



Sons of Norway
HERITAGE PROGRAMS



IdeaBank#36

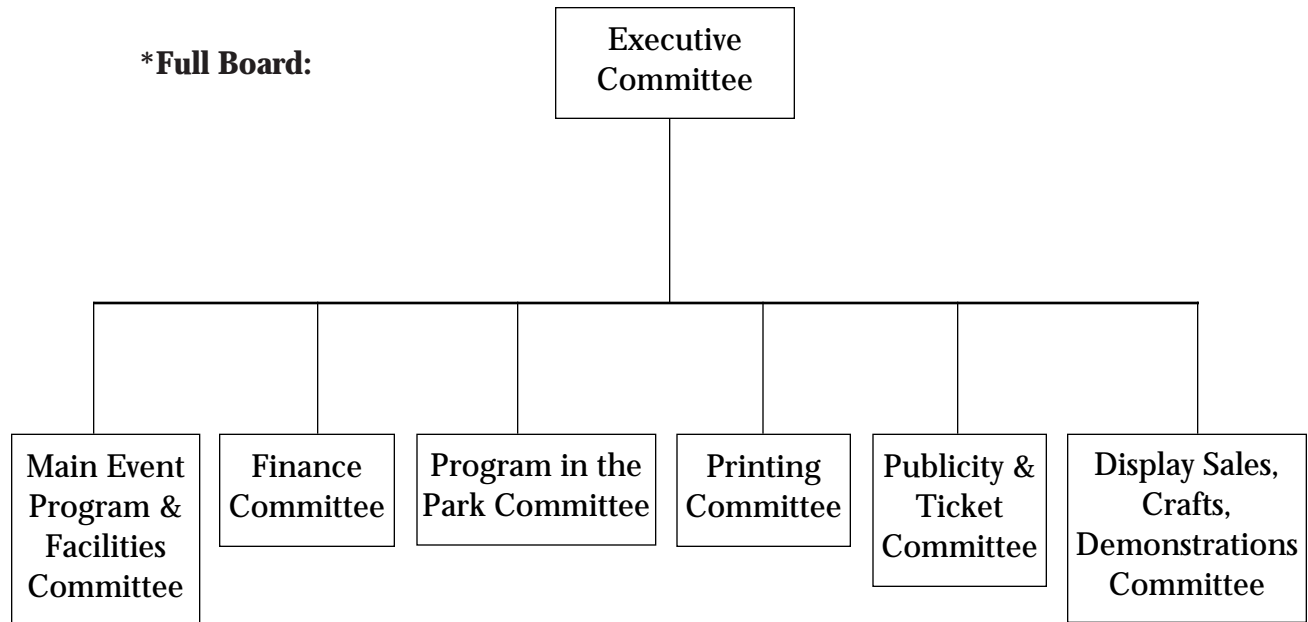
PLANNING A MAJOR SYTTENDE MAI EVENT

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1989

17 Mai Events

Proposed Committee Guidelines



INTRODUCTION

In 1980, the Norwegian-American organizations of Minneapolis and Saint Paul, Minnesota, joined forces to celebrate 17. Mai in a grand way. It has been a great success. Over the years, the general program has varied. The following mini-manual offers an outline for running events similar to the 1988 program.

The first event was a brunch at a downtown hotel at 10 A.M. The program ended right before noon, and each participant had been given a Norwegian flag to carry. Outside a band waited and the brunch participants became a festive *folketog*, folk march, from the hotel to the park, which was the destination for the next event. Along the parade route (about four blocks in length), vendors had set up tables from which Norwegian crafts and foods were sold. The program in the park lasted approximately two hours and included music and dance.

*The full Board consists of the Executive Committee elected each June (see deadlines, pp. 4) and the chairperson for each committee.

EXECUTIVE COMMITTEE

The Executive Committee determines the general plan for each year's events and draws up a slate of proposed committee chairpersons. The committee then calls a meeting, attempting to secure participation from all Norwegian-American organizations in the Twin Cities. At the meeting, the committee chairpersons are elected and instructed to recruit additional members for their respective committees. It is important that as many as possible—ideally all—of the people present get involved with a committee. The full Board must approve the plan drawn up by the Executive Committee.

PROGRAM AND FACILITIES COMMITTEE

Facility:

It is the responsibility of this committee to investigate various sites and ultimately secure the hotel and menu for the main event—be it a breakfast, a brunch, a lunch, or a dinner. The committee then will see that a proper contract is negotiated and signed, stating precise menu, when doors will open, when meal is served, price per person (including tax and gratuity), table set-up, linen (including colors), table decorations, large flags with stands, coat racks, registration table (if needed for ticket pick-up), and equipment (e.g., piano, microphones, head table setup, etc.) for MC, entertainers, etc. Provides for parking arrangements, consider smoking/no smoking sections.

A week before the event, double-check that all arrangements will meet earlier specifications. At day of event, arrive one hour before event starts, to see that everything is in place. This would also be the time to distribute parade flags and any other props.

Program Committee:

It is the responsibility of the Program Committee to plan the program (to be approved by full Board), contact program participants (e.g., MC, speaker, entertainers, musicians, special guests (including the Norwegian Consul General). The program participants must be asked about their equipment needs, and this must be communicated to the hotel (see above under contract). This committee should also see to it that there are greeters at the door to accept tickets and generally assist guests.

Two weeks before the event, tickets are to be sent to program participants and, after the event, letters of appreciation should go to the people on the program.

Parade Marshalls:

The Parade Marshalls work closely with Main Events Committee and Program in the Park Committee. Their responsibility is to establish the parade route in cooperation with Finance and Legal Committee, obtain necessary permits and recruit sufficient enthusiastic assistants to move the parade safely from the hotel to the park. The Parade Marshalls should also

contract for a band or bands to lead the parade.

FINANCE AND LEGAL COMMITTEE

It is the responsibility of this committee to establish a budget based on contact with committee chairpersons who are to develop projected expenses and income for the events. The treasurer, a member of the Finance Committee, is responsible for receiving funds and preparing the final accounting and financial statement to the Board of Directors. Deadline for the latter is the June Executive Meeting. Any permits, e.g., for the parade, for selling food at the park, etc., are to be secured by this committee, as is also liability insurance for all events.

PROGRAM IN THE PARK COMMITTEE

It is the responsibility of this committee to coordinate park events with the events described under Programs and Facility Committee. A general plan for entertainment should be presented at the November meeting (see deadlines). By the February meeting, all plans must be specific and ready to be included into materials to be printed. Communicate this information to the Publicity Committee. Equipment needs should be specified and ordered, i.e., stage, sound system, piano, electrical hook-up. Costs must be communicated to the Finance Committee at the same meeting.

PUBLICITY COMMITTEE AND TICKET COMMITTEE

The Publicity Committee works closely with all committees, and is responsible for gathering all information pertinent to the events and for writing up the information for brochures, press releases, special invitation letters to organizations, tickets and programs. As the writing is completed, the Printing Committee takes charge of the next step, to produce the materials. When available from the printer's, the Publicity Committee and the Ticket Committee disseminate the information.

It is the responsibility of the Ticket Committee to send out brochures and flyers to individuals on 17. Mai master mailing list. When orders come in, the Ticket Committee is responsible for mailing the tickets out.

DEADLINES

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| March: | Assemble all information. Turn matters to be printed over to Printing Committee. Send press releases to Norwegian-American clubs and newsletters (by March 15). |
| April: | Events advisories to newspapers. Send brochures to individuals on master mailing list, radio, and TV. |

May: News Releases to local media (by May 1). Mail out tickets.

PRINTING COMMITTEE

It is the responsibility of this committee to negotiate with printers for best possible printing costs. Upon receiving written information from the Publicity Committee, the Printing Committee will have the materials typeset or prepared on desktop, the artwork selected, the layout, and proofreading done. The materials to be printed normally include: flyers, brochures, press releases, letters of invitation, tickets, and programs.

DEADLINES

February: Negotiate favorable printing rates.

March: Receive information from Publicity Committee.

April: Have tickets and brochure ready for distribution to organizations and mailing. Press releases completed.

May: Program ready by event date minus one week.

DISPLAYS, SALES, CRAFT DEMONSTRATIONS COMMITTEE

In October, in cooperation with Legal Committee, secure permit for the setting up of sales and display tables. Check costs for table rental and delivery. Communicate this information to Finance Committee. Decide on rental price per table. Consider cost of mailings also as budget is determined. Develop a list of individuals to be invited to participate. Send invitations no later than March. Included with the invitation and information about cost and some logistics would be a response card, to be returned to the Committee chairperson by mid-April. A map of the parade route is drawn up, and as requests for tables and checks come in, space is indicated on map. By May 1, the map should be completed and copies sent to each vendor/demonstrator. Detailed information on logistics must accompany the map.

On the day of the event, the committee, perhaps with additional members, must be available to place the tables and to be in charge of set-up of tables and the taking down of tables at the end of the day.

17. MAI EVENTS

MAIN DEADLINES FOR PLANNING

September: Chairperson of the Board calls a meeting of the Executive Committee. The Executive Committee meets to discuss proposal for following year's 17. Mai events.

- October: Chairperson calls meeting of full Board. Hall for main event to be secured. Secure permission for having a parade and for setting up vendor and display tables along the parade route.
- November: Second meeting of full Board, to finalize menu, program, price of events. Preliminary information as to date, etc., is sent to local monthly publications and state calendars. Check needs for stationery, envelopes, and thank-you cards. Order if necessary.
- December/
January: No scheduled meeting.
- February: Third meeting of full Board, to plan publicity campaign and printed materials needed.
- March: Committees meet separately as needed. Displays, etc. Committee send out invitations to vendors and crafts demonstrators. Full Board meeting in Mid-March to finalize and approve materials for printing.
- Late March: Printing Committee must have all information from Publicity Committee to be printed by early April.
- April: Printed brochure is mailed out to all Norwegian-American organizations. Events advisories go to newspapers, radio, and TV.
- May: News releases are sent out to Twin Cities media (by May 1). Deadline for ticket sale: Event date minus one week.
- Early May Send complimentary tickets to Norwegian Consul General and any other special guests.

EVENTS

- June: Meeting of the full Board to evaluate the events and make suggestions for any changes for following year. Finance Committee will present financial statement. An Executive Committee for following year is elected. Date for September organizing meeting is set.

Syttende Mai Proclamation

WHEREAS, Syttende Mai—May 17—is the Norwegian Constitution Day; and

WHEREAS, the Norwegian Constitution of 1814 is based on the American Constitution of 1787; and

WHEREAS, Norwegians and North Americans of Norwegian descent have provided our country with many eminent leaders, cultural enrichment, and ethnic traditions; and

WHEREAS, there are more Norwegian North Americans than there are Norwegians; and

WHEREAS, Sons of Norway is the largest Norwegian association in North America; and

WHEREAS, there is a local Sons of Norway lodge in this community:

NOW, THEREFORE, BE IT RESOLVED, that I, _____
(name)

and all the people of _____,
(place)

celebrating the Norwegian Constitution Day, known as “Syttende Mai” as a

commemoration to the many great contributions to this _____
(State/Province)

by the people of Norway.