

Becoming More Than Just the Welcome Wagon: How to be an Effective Chatelaine in the SCA

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della Rosa called “Belle”

Kingdom Chatelaine for the Kingdom of
Northshield

What is a Chatelaine?

- ❖ A Chatelaine tends to be the first impression of the SCA and of the group
- ❖ A Chatelaine is the greeter for a group or function
- ❖ A Chatelaine is the “recruiter”
- ❖ A Chatelaine is the “Go-To” person with questions or requests
- ❖ A Chatelaine is the organizer for demos and public presentations
- ❖ A Chatelaine is the keeper of the loaner items
- ❖ A Chatelaine may be the Media Support Person
- ❖ A Chatelaine is the smiling and friendly face in the crowd



Personality Traits of A Chatelaine

- ❖ Friendly
- ❖ Outgoing
- ❖ Proactive
- ❖ Comfortable Speaking in Front of Crowds
- ❖ Comfortable Speaking to the Press
- ❖ Energetic
- ❖ Creative
- ❖ Caring



Tools of the Trade

- ❖ Up-to-date website information
- ❖ Phone number
- ❖ Email address
- ❖ Business cards
- ❖ Handouts or pamphlets
- ❖ Contact list of “helpers”
- ❖ Loaner gear
- ❖ Energy and a willingness to help



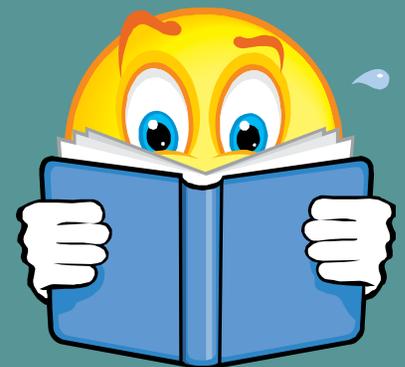
Time Commitment and Responsibilities

- ❖ Quarterly Report
- ❖ Answering emails and phone calls
- ❖ Follow-up
- ❖ Attendance at meetings and demos
- ❖ Attendance at events
- ❖ Other commitments as outlined at the local level



Resources

- ❖ Chatelaine's Handbook
- ❖ Kingdom Chatelaine
- ❖ Chatelaine email list
- ❖ Fellow Chatelaines
- ❖ Local/Regional Seneschal
- ❖ Kingdom Seneschal
- ❖ Media Relations Officer
- ❖ Local Webminister
- ❖ Kingdom Website





What to Do When Faced With Challenges

There are times where you have the best intentions but you end up meeting resistance. What can you do?

- ❖ Talk to your Seneschal – Remember you are that person's deputy and they are there to assist you as much as you are there to assist him/her.
- ❖ Talk to the previous Chatelaine. Did they face the same challenges? What did they do to get over their hurdles?
- ❖ Constructively voice your concerns at the next meeting you have. Perhaps the other members of your group have no idea you are faced with these challenges.
- ❖ Communicate on the Northshield Chatelaine's email list. Perhaps the same challenges have cropped up elsewhere.
- ❖ Communicate with your Kingdom Chatelaine!! It is what that person is here for.
- ❖ **Most importantly:** Keep an open mind and see what compromises can be made out of any situation.

Creative Ideas to Use as a Chatelaine

- ❖ Host a Series of Newcomer's Classes (What to Expect at your First Event, What to Bring to a Camping Event, What do Those Shiny Hats Mean?, Basic Etiquette and Chivalry in the SCA, How to Research and Develop a Persona, etc.)
- ❖ Find a way to host sewing sessions – make a goal of everyone having one new outfit for their first event.
- ❖ Organize newcomers into “classes” or “fellowship” groups. Encourage them to attend meetings and events together to gain a sense of camaraderie.
- ❖ Pair up new people with someone with similar interests in the group. For example, pair up the new person interested in a Norse persona with someone who has been working on one for a while.
- ❖ Encourage newcomers to volunteer at their second or third event. Nothing major, but something like setting up for court or serving feast.
- ❖ Establish periodic, casual “Meet and Greets” at someone's home or other venue. Make it non-garbed and include activities such as games or silly movies.
- ❖ Get a group together to go to museum displays or history events.



Most Importantly.....

Remember how appreciative everyone is to have you in this office. It's not an easy one and your contributions are great!

Thank you!!!

