either because they are shy or do not know what to talk about. In many instances, long-time members unintentionally ignore newcomers because they are so busy "catching up" with long-time friends or are involved in their own interests. While you cannot control how people behave, you can certainly encourage and remind them (on a regular basis) to be courteous and friendly. The following basics of interaction may provide some useful suggestions for you and the members of your local populace on how to ensure that newcomers feel welcome. They are as follows:
 - Welcome people warmly with eye contact and a kind demeanor.
 - Call people by name and acknowledge people for who they are.
 - Be polite, friendly, and helpful
 - Speak and act in a genuine and positive way.
 - Express interest in people and give them your full attention. Learn the common ground you share and where you can learn from each other.
 - Be generous with praise and ensure feedback is welcome and constructive.
 - Be considerate and respectful of the feelings of others.
 - Be patient and understanding.
 - Be the person you wish welcomed you to the SCA.
- b. **Electronic/ Social Media:** We may recreate pre-17th century history, but we live in the 21st century. Take advantage of available technology. Web pages, mailing lists, social media, and instant messaging are very useful tools for attracting newcomers and maintaining contact. Your local group's website should be interesting, informative, quick to download, and easy to navigate. It should, at a minimum, contain local contact information, an activities calendar, and some general information about the SCA and your local group. Also consider adding a picture gallery, "how to" articles, colorful graphics, and any other pertinent information you think would be useful to newcomers. Please check your local group's website on a regular basis and work closely with your group's web minister to ensure that the information remains up to date and engaging.

Additionally, your local group probably has one (or several) social media pages. Be sure to reach out to your group's web minister, social media officer, or Seneschal to see what is already established. The Kingdom of Atlantia itself has several social media pages that allow you to share your upcoming events, if appropriate, and gain new ideas. Chatelains throughout the Kingdom and Known World stay connected via social media. Please familiarize yourself with these various platforms in order to best utilize them in your recruitment efforts. Also, please see Chapter 6 on "Dealing with the Media" for more information on new rules for the media and social media.

- c. **Printed Media:** Newspaper ads and articles, (see Chapter 6 on "Dealing with the Media"), posters, pamphlets, business cards, and bookmarks are a few examples of "printed media" that can be used to publicize the SCA. Most office supply stores typically carry a wide variety of pre-cut business card sheets and other useful items such as postcards or pamphlet stock which can be printed in any computer printer. Printing business cards at a printer is inexpensive and gives a much higher quality card. Your local library, bookstores, Chamber of Commerce, schools, colleges, universities, and community bulletin boards can all be used to display and distribute SCA information. Be sure to obtain permission before displaying SCA information or leaving items for distribution. Also, please have any printed media approved through the chatelain's office/media office. See the Society Chatelaine website for sample ideas at: <http://socsen.sca.org/chatelaine-resources/>
- d. **Following-up with Contacts:** Once you have been contacted by an interested potential member, it is crucial that you maintain contact. If someone has left you a voice mail message or sent you an e-mail message, be sure to respond within 48 hours if possible. Failure to do so will most likely result in the potential newcomer feeling frustrated and/or unwelcome and will ultimately discourage them from joining the SCA. On occasion, you may be contacted by individuals who at first seem very interested in the SCA. To the best of your knowledge, they have been made to feel welcome and have been provided with all the information they need to get started. They come to one or two activities and never return. Do not take it personally! Chances are their modern lives were already very full or complicated and they have decided that it just was not the right time to get involved in another group or activity. It is possible that in time, they may become an active member of your group or another group. You may want to consider waiting six months to a year after your last contact with that individual to send a card or e-mail using the text below. If you do not get a response, let it go. Never try to pressure someone into joining the SCA. They will contact you again if they are truly interested in the SCA and the time is right.

Sample follow-up message for persons previously contacted:



Several months ago, you expressed interest in the Society for Creative Anachronism (SCA) and the [Insert local group name here].

We have not heard from you in a while. If you are still interested and would like to get involved with local SCA activities, please contact: [Name, Phone Number, E-mail Address].

We look forward to hearing from you!

Chapter 3: Demonstrations (Demos)

1. Introduction: Why demonstrate anything?

Conducting demonstrations (hereinafter referred to as demos) for the public is an important function. It is one way we pursue our mission as an educational organization. Demos also provide opportunities to attract potential new members, establish good community relations, and cultivate a positive image for your local chapter and the Society as a whole.

2. Society Demo Policy

This is the current policy on demos from the Society, please make sure that when you are planning a demo, you understand this document. If you have any questions, please contact your seneschal or the Kingdom Chatelain.

- a. A demo (“demonstration”) is an organized educational effort to teach and/or display activities of medieval interest in general, and SCA interest in particular, to the general public. They are the primary way of introducing and finding new recruits for the SCA. However, not all demos are the type that results in new members. An elementary school demo is fun, but the likelihood of recruiting new members is low. A university or Renaissance Fair demo is more likely to attract new members but does not necessarily include the educational information of a school demo. Both are important, and a group should find a balance between them.
- b. In order to be covered by SCA insurance, demos must be approved by the sponsoring group’s Seneschal and the branch may restrict who may represent them to the public. Restricting participation should be done with extreme caution and care. A demo may also be an “event” if it meets the requirements for an event as outlined in Corpora. At any demo, a paid SCA member must be present and in charge of the demo.
- c. Demos where there are no combat-related activities do not require waivers unless they are held as part of an SCA “event.” Therefore, if there is no combat, and the demo is not held at an SCA event, waivers are not required. Waivers may be completed individually, or a roster waiver may be used. It is not required that spectators at demos sign waivers, as long as they don’t become participants.
- d. As with all martial activities, an authorized marshal of whatever forms are being displayed must be present if there is fighting at a demo. SCA combatants must be authorized in that weapons’ form/style in order to perform at the demo.
- e. Demo organizers should pay particular attention to site/host restrictions regarding SCA and live steel weapons. In general, it is not a good idea to allow the general public to handle live steel weapons at a demo and live steel weapons must **never** be left unattended. SCA weapons (non-live steel) must not be left unattended and in plain sight and access of the public. (They may be stored unattended in tents, trucks, etc.)
- f. Since observers of SCA demos are generally not familiar with SCA combat activities, special care for safety must be taken. Boundary ropes are strongly recommended, and sufficient safety personnel must be provided to ensure safety of combatants and observers.
- g. A member of the SCA may not hit a member of the public with any weapon regardless of whether the member of the public is in armor and gives consent. Adult members of the public who wish to try armored combat should be referred to the nearest SCA group for

instruction. (Note: target archery is not considered a “combat-related activity,” so waivers need not be signed for that activity, but be certain that all appropriate safety procedures are taught and followed.)

- h. With specific safety restrictions, supervised children age 12 and under may hit an armored SCA fighter with boffer weapons only, not rattan weapons. Waivers are not needed from the parents of children who take part in “fight-a-knight” activities. Minimum safety standards include keeping unarmored observers at least 10 feet away from the armored fighter and child. Individual Kingdoms may make more restrictive policies.
- i. Whenever a demo is done with children present, a minimum of two unrelated adults must also be in attendance at that demo. “Children” refers to anyone under the age of legal majority.
- j. No one may bring weapons of any kind onto the grounds of a school without prior knowledge and consent of the school officials.
- k. There is no SCA policy that prohibits an SCA group from charging a “demo” fee to the organization requesting the demo. However, most groups accept donations rather than charging a set fee. With either a donation or a “demo” fee, all monies should be in the form of a check, payable to the “SCA, Inc., [group name]. Under **no** circumstances should an individual receive cash or a check made out to them personally. SCA site fees may not be charged at a demo unless the demo is held as part of an SCA event.
- l. Assuming appropriate safety precautions are in place, and with any necessary instruction, participation is a highly effective method of educating the demo guests—and fun for both the SCA member and guest.

3. Types of Demos

When planning a demo, you will first need to determine what type of demo it will be. Most often, when demo opportunities present themselves, the type is predetermined by the organization or business that has extended the invitation, such as a school. Most demos can be and often are more than one type of demo. By analyzing the situation and determining which aspects apply, you can identify your goals and plan your activities accordingly. Make sure that you work with your seneschal and media deputy to create a positive view of the SCA.

- a. **Recruitment Demos** - are demos in which the goal is to acquire new members. The purpose of the recruitment demo is public exposure, not public pressure. Never force an observer to participate or listen to your “spiel.” Do be ready to address questions your audience might have about the Society when asked. A recruitment demo can be held anywhere, from local community festivals to college campuses. You will generally get better attendance if your demo is tied in with another publicized activity. Generally, your audience is the passerby or those who came for the main attraction. They may also have been attracted by your advertising of the demo. By showing the general public a grand spectacle, using elements of the SCA chosen specifically for their broad attraction and fun value, you attempt to draw a crowd. The key to a successful recruitment demo is the *fun factor*. People naturally want to do what is fun. If it is obvious that you are having a good time, they will want to join you. Make it fun for yourself and interesting for them. Pageantry is the simplest way to draw the modern eye. Having many well-dressed participants, a colorful dance, and vivid display of fighters’ exploits are what we do best to draw and excite a crowd. However, too much of one activity at a demo can become boring. Make sure that your activities are as well-rounded as possible.

- b. **Community Relations Demos** - are demos in which the goal is to let people know of the existence of the SCA by providing a visible presence and/or entertainment. Obviously, this is closely tied to the other 3 types of demos mentioned here. However, the focus and intent are different. If you happen to recruit additional members, educate a few people, and obtain use of a site in the process all the better! These types of demos would include activities such as Crop Walks, Charity Fundraisers, Street or Creek cleaning. The goal here is to help your community and create a good reputation for the SCA. Demos for festivals, restaurants, or other community gatherings would also be included here. The goal here is entertainment and community interaction.
- c. **Educational Demos** - are demos in which the goal is to educate people about the Middle Ages. Usually, the Educational Demo is performed at a school as a supplement to the school's curriculum. Teachers appreciate our unique ability to create a "hands-on" style of teaching. Education is about passing on information in such a way that it is retained. Having the SCA involved helps to ensure that students will retain more information from our "real life" lessons than what they have just read in a book. A successful demo can inspire students to learn more about the Middle Ages on their own. Inspiration then, is as much a part of your goal as education. And who knows -- you might just recruit a teacher in the process! In this type of demo environment, your audience is limited to school aged children. Your possibilities for recruitment are slim at best and, in any case, not your objective. The key to an educational demo is **authenticity**. Try to find period looking armor. Since it is unlikely that you will need or want more than two to four fighters for an educational demo, this is not as hard as it sounds. Always remember that a good tabard hides a multitude of anachronistic sins. In addition to fighting, other activities can play a significant role. In schools especially, your audience is looking for a change of pace. Many a student or Scout will listen attentively to a story or a song during a Demo in their class or meeting when they would run the other way in a park. The sight of 30 Scouts dancing the Tangle Bransle is not to be forgotten. Gauging your audience's age level and interests is important. A group of second graders needs more entertainment and less information. A group of seventh graders can handle more complex information, if they are interested in it. If you have artisans in your group, ask them to demonstrate their craft, rather than having a static display. Get them to make the tools of their art available for "try outs" by interested, carefully supervised observers. Role playing can be a very useful tool to hold the attention of a child. It is far more entertaining to learn by watching "characters" than to listen to another lecture. An evil knight is a wonderful and familiar character to introduce chivalry (or the lack thereof), fighting, and life in the Middle Ages. Surprise everybody by getting one of the fighters to stomp in unexpectedly, beating on his shield, loudly declaiming the poor manners of his opponents.
- d. **Acquisitional Demos** - are demos in which the goal is to acquire something for the benefit of the local group or the SCA in general such as a cash donation or use of a site. Again, this type of demo typically contains elements of the other types of demos, however the focus and intent are different.

Self-Reflection

Think about your local community and what could draw newcomers. Give yourself five minutes to write down as many demo ideas as possible before continuing!

Remember to consider the fun factor.



4. Demo Ideas

How many demo ideas did you come up with? There are numerous demo ideas out there! Below are some additional demos you could try. It is not intended to be all inclusive. As always, be creative. If you have new ideas, share them with this office and other local Chatelains. If you are planning a demo or display in a place of business or culture, always be sure to obtain approval from the appropriate management officials.

- a. Conduct a demo and/or set up an information table at a local college. Many colleges have club weeks and would welcome you with open arms.
- b. Conduct a demo and/or set up an information table at a local Renaissance Faire. If the Faire does not allow demos or information tables, then simply attend the Faire in garb and (with permission) pass out information sheets.
- c. Donate a day or weekend at a local event to a charity or fund-raising event. Ensure that the "event package" is all inclusive: site and feast fees, loaner garb and gear, even a person to serve as an "event guide." Make sure that everything you loan out is in good condition.
- d. Donate a privately catered medieval feast to a charity or other fund-raising organization. Have members serve in garb.
- e. Hold a medieval feast for any interested organization in exchange for use of the hall for future events. Include singing and dancing performances and/or audience participation. Make sure you have plenty of information sheets to hand out to attendees.
- f. Have regular meetings and practices listed or announced by local newspapers, radio stations, television stations, and public access cable channels in their community activity sections or segments.
- g. Teach a class or give a demo in garb at a store that sells supplies you use. Do historic costuming at a fabric store, spinning at a yarn store, woodworking at a lumber yard, embroidery or illumination at a craft/art supply store, etc.
- h. Display completed works in the windows of appropriate stores. Almost anything is appropriate for bookstores or libraries!
- i. Usher in garb for local productions of Shakespearean or other "period-themed" plays such as Camelot, Pippin, Once Upon a Mattress, etc.
- j. Go as a group, in garb to the opening night of historic themed movies. Be sure to bring handouts that provide a brief description of the SCA and local contact information.

- k. Hold a fighter practice in a local park. Encourage non-fighters to attend to work on their projects and add to the period atmosphere.
- l. Sing period Christmas carols in garb at local malls, Christmas craft fairs, retirement homes, bookstores, or local coffee houses, etc.
- m. For school demos, give presentations for classes other than History or Literature. Offer to cover medieval recipes or period clothing for a home economics class, armor for metal shop, period wood working for a shop class, calligraphy and illumination for an art class, herbalism for an agricultural class, etc.
- n. Contact a library or bookstore and volunteer to read medieval-themed stories to children in garb. Many libraries sponsor themed reading events- offer to loan medieval items to the library for their book display (ask to have the group's website or contact information posted as part of display).
- o. Man a "relief station" or participate in charitable marathons or other events.
- p. Conduct a demo and/or set up an information table at a local comic or anime convention. There is typically some crossover between the audience who attends such events and the SCA. Inquire about booth or table availability or discounts for non-profit organizations in order to keep costs low.

5. Organizing Demos

Technically speaking, demos are the responsibility of your office and of the Seneschal's office. As your local branch Chatelain, you should always be involved in their planning. This does not mean that you must take personal responsibility for planning every "demo" for your group. If you are not the primary organizer, be sure to be available to provide assistance and advice to whomever is taking the lead.

- a. Successful demo planning depends on the planner's attention to detail. As stated in Paragraph One of this chapter, demo opportunities often present themselves and the type of demo will be predetermined. Deciding what activities will be appropriate and interesting will depend on a number of variables: your primary purpose for conducting the demo; the composition and size of your audience; the site and any site restrictions; and the skills and numbers of your volunteers.
- b. Ensure that the site has designated a point of contact with whom you can communicate about the details of your demo. Be sure to confirm the date of the demo with the hosting organization and your volunteers. Determine whether a rain date is necessary and who will be responsible for making the decision to proceed and how other participants will be notified.
- c. Always ask for volunteers. Never assume that someone is able to attend or is willing to participate. If specific skills are needed, it is sometimes prudent to ask a "potential volunteer" who possesses the needed skills for their help. If they are unable to help, ask them for the name and contact information for someone who can. Several weeks prior to the demo, remind your volunteers of their agreement to participate and confirm your understanding of what you think they agreed to do or bring is consistent with what they think they agreed to.
- d. You may want to arrange for publicity or press coverage. Work with the Media Deputy to get suggestions on this topic and examples of press releases. Be sure to coordinate your efforts with the hosting organization.

6. Guidelines for Participation in Demos

The following is a list of general notes for anyone preparing to organize and/or attend a demo. Local Chatelains may wish to copy this section and hand it out to everyone planning to hold or attend a public demonstration by the Society for Creative Anachronism. Remember, at a demo you are on display. You represent the entire Society and you should plan and behave accordingly. All that is expected is that you make the best presentation with available resources. Some of the guidelines presented here may seem like obvious, common sense. Sometimes however, common sense is the one thing that gets left at home when you are trying to pack for a demo. Collect yourself before the demo starts. Take a deep breath and relax. As tense as some large demos can be with all the planning, preparation and people, they do not have to be a chore. Demos can, and should, be fun! If you love what you are doing and you are having a good time, it will show. This is your chance to share who you are. Why do you enjoy the SCA? You probably have lots of different reasons. What are they? How would you describe it to someone who knows nothing about it? Demos are your chance to share that feeling. Someone out there is ready to learn something new, fun, and amazing from you. Perhaps they may even join in. You could find them standing beside you at the next demo. Have fun. Make friends. Teach something. Learn something.

Behavior and Courtesy:

- i. Be always courteous and chivalrous to everyone. Leave any emotional baggage at home and put your best "game face" forward.
- ii. If you want to speak to friends for a while, or get into an involved conversation, please step away from the demo area to continue or even better, agree to get together after the demo has concluded.
- iii. Do not try to sell anything at a demo or promote a private business either verbally or with business cards, etc. Too often this can cause modern attendees to believe that the Society itself is a business - we most definitely are not! We are a non-profit, educational organization.

Appearance:

- i. All mundane items should be kept out of view or disguised to the extent feasible.
- ii. Keep your gear (toiletries, paperwork, armor bags, garb bags, etc.) contained and unobtrusive. If there is a staging area or changing room, you will probably be able to leave it there.
- iii. Bring a period-looking drinking vessel. You may also want to bring your feast gear to show off or maybe even with which to eat.
- iv. If your armor is obviously plastic or mundane sports gear, please wear a tabard or surcoat over it. This is crucial as heavy weapons combat is usually the biggest draw at a demo, so try to make it look as period as possible.
- v. Wear your most period garb. Use the most correct accessories you have and be prepared to

answer questions about what time, culture or country you represent. If you have obviously "fudged" some part of your garb (such as modern boots), be frank about it. Do not make up stories to rationalize it. Explain that the SCA allows members some flexibility in their equipment. This allows us to attract more people with limited resources. We are all doing our best and cost should not be a barrier to entry. We are all working on better equipment and learning as we go - that is an important aspect of SCA participation.

- vi. "Fantasy" garb that does not come close to any time or culture represented by the Society is generally not appropriate attire for demos. Remember, our mission is to research and recreate pre-17th century history. If you want help choosing period garb in which you will feel comfortable, just ask. There are lots of people who can help.
- vii. Leave personal possessions locked and hidden in a car, with a friend or at home is possible. Neither the demo coordinator nor the mundane hosts can be held accountable if you lose something.

Participation:

- i. If you are participating as a fighter, have fun and make it look good. Issue a challenge to your opponent, make a show of fighting for the honor of another, and be sure to "die" gloriously! And remember, we are here to educate and entertain. It does not matter who wins!
- ii. If you are putting something on display but do not want it handled by adults, kids, or the elements, please put it in a display case or frame. If it is precious to you, you may want to leave it at home.
- iii. Small projects such as embroidery, tablet weaving, etc. give you something to do and talk about. They help show another aspect of medieval life. Works in progress are great for letting people see how things are done. Do not worry about how good it is. The point is you did it yourself with your own two hands!
- iv. If you would like to demonstrate something larger than "lap size," be sure to check with the demo coordinator to see if you can be accommodated (e.g, physical space, time slot if needed, or other site limitations.)
- v. If you are shy and do not wish to actively participate in the demo, please consider coming anyway to offer support. Keep in mind that participating can mean doing behind the scenes work like setting up a day board for the demonstrators, giving water to fighters, or helping to set up displays.

Information:

- i. There is no such thing as a stupid question. Respect the curiosity of the people attending your demo.
- ii. If you do not know the answer to a spectator's question, do not make something up. Instead, refer them to someone who may be able to answer their question. You should say something like, "That's a good question. I'm sorry I don't have an answer for you. But let me introduce you to someone who may know..."

- iii. Refer any media presence, any mundane event hosts, or any other officials directly to the demo coordinator, Seneschal, or Chatelain. If none of these individuals are available, direct them to the most articulate branch officer in attendance.
- iv. Any requests for general information on the SCA should be directed to the Chatelain or whatever information point has been set up for the demo.
- v. Consider taking photographs and/or video to post to the local branch website or social media pages.

Safety:

- i. Be aware of your surroundings and the people around you at all times. Children and pets move fast and generally in the worst possible direction -- like straight through the list field! Watch for people picking up weapons and armor during demos, these items can cause injuries!
- ii. Check in advance regarding the wearing of "dress steel." If it is permitted, always carry it "peace-bound." (i.e. tied with a cord into its scabbard so that it may not be drawn.) If you are unwilling to do this, please leave it at home. You cannot expect adults, children, or even all SCAdians to respect steel etiquette or safety.
- iii. If possible, familiarize yourself with the demo site. Where is a phone? Where are the rest rooms? Where can you get water? Where can you find the site host or security person?
- iv. Consider having a first aid kit on hand. It is also a good idea to have a cell phone on hand for emergencies.

7. Suggested Handouts, Activities, and Displays:

As with any list in this handbook, it is not all-inclusive, use your imagination!

a. Handouts:

- i. SCA business cards (see Chapter 2, paragraph 2).
- ii. Fliers that contain brief information on your local group, upcoming classes or events, and a list of contacts. Attach one of your business cards.
- iii. Extra copies of Newcomer's handbooks such as "Forward... Into the Past".
- iv. Extra copies of Newsletters (local and Kingdom).
- v. Extra copies of Tournaments Illuminated.

- vi. Extra copies of the Compleat Anachronist.
- vii. Copies of copyright-free black and white line drawing artwork to give to children for coloring pages. Include pictures of knights, dragons, kings and queens, knotwork, illuminated letters, etc.

b. Displays:

- i. Photo albums with pictures of a variety of SCA activities. Stage pictures as necessary to fill in any gaps in your albums. You can even put pictures on presentation foam board with colorful with captions done in calligraphy.
- ii. Computers with videos and/or photographs of various SCA activities.
- iii. Dress forms outfitted with court garb. This is especially useful for demos held outside in the heat of summer as it allows people to see the fancy garb without someone having to swelter in it.
- iv. A table setting with feast gear.
- v. Hands-on exhibits: hats, garb, or armor bits for people to try on (don't forget a mirror!), toys for children to play with, foods for people to taste, etc. Consider setting up an area with period furniture or creating a photo booth where attendees can pose and take pictures. Ask them to post the photographs on social media and use the #mysca tag in order to help promote the demo for you.
- vi. Displays of as many aspects of the SCA as you can acquire. Active displays (where people are demonstrating their craft) are very effective. Try to represent such activities armoring, arrow fletching, scroll making/illumination, needlework, woodworking, leatherworking, spinning, weaving etc.
- vii. A period gaming table with someone to explain the rules to those interested in playing.
- viii. Music on tape, CD, phone, or other technology. The music can be used for a dancing demo or just background music. If possible, live musicians are even better.

c. Other Items to Bring:

- i. Sign-up sheets that people can fill in if they want information. This sheet should include spaces for their name, address, telephone number, e-mail address, and topics they are interested in. Consider creating a Google form or other type of online survey so that this information can be collected electronically. This will make it easier to distribute contact information to local Chatelains after the demo has concluded.

- ii. A list of neighboring Chatelains or Regnum so you may provide contacts to those visiting from outside your area.
- iii. A welcoming sign or banner (with your group name) can also be an eye-catching way to let people know that your demo area is open to the public.

8. Post-Demo Follow-up

After your group's demo has come to an end, there are still some post-demo tasks to be accomplished. You should follow-up with attendees who expressed interest in the SCA, your site contact who provided you with a location and information necessary to conduct a successful demo and the SCA members who donated their time and talent.

- a. **Attendees:** It is essential that you contact everyone who filled out the sign-up sheet as soon as possible after the demo (within 1-3 business days) via e-mail or telephone. Invite them to any newcomer's meetings you have scheduled. If you do not have enough newcomers to schedule a newcomer's meeting, offer to meet with them personally. You can meet with them before a business meeting, fighter practice, sewing night or other activity. When you speak with them, find out what aspect of the SCA they are interested in and plan accordingly. Whatever you do, make sure that they know that you have not forgotten them and find a way for them to get involved as soon as possible. If there were attendees from outside your local group, please forward their contact information to their local Chatelain so that they can reach out directly to provide information on their local group.
- b. **Site contacts:** Always follow-up with your site contacts to foster positive relationships within your community and to ensure that you will be welcome back in the future. Were they happy with the demo? If not, ask why. This can help you improve the quality of future demos and/or clarify expectations. If you were doing a demo for a fee, did your group receive payment? If you were doing the demo in exchange for use of the site, have all arrangements been finalized? Do they want you to do another demo next year? Do they have any comments or suggestions for next year's demo? Consider inviting them to your next event. Whatever the outcome, always be sure to thank the person(s) who graciously welcomed you and allowed you to conduct your demo at their site.
- c. **Volunteers:** Always thank the good gentles who donated their time and talent to help make your demo interesting, educational, and fun. Some of them may have traveled a considerable distance to participate. Before they leave the demo site, make your best efforts to verbally thank them. Ask your Chronicler to publish a thank you note in your group's newsletter, or post a thank you message to your group's electronic mail list. If there are some individuals who played a key role in organizing demo activities such as dance instructors or marshals, etc. send them a hand-written thank you note. If an SCA member from a branch other than your own participates in your demo, make an extra effort to send a personalized thank you note. You will find that you will get more assistance and cooperation for future demos if people know that you appreciate their efforts.

Chapter 4: Acclimating the Newcomer:

Getting the Newcomer Involved

1. Orientation

The purpose of orientation is to welcome newcomers to the SCA, the Kingdom, and your local group and provide them with BASIC and practical information needed to get started in the SCA.

- a. **Frequency:** If you are fortunate to have a fairly large number of newcomers, it behooves you to have monthly or quarterly newcomers' meetings. If not, conduct them as needed.
- b. **Location:** A central location within your local group is best. As an alternative, you may want to see where most of your newcomers live and adjust the location accordingly. Some groups prefer to have meetings at the home of a member, while others prefer a neutral location such as a community center, park, or library. Try to vary your location to be as inclusive as possible to those in your local group. If you are widespread, consider virtual options as well so travel will not be a limitation.
- c. **Context:** Depending on your group culture, you can conduct newcomer's meetings/orientation sessions in a variety of contexts. Some groups prefer to simply have straight forward newcomers' meetings, while others prefer to make it more of a social engagement such as a potluck or other themed gathering. Some groups may choose to combine a newcomer's meeting with an A&S night, so that newcomers may partake in some of the arts practiced by members and learn more about them.
- d. **Content:** Remember, you want to make your newcomers feel welcome, provide them with practical information that will enable them to get started and answer any questions they may have. Be careful not to overwhelm them by providing them with too much information. Below is a suggested outline for the format of an "orientation session."
- e. **Introductions/Welcome:** Welcome the newcomers and other attendees, state your objective for the gathering, and ask everyone to introduce themselves and give a brief explanation of what their role is. Be sure to explain that the session or meeting is intended to provide them with information for "getting started." It is not designed to provide them everything they will need to know about SCA as much of the information will be learned over time.

2. **An overview of the SCA and your local chapter. (Or, who we are and what we do.)**

a. **Information on how to get started:**

- (a) Attending their first event.
- (b) Garb and loaner gear.
- (c) Heraldry and persona development.
- (d) Overview of the arts and sciences.
- (e) Overview of martial activities.
- (f) Courtesy and forms of address.
- (g) Overview of what happens during Court.
- (h) Overview of the award structure.
- (i) Question and answer session.

b. **Who should attend?** In addition to the newcomers, some groups invite all their members to attend while others prefer to limit the attendance to newcomers, officers, and selected presenters. In order to make your newcomers' meeting go more smoothly, be sure to let your members know what the format is ahead of time, solicit "presenters" well in advance and make sure that they know what they are expected to cover. Additionally, you may want to remind the members of your group to engage the newcomers in conversation at appropriate times during the gathering.

3. **Helping Newcomers Attend Their First Event**

Some newcomers are a bit apprehensive about attending their first event -- especially alone. Since you probably will not be able to attend every event, ask for volunteers to accompany newcomers to their first event. Be sure that your volunteers understand what is expected of them. For example, your volunteers should help the newcomer gather all the items they will need to attend an event such as loaner garb and feast gear, may be asked to provide a ride to the event, keep the newcomer company, explain the various activities during the event, sit with them at feast, and introduce them to other members.

4. Conducting a Newcomer's Point

The purpose of conducting a newcomer's point is to provide a place at an event where newcomers can not only come to ask questions about the SCA and local group but also come to be social and interact with other newcomers and members.

- a. **Location, Location, Location!** It is best if Newcomer's Point is in a central area and in plain view. Near Troll is not necessarily a good place because the area tends to be congested and the start of the event and empty later in the day. If your newcomer's point is too isolated, it will not attract any newcomers. Speak with the event autocrat about setting up newcomer's point in a place where you are not in the way, but clearly visible and near event activities.
- b. **Appearance:** A sign saying "Newcomer's Point" is often helpful. The Chatelain's banner is lovely, but not very helpful if a Newcomer does not recognize the office's badge or even know what a Chatelain is! Make sure that Newcomer's Point looks like an area that someone would want to visit. A period day shade or pavilion always looks best. Remove mundane items and/or trash from the area, cover the table with a tablecloth, hang banners -- a basket of goodies for general consumption is always helpful. Your personal appearance is also important. Your garb should be as period as possible, neat, clean, and in good repair.
- c. **Handouts:** Many groups have been using newcomer's tokens such as tassels, braids, rosettes, favors, etc. to help regular members more easily identify the newcomers. If that is the route that you are going, it is probably best for newcomer's tokens to be handed out at Troll. It is important to remember that the use of identifying tokens needs to be **completely optional** for the newcomer, as they can choose not to wear one. For this reason, since some people may not like the idea of being identified as a newcomer, some groups have chosen to mark specific members with the Chatelain badge, so that newcomers will feel more comfortable approaching them to ask questions. Hopefully, everyone is being friendly and hospitable to all attendees. But reminding regular members to keep an eye out for newcomers and encouraging them to make an extra effort in welcoming them is always helpful. Be careful not to overwhelm newcomers with too much information. A one-page hand-out with local contact information, calendar of activities, and a brief description of the SCA is usually sufficient. However, if you would like to give them a folder of information that they can read later, that's o.k. too! You may want to include a copy of "Forward into the Past" (now available online at www.sca.org) a membership form, a Newcomer's handbook, and any pertinent pamphlets you have on hand. SCA business cards with your name and contact information are also useful (see Chapter One for suggested format.)
- d. **Your behavior:** Everyone reacts differently to various approaches. A warm smile, words of welcome, and enthusiasm works well with most people. Ask the newcomers' questions and listen carefully to their responses. Find out what aspects of the SCA they are interested in, what their concerns are if they have any, and then give them advice on how to get started. If you do not know the answer to

a question, refer them to someone who does or offer to find the answer for them. Be sure to get their contact information so that you can follow-up with them later!

- e. **Activities:** Newcomer's quests are often fun, educational, and a great way to encourage newcomers to meet as many people as possible. Topics may include Atlantian geography, Atlantian History, pre-17th century history, or you can simply ask them to find various items such as a Golden Dolphin medallion or a baronial coronet, etc. Other games such as SCA Bingo, or Jeopardy can be fun. Award a prize to the winner. Sometimes the less outgoing newcomers are hesitant to participate on their own. If you are fortunate enough to have enough newcomers, you can form teams. Alternatively, you can pair them up with a more experienced member. Ask your local members if they want to help ahead of time. Do not wait until the day of the event to ask for volunteers! Also, encourage newcomers to participate in as many of the day's scheduled activities as possible. If they would rather sit and watch, that's fine too! You may also want to speak with the event's autocrat about conducting activities that are specifically geared to newcomers such as a novice archery shoot, an A&S display, or classes. If you anticipate that your event is going to be well attended by newcomers and regular members alike, you may also want to ask the autocrat if there is time, space and money enough to host a newcomer's tea. If there is not enough money in the event budget, you can ask for volunteers to donate cookies, fruit or veggie platters, etc.
- f. **Results:** Don't feel that your efforts have failed if you do not attract too many newcomers to your table. Often newcomers attend events with their friends or family members and spend the entire day with them. This is a good thing! They are still learning about the SCA, being introduced to other people, and having fun.

5. Continuing Education & Involvement:

- a. **Regular A&S classes:** Ask your local artisans to conduct beginner's classes several times a year on a variety of A&S subjects. Beginning sewing classes are especially popular with newcomers. Beginner classes can be general classes about the SCA but can also be beginning level classes in a form of fighting or an art or science.
- b. **Martial Activities:** Encourage interested newcomers to attend regular archery or fighter practices. Ask your local Archery Marshal or Earl Marshal to coach the newcomer or recommend someone else who can.
- c. **Sponsorship (individual and project-based):** Other clubs, civic organizations, fraternities etc. have long recognized the need to provide newcomers with additional encouragement and support to help them fit into the organization. Many of these organizations assign someone to serve as a new member's sponsor or mentor until they feel comfortable enough to participate on their own. If you decide to establish a sponsorship program in your local group, do your best to match sponsor and newcomer by geographical location, personality type, and common interests.

- (1) Individual sponsors may be designated to assist their assigned newcomer in getting involved in local group/SCA activities by:
 - (a) Bringing the newcomer to their first event (see Paragraph Two above.)
 - (b) Helping them obtain garb and other items needed for SCA participation.
 - (c) Being available by telephone, e-mail, or in person to answer questions or referring the newcomer to someone who can.
 - (d) Providing advice on how to get started with particular SCA activities.
- (2) Project sponsors may be designated to assist a small group of newcomers in completing a project to benefit the local chapter, foster teamwork, develop new skills, and cultivate a sense of belonging.

d. **Non-SCA social activities:** Many groups enjoy having non-SCA social activities such as eating out or movie nights. This is an excellent way to promote camaraderie within your local chapter and provides an opportunity for members to get to know each other in a "real world" environment free from SCA titles, politics, etc. Be sure to invite your newcomers to attend.

6. **When Does a Newcomer Stop Being a Newcomer?**

Each individual is different and therefore there is no specific timeline or pattern of behavior that marks their progression to a higher level of participation. Generally speaking, a person who attends activities and events on a regular and recurring basis and on their own initiative is considered to be a regular member. Your group may wish to recognize this "change in participatory status" by conducting a brief "graduation" ceremony at an event. If you are a member of a Barony, you can ask your Baronage to conduct the ceremony in court. If you are a member of a Shire or other local chapter, you and your Seneschal may conduct the ceremony at an appropriate time during the event. Consider providing a gift to the now regular member, such as a belt favor with the badge of the local group.

7. **Ethics and the Chatelain**

It is important to remember that as Chatelain, you are the first impression a newcomer receives of the SCA. You are also the first person they look to for guidance in the world of the SCA. With as overwhelming as the SCA can seem to a newcomer, it is vital that you help guide them in a morally upright and ethical manner.

Being respectful of a newcomer's views, interests, and wishes is a key part of being a Chatelain. This is a position of enormous trust. Newcomers trust that you have their best interests at heart. Your group is entrusting you with the task of accurately representing the traditions of the SCA, the Kingdom of Atlantia, and your local group. There are a few points where the influence of this role can come into play:

a. **Be Inclusive:**

A Chatelain cannot be a gatekeeper. For those who are interested in the SCA you are the welcoming face. You will not discourage someone's involvement due to superficial differences between yourself or your views. There is no one type of SCAdian. As the Chatelain you work as the example of the SCA and you show the newcomers the values of our organization. Show that the SCA is a space for all people where diversity, equity, and inclusion are the law of the land. Its more than bringing people in, it is respecting everyone as a person.

The SCA takes this initiative very seriously and has developed the Diversity, Equity, and Inclusion (DEI) Office and the approach of Inclusive Excellence. As you will be the frontline for many who are new to the SCA you must strive to learn about the whole person. Do not make assumptions. Listen, connect, and include all those who wish to join us.

b. **Support Interests:**

Similar to what's detailed above, when welcoming new people learn what they are excited for and support them in their interests! Again, do not make assumptions regarding a Newcomers interests based on their gender, race, or other factors. The SCA is built by people who follow their passion. We do not get to tell people what their passion is based on our experiences.

c. **Personal Relationships:**

Please think long and hard before you act in a way that may be perceived as taking personal advantage of a newcomer. Consider your position as a group officer when developing personal relationships with newcomers to the SCA. Asking a newcomer to join your household, enter into a student/teacher fealty relationship, or even go out on a date would compromise your authority as a Chatelain. We generally advise that newcomers wait one year before they enter any kind of relationship within the Society. Chatelains are not the exception to this rule simply because we are the newcomer's first point of contact. This is one situation where perception matters as much as reality.

Chapter 5: The Gold Key

(Loaner Garb/Feast Gear)

1. Purpose of the Gold Key/Loaner Closet:

The Gold Key is a collection of loaner garb, feast gear, and other items (loaner camping equipment etc.) provided by your group for the use of newcomers until they have had a chance to obtain their own items. It is your responsibility, or that of one of your deputies, to ensure that the Gold Key is large enough for the number of newcomers that you usually attract during the year and to ensure that it is maintained in good condition. Be sure to bring items from your Gold Key to your local events, so that newcomers who may attend the event will be able to dress in appropriate clothing and be comfortable.

2. Content

While the number of items you will be able to keep in your Gold Key will vary depending on a variety of factors such as storage space, below is a list of recommended items for your group's Gold Key:

- a. **Garb:** Try to provide garb of different time periods and styles for newcomers of all ages, styles, sizes, and genders.
- b. **Cloaks and Outerwear:** A newcomer's first event should be a pleasant experience. Being wet and/or cold will surely ruin someone's day. Therefore, make sure that your loaner closet has cloaks, cowls, etc.
- c. **Accessories:** Accessories may be just the item needed to dress up some garb or disguise poorly fitting items. Try to obtain belts, pouches, veils, hoods, hats, tabards, jewelry etc.
- d. **Feast Gear:** At a minimum, your loaner closet should contain plates, bowls, goblets or tankards or mugs, and utensils. A collection of tablecloths, napkins, candle holders, and candles will also be useful.
- e. **Other Gear:** Baskets, canvas tote bags, simple folding chairs, lanterns, and basic camping gear can be very useful.

3. Building Your Gold Key/Loaner Closet

If you are a new group and currently do not have a Gold Key or if your current Gold Key is not adequate to meet the demand or is in poor condition, it is your responsibility to solicit help in correcting the situation. The following is a list of ideas for ways in which to build your Gold Key. As with all lists in this handbook, it is not all-inclusive. Think of other creative ways to reach your goal!

- a. Ask a neighboring Chatelain if you may borrow items from their Gold Key until you can increase the quality and size of yours.
- b. Ask neighboring Chatelains if they would be willing to donate extra items in their Gold Key that they do not need or want.
- c. If you do not have the funds to obtain items for your own Gold Key, offer to help neighboring groups make items for their Gold Key in exchange for being able to use them.
- d. Ask members from your group to donate garb, feast gear, and other items that they no longer use. If items need repair, host a "mending party." If items are beyond repair, salvage materials such as trim that could be reused on other items.
- e. Ask members from your group if they are willing to loan items to newcomers. Keep a list of who is willing to loan what items, of what size and under what conditions (such as only if they will be attending the same event.)
- f. If you have more of some type of item than you need and are lacking in other areas, sell excess items in a tag sale or auction, and use the proceeds to buy those items that you need. (Please speak with your local Exchequer before you handle any money.)
- g. Ask your group to designate a portion of the profits from your next event or a paid demo to go to purchase materials and/or items for the loaner closet.
- h. Shop at yard sales and flea markets. Look for plates, bowls, cups, and spoons for feast gear; old tablecloths and napkins, costume jewelry to use as-is or to turn into embellishments for garb; and old drapes or curtains to make into garb.
- i. Organize a sewing circle to make new garb and accessories specifically for the Gold Key. Try to make versatile items that can be worn by a variety of people.

4. Maintaining Your Gold Key/Loaner Closet

Keep an inventory of all items in your Gold Key. Ideally, these items should be kept in one location that is geographically central within your local group. If all items cannot be stored in one location, keep records as to the location of the items. Periodically inspect and update your inventory, making notes of missing or damaged items. Attempt to locate missing items and repair or replace damaged items.

- a. **Tracking your Inventory:** You may occasionally have difficulty with items not being returned in a timely manner or at all. The following are some preventative measures that you may wish to take:
 - i. Put tags in all garb labeling them as belonging to "your group" Gold Key. Permanently mark feast gear and other non-garb items in the same way.
 - ii. Do not loan any items out without making sure that the borrower knows when

and how to return them. Keep a record of who has what and make sure you have a way of getting in touch with the person in case they fail to return the items as specified.

- iii. Take items to the event yourself and have the person return the items before leaving the event.
 - iv. Implement a checkout procedure in which the person borrowing the item leaves a small monetary deposit or other item of value (such as a driver's license) until the item has been returned. (Please speak with your Exchequer before handling any money.) If necessary, make it a policy that damages will be deducted from the deposit.
- b. **Repair and Maintenance:** To ensure that items are kept in good condition for as long as possible, make sure that they are cared for properly. Before you lend an item(s) to a newcomer, look at it and ask yourself "Would I be proud to wear/use this?" If the answer is no, find another alternative to meet their needs. Below are some suggestions to keep your loaner items in good repair. Admittedly, some of these may not be practical if you would like the items returned prior to borrower leaving the site.
- i. Require that all feast gear place settings and linens be washed before being returned.
 - ii. Require that all garb be washed before being returned.
 - iii. If a particular item of garb requires special care or must be dry-cleaned, only loan it to people who are aware of this, and who are willing to properly care for the item. If you do not trust that the person fully comprehends care instructions, will follow them, or you feel uncomfortable asking them to care for the item, do not loan it out.
 - iv. Check all items regularly to see if they need mending. If damage is caught in time, it can be more easily repaired than if it is allowed to deteriorate.
 - v. Whenever possible, store garb on hangers. If this is not possible, store it neatly folded in boxes or on shelves.
 - vi. Air items out and iron them if necessary, before loaning them out.
 - vii. Store wool with lavender or other moth repellants.

5. Keeping Track of the Gold Key/Loaner Garb

The contents of the Gold Key need to be maintained by this office. However, the Seneschal, Exchequer and the group have a right to know what items make up the Gold Key. Some groups have found that having a deputy to handle this aspect of the office can really make a difference.

Please keep a simple list on your web site or in your newsletter explaining what you have and what you still need. Itemize the list in order to allow for ease of reading. If you have questions about the state of an item and whether or not it should be kept by the group, ask your seneschal, exchequer, or bring it up at a meeting.

Consider grouping like items together. For example, group items from 14th century England together and create a “kit” for that persona type. This will not only make keeping track of Gold Key items easier, but it will also help newcomers to learn about the time and place of various items.

Chapter 6: Chatelains And The Media

As you should be aware, the Society has a media policy in place. The media (whether television, print or online) is not, and should not be considered, a primary recruiting tool. The Society also has a social media policy in place. The best recruiting tool that any of us have is one-on-one interaction. The Kingdom of Atlantia has a Media Relations Deputy, who is designated by the Seneschal to handle media affairs for the Kingdom, as well as a Social Media Officer (SMO). In addition to the Society Media Policy and Social Media Policy, media activity is also governed by the Atlantian Media Relations Deputy's Procedures and the Atlantian Media Policy. As always, the best recruiting tools is in person and face-to-face.

Please familiarize yourself with all of the following documents:

Society Media Policy - <http://www.sca.org/docs/pdf/mediapolicy.pdf>

Society Social Media Policy - <http://sca.org/docs/pdf/SCASocialMediaPolicy.pdf>

Atlantian Media Relations Deputy's Procedures and Atlantian Media Policy - <http://atlantia.sca.org/offices/seneschal/clerk-of-law/policy/seneschal#faqnoanchor>

So, how is the media to be utilized, if at all? The answers break down into two basic categories: If the media contacts you or if you want to contact the media.

1. Contact by the Media

If the media contacts your group for the purpose of doing a story or other media presentation, this needs to be reported to the media office.

For example, if a reporter/photographer shows up at a demo or fight practice unannounced, you should first try to contact the Kingdom Media Officer for advice. If unable to reach the Kingdom Media Officer and/or the Kingdom Seneschal, then the chatelain and/or seneschal of the group should talk to them, following the guidelines set forth in the media policy regarding the image we want to project, topics/words to avoid, etc.

Photographers and videographers should also be informed that any participant may decline to be photographed.

Following this type of contact, a brief report should be emailed to the Kingdom Media Officer for information and possible follow up, if required. An incident report form is listed below.

If there is a period of time between when the group is contacted and when the media attends the event, then the Kingdom Media Officer should be contacted in that interim. That way, the Kingdom

Officer can provide the local group with Society press materials and rules for film crews, as well as making provisions to attend or appoint an appropriate spokesperson for the event.

2. Contacting the Media

If the group wishes to contact the media and invite them to an event, this **must be approved** through the Kingdom Media Office ahead of time. This will give the Kingdom Media Office time to provide local representatives with the appropriate press materials, or to prepare event specific materials if required, as well as making provisions to attend or appoint an appropriate spokesperson for the event.

For example, if a group is planning an event with a particular theme or a special feature (e.g., authentic 16th Century Turkish Feast, Norse poetry competition) then the Media Office can work with the group to send targeted press releases to local media, and plan to attend the event and distribute information which will include the appropriate local contact information. In this case, no local incident report would need to be filed after the event, as the Kingdom Media Officer would already be involved. However, if there is follow up contact after the event, this should be reported as in number one above.

Guidelines for interacting with the media at an event or demo:

All media contact should be handled by the seneschal or designated representative. Designated representatives should be articulate and conform to the image delineated in the Society Media Relations policy.

NOTE: If the Kingdom media officer is on site for the event, he or she is by default, in charge of all media contact, and should be prepared with all appropriate press materials. The Kingdom media officer can choose to delegate or share these responsibilities with a suitable local representative.

When the media arrives, the designated representative should be waiting to greet them. Introduce yourself, using modern names, and give them a brief introduction to the Society. Give them the prepared press materials (either the general press release or a targeted one if it has been created). Include local contact and meeting information with this information. If the media is from television, please have on hand the Society rules for film crews.

If the media has been invited to an event, it is the responsibility of the seneschal and event steward to make certain that the event staff is briefed in advance and knows who the designated media contact for the event will be. Conversely, if the Kingdom Media Officer is in attendance, he or she should alert the event staff of their presence and preparedness to handle the media. It is also a good idea to alert any royalty attending the event that the media are expected.

Guide the press through their interactions. Focus on positive aspects of the Society and use caution in what you say, using the press materials and media policy as a guide for talking points and topics/words to avoid. Remember, anyone can be misquoted.

Stress safety. This can be done in discussions by explanation that SCA combat is a martial art form which requires training and skill, and has strictly monitored equipment standards, and routine safety inspections for all participants. This can also be done in practice, by making sure that all spectators, whether media or general public, are protected from any combat areas.

It is also a good idea to stress the courtesy and chivalry aspects of the SCA. One of the best ways to do this is by treating the media, and demo spectators, as courteously as we strive to treat one another.

3. National Media

If any national media outlet, such as a cable television channel, news program, prime time television show, or filmmaker, contacts a local group, they should **NEVER** be dealt with at a local level. These contacts should be referred to the Kingdom Media Officer immediately and will more than likely be dealt with at a Society level.

4. Community Calendars

Many local media outlets, either television or newspaper, have a free calendar for listing community events, either in the paper itself or on its website. There are also some local community-oriented events sites which are not attached to any particular media outlet. If the group wishes to place this sort of announcement for a demo, as a way of attracting greater attendance from the public, this is permissible with courtesy notification to the Kingdom Media Officer.

However, it is not recommended to place such announcements for events. If too many people respond to the announcement, a large number of spectators looking to be entertained could easily overload the capacity of the event site or disrupt the event schedule.

Sample Community Calendar announcement is below:

Who: Society for Creative Anachronism, Shire/Barony/Canton of XYZ

What: Demo at the Spring Art Fair

Where: (recommend you include the entire mailing address, including zip code for the location)

When:

Contact for More Information: (Phone and/or email of seneschal/ chatelaine), local and Society websites.

You should include a brief explanation of the Society, such as: "Do you dream of being an armored knight locked in combat with sword and shield? Or a charismatic bard performing for the Royal Court? Come realize your dream with the Society for Creative Anachronism, an international not-for-profit living history organization dedicated to bringing the Middle Ages and Renaissance to life through research and reenactment."

Most outlets accept requests for this type of announcement via regular mail, email, or fax. Contact the Community Editor or Assignment Editor to determine how they prefer to receive announcements. If via email, it is best to use the words "Community Announcement or Community Calendar Listing" in the subject line so it will get forwarded to the correct person and less likely to get caught in company Spam filters.

In this case, the Kingdom Media Officer should be alerted that the group is going to place this type of announcement. A copy of the announcement, as well as a list of where it will be posted, should

be copied to the Kingdom officer at the time it is sent to the calendars. That way, the office can be prepared should any media contact occur as a result of these listings. If you are planning to list an event on the calendars, please clear this with your Kingdom Media Office first (or seneschal if there is not a media officer).

5. The Internet and Social Media

With the preponderance of social media websites (e.g., Facebook, YouTube, Twitter, Instagram), more and more people are posting pictures and video of Society-related activities. While it is not the intention of this office to limit this type of expression, it is an arena where good sense needs to prevail. Think before you post.

The internet and social media are quickly becoming the most common means of recruitment. Consider working closely with both your local web minister and local social media officer in order to devise a strategy on how to reach newcomers.

Sample Media Incident Report

Incident Report: Send to Kingdom Media Deputy

Initial Contact Date:

Contact Person: (Include name and contact information for any media person who contacts you. That way the Kingdom Media Officer can follow up with them directly if necessary)

Description of Incident:

Submitted by: (Include your complete contact information, so the Kingdom Media Officer can follow up if more information is required)

Date Submitted:

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Appendix



Kingdom of Atlantia

Warrant Request for Branch Chatelain

I, (print name) _____ assert that the (branch designation) _____ of (branch name) _____ has selected me as candidate for Branch Chatelain on (date) _____. In signing below, I certify that I understand and accept the responsibilities of Branch Chatelain and that I will maintain membership, phone, and e-mail access for the duration of any warrant granted. I have read the Atlantian Great Book of Laws and policies, understand the duties and reporting requirements of the job, and am willing to follow through with them. I have discussed this with my group's Seneschal and the group desires me to be their officer.

Signed: (modern signature) _____ Date: _____

We, officers of the above named branch, certify that the above candidate is acceptable to the branch and to the roster of branch officers.

Seneschal (modern signature): _____ Date: _____

SCA Name & Title: _____

Email address: _____

Baronage (if Barony) (modern signature): _____ Date: _____

SCA Name & Title: _____

Email address: _____

Candidate Contact Information (please print)

Modern Name: _____

SCA Name & Title: _____

Address: _____

Phone Number: _____

Email address: _____

Member # _____ Exp date: _____ When did you first become a member? _____

Permission to publish in Acorn:

___ Modern name ___ SCA Name ___ Address ___ Phone Number ___ Email address

Permission to publish Kingdom website:

___ Modern name ___ SCA Name ___ Address ___ Phone Number ___ Email address

Retain copy for Branch Records. E-mail scanned copy to chatelain@atlantia.sca.org and/or Mail Original to Kingdom Chatelain.



Kingdom of Atlantia

Branch Chatelain's Quarterly Report 1st 2nd 3rd 4th Quarter, 20__

(Quarterly reports are due April 15, July 15, Oct 15 and Jan 15)

SCA Local Group Name:		
Please Circle: Chatelain Seneschal Other	Date Report Completed:	
SCA Name:	Modern Name:	
Address:		Phone:
Email:	Member#	Exp. Date:

Has there been a change in your contact information since your last quarterly report? **Y **N**

Activities for Participant Recruitment

Describe the nature of the newcomer activities, classes, and/or events that were held:

Strategies for Participant Retention

Describe how you included already established members in activities, classes, and/or events:

Success and Items to Share

What aspects of your activities were productive or disappointing and why?

Problems or Concerns

What aspects of your activities were productive or disappointing and why?

Plans for Next Quarter

What are your plans/goals for improving your activities in the coming months?

Questions for the Kingdom Chatelain

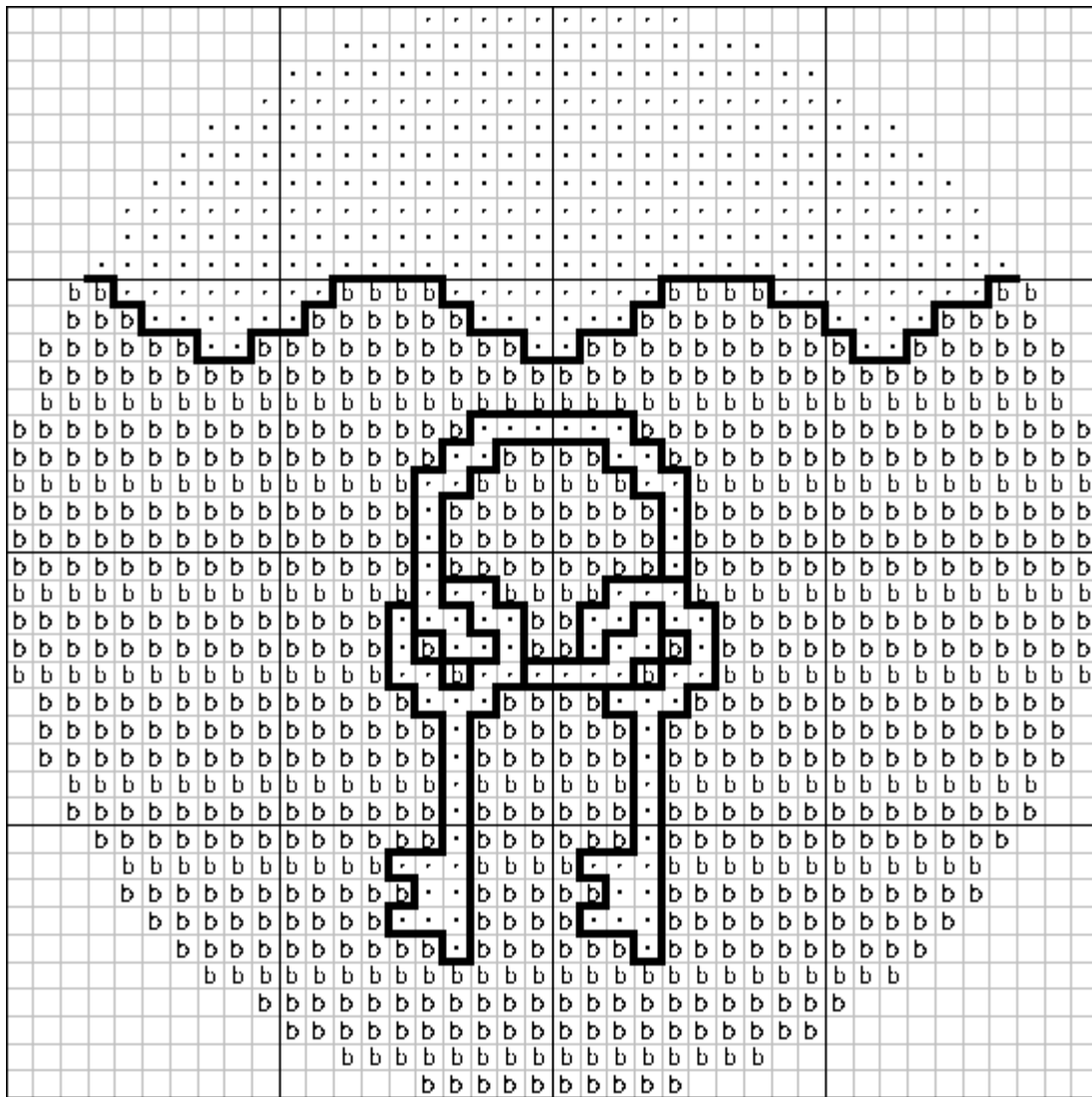
What resources/assistance can we provide from the Kingdom level to help you execute your plans and meet your goals?

Instructions for completing quarterly reports:

1. Circle which quarter the report was created for and complete the year in the space.
2. Circle if you are the group's Chatelain, the group's seneschal completing the form since you don't have a Chatelain, or if you are completing the form and are not currently an officer for your local group.
3. It is important to let us know if information has changed from quarter to quarter so that the Kingdom files can be kept up to date.
4. Feel free to start the answers on the front of the page and then use the back or extra paper to finish your answers. Please give us as much detailed information as possible. This gives us ideas on how we can help you, what great things you are doing, and which groups we can reach out to for help with other programs.

Retain copy for Branch Records. E-mail copy to chatelainreports@atlantia.sca.org and/or mail the original to the Kingdom Chatelain. Please CC your local branch Seneschal.

Atlantian Chatelain Badge Cross Stitch Pattern: *Azure, a ring of two keys and a chief wavy argent.*



Society Chatelaine Badge Cross Stitch Pattern: *Vert, a key palewise inverted and reversed or.*

