



Sons of Norway
HERITAGE PROGRAMS



IdeaBank#31

**NORDIC AMERICAN
THANKSGIVING BREAKFAST**

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1988

Nordic American Thanksgiving Breakfast

The Nordic American Thanksgiving Breakfast is an event which goes back to 1985. From the very start, it was a success. The attendance in Minneapolis the first year was approximately 800.

The program was established with three permanent elements: the celebration of freedom, family and friends, and faith. The event has had three excellent speakers each year, each speaker speaking for 5 to 10 minutes on his/her topic. Other program elements have been readings from the New and Old Testaments (sometimes substituted by a poetry reading, a musical selection (by soloist, small group, or choir), and a community sing at the end, of "America, the Beautiful." A sample program is attached.

The event may be a fund-raiser. In Minneapolis it was decided to keep the ticket price as low as possible and instead have a free-will offering for a charity. The event could, for example, be used to raise funds for the Sons of Norway Foundation's educational, charitable, and cultural projects, or for any local charity of the Planning Committee's choice.

NORDIC AMERICAN THANKSGIVING BREAKFAST TIMETABLE

The following is a suggested timetable for planning, promoting, and carrying out a Nordic American Thanksgiving Breakfast:

November: Event date: Fourth Tuesday in November.

January: Local NATB Board meets for first planning session, election of officers. Committee chairmen should be elected and suggestions for committee members given. Definite plans for determining a good site for the Breakfast should be made and the facilities reserved as soon as possible. It is of great importance that this is done at this early time. Suggestions for speakers as well as for persons for Bible readings, poetry readings, and prayers should also be given. All participants should be approached by the Program Committee as soon as possible.

January/February: Projects from last meeting should be finalized and loose ends wrapped up. The need for meetings in the period March–August should be addressed. A timetable for fall preparation should be set up and agreed upon. The NATB menu should be discussed, as well as ticket price. NATB events outside of Minneapolis may request NATB materials (logo,

examples of flyers, programs, press releases, etc.) from Sons of Norway, 1455 West Lake Street, Minneapolis, MN 55408.

March/September: Materials reviewed and plans discussed. Meetings as needed.

Early August: Final proposal for program and participants discussed and approved. Details for the event discussed as needed. Request participant photos for program and brochures. Promotional flyer with order forms for ticket reservations approved for printing. Ready to go two weeks later. Press releases prepared to be sent to broad Nordic community in time to be included in fall calendars or newsletters.

Late August: Marketing Committee Meeting. The objective of the meeting is to finalize the wording of a letter to be sent to corporations regarding sponsors and purchase of blocks of tickets. Letter to arrive shortly after Labor Day. Two deadlines to be stated in letter:

1. **October 1:** Number of tickets ordered with payment enclosed.
2. **November 1:** A follow-up call will be made by members of the Marketing Committee inviting the corporation to release any extra tickets (paid for, but not given out) for use by the elderly in nursing homes, by Scandinavian foreign students, or others who could not otherwise attend the event.

Tickets designed and approved for printing. Tickets should state date, time, place, and ticket price. Other information (parking, etc.) as appropriate and needed. Tickets should be ordered in time to be available by **September 25th**.

October 1: Advance mailing to participants from the year before/earlier years, encouraging them to order tickets for themselves and their friends ahead of the big rush. Cutoff date October 20. Emphasize over-subscribed idea and advance purchase privilege. Tickets printed. Brochures printed.

October—3rd week: News advisories sent to newspapers, radio, and TV stations. Individual tickets sent out upon request by the Sons of Norway.

- November—1st week:** Deadline for patrons. Programs to typesetter/printer. (This is approximate timing. Specific local schedules have to be set up.)
- November—2nd week:** Mailing of news releases to newspapers, community calendars (radio, TV). (Local deadlines have to be checked.) If possible, NATB representatives appear in local media.
- Mid-November:** Deadline for ticket sales seven days prior to event.
- November—3rd week:** Check last-minute details with caterer, i.e., any props needed, piano, set-up of head table, flags for podium, microphones, any special decorations, baskets for collecting charitable donations, etc.
- November—4th Tues.** The Nordic American Thanksgiving Breakfast. Board Committee members, or especially appointed Welcoming Committee, serve as “ushers.” With careful planning, this should be THE great event of the year for all who participate.
- December:** Wrap-up meeting, which may be combined with a dinner or other type of social get-together. Evaluation of the event, as well as decisions made for the next year, and determining of date for next meeting. If possible, a written report of the event should be prepared and shared with the NATB Minneapolis Board. The information can be summarized and distributed to new, as well as experienced NATB organizers, in order to help plan and execute the best Thanksgiving Breakfast possible.

PROGRAM COMMITTEE

It is the responsibility of this Committee to plan the program, provide music, identify program participants to speak on “Family and Friends,” “Freedom” and “Faith,” and designate individuals for readings and prayers. Notify the Facilities Committee on needs for checking on microphones, head table set up, piano, table (i.e., all non-food needs): Mid-November.

DEADLINES:

- Early August:** Final selection of all program participants.
- Mid-November:** Notify Facilities Committee as to equipment needs.

LEGAL COMMITTEE

It is the responsibility of this Committee to see that all legal requirements of the Nordic American Thanksgiving Breakfast are met, including the securing of proper insurance for the event. In addition, the Committee provides for the recording of minutes at all meetings.

FINANCE COMMITTEE

It is the responsibility of this Committee to establish a budget based on contact with Committee Chairpersons who are to develop a list of projected income and expenses for the event. The Committee will establish the final number of seatings to be contracted for with the hotel and inform the Facilities Committee of same. In addition, the Committee is responsible for the development of a final accounting and financial statement to the Board of Directors.

DEADLINES:

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| Early August: | Complete budget. |
| December: | Final accounting and financial statement. |

FACILITIES COMMITTEE

It is the responsibility of this Committee to investigate various sites and ultimately securing the site and menu approved by the Board of Directors. The Committee will see that a proper contract is negotiated and signed, stating: menu, time when doors will open, time when coffee will be available, time when breakfast is served, price per person plus taxes, table set-up, linen (including colors) and table decorations, equipment needed (double-check this item with Program Committee), coat racks, registration table outside hall, piano, microphones, head table set-up, etc. Provide for parking arrangements. Provide for smoking and non-smoking section.

DEADLINES:

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| January/February: | Hall rented. |
| Late July: | Price of meal. |
| Mid-November: | Final details, including equipment needed and other logistics pertaining to size of event. |
| November: | Normally 72 hours prior to event (double-check this with hotel), notify caterer on number of seatings needed. |

MARKETING COMMITTEE

It is the responsibility of this Committee to develop and implement a marketing plan on both the individual and corporate levels. All mailings, letters, and invitations referring to the purchase of tickets will be composed by the Marketing Committee and turned over to the Printing and Publicity Committee for printing. Special letters to be sent to the Scandinavian Consulates and organizations in the area.

The Marketing Committee has two branches:

1. One which extends invitations through corporations. There will be 20 individuals responsible for 30 tickets each, total 600 tickets.
2. One which extends invitations through ethnic organizations, using mailing lists and/or newsletters which go directly to potential individual guests. Goal: 400 guests.

DEADLINES:

September:	Friday prior to Labor Day: Mailing of letter to corporations.
October 1:	Ticket orders with payment. Advance mailing to NATB mailing list and Scandinavian Consulates.
October 20:	Cut-off date for "priority mailing."
November 1:	Follow-up call to corporations to invite release of extra tickets for the elderly, etc.

TICKET AND ADMINISTRATION COMMITTEE

It is the responsibility of this Committee to distribute tickets to the Marketing Committee and to mail tickets to individuals. The Committee also collects funds and makes the deposits of funds in the bank. The Committee is responsible for payment of all expenses that are properly approved for payment. A complete record will be maintained by the Committee of all transactions and forwarded to the Finance Committee for final statement preparation. The Committee will open a bank account, and the chairperson will have check-signing authority.

PRINTING AND PUBLICITY COMMITTEE

It is the responsibility of this Committee to lay out the materials and contract to have printed all promotional materials, advertising, brochures, tickets, invitations, and programs, as requested by the Marketing Committee and the Program Committee. In addition, all advertising materials and media releases will be composed, printed, and distributed by the

Committee.

It is also the responsibility of the Committee to provide for all other media promotion such as radio, TV, newspapers, newsletters, etc.

DEADLINES:

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| Early August: | Brochure design. |
| Late August: | Ticket design.
Press release for fall Nordic newsletters. |
| Late September: | Tickets and brochures printed. |
| Early October: | Event advisories to newspapers, radio, and TV stations. |
| Early November: | News releases for Twin City media. |
| Mid-November: | Printing of Program. |

HOSPITALITY COMMITTEE

It will be the responsibility of the Hospitality Committee to act as a welcoming committee, supervise seating, as well as select and administer the charity.