To Amtgard International's Circle of Monarchs:

Please find attached within this packet, a brief summary of Amtgard International's Volunteer Team's work during Quarter 2 of 2025 for your reference and review. We are pleased to continue our efforts in transparency by offering this information, and hope that it is found to be useful and/or informative. Our goal is to serve the community while keeping a level of professionalism and business acumen prevalent to ensure the long term sustainability of Amtgard.

I have included an **Organizational Chart**, that is hopefully more visually simplistic than previous iterations. While there is far less information included, it is hoped that this stripped-down version will make an easier reference for Amtgard's population when trying to determine "who is in charge of what". In a future state, the intention is to make this visual interactive with attached contact information for each of the roles named.

Also included is a proposal to enact an **Annual Engagement Survey** to coincide with our annual State of Amtgard data analysis. This is not a voting item, but rather a sketch of what this effort will look like for the Circle of Monarchs to review and ask any questions that may arise. Amtgard International's Volunteer Teams are lucky to have a talented Data Scientist, Eric Lloyd, within our ranks to help us analyse numbers and trends in a meaningful way over time. We remain open to feedback on what information would be useful to Kingdoms in the future. Additionally, we encourage the volunteer teams under the purview of the Circle of Monarchs to work with our Data Scientist to improve the quality of their internal or external surveys, so that their findings might be more meaningful and accurate. Many thanks and kudos to Eric Lloyd for taking the time to put together this well-thought-out plan supported by relevant studies on the topic.

In the theme of engagement, please also find a proposal to create a **Chapter Engagement Team** to support Freeholds new to Amtgard within their first year of existence. Again, this is not a voting item, but rather a sketch of what the Circle of Monarchs can expect from this team in the future. The team's composition, purpose, and process is included within this portion of the report, and we encourage all questions and feedback regarding this item. Many thanks to David Syas, our Assistant Director of Member Services, for putting this concept together. ***Do you have a candidate in mind for this team? Stay tuned for more information on how to apply!***

We would also like to share the beginnings of our **Packet of Process**, which is a collection of documented processes and procedures formatted as easy-to-use forms that Amtgard International's Board of Directors' Volunteer Teams seek to adhere to in order to maintain a clear set of expectations and predictability within the organization. In addition, it is hoped that this documentation will allow a sense of sustainability through the years, and will provide future generations of volunteers a foundation from which to build. We encourage the Circle of Monarchs to adopt similar practices and processes within their Volunteer Teams in order to further homogenize the way we treat our organization's volunteers as professionals. A very large thanks to Pix Wright, our Assistant Director of Process Strategy, for putting the time and thought into these.

Then, we have our **Spring Muster Report** from our Assistant Director of Engagement, Madison Chapel and this year's Autocrats of Muster, Krystian Young and Skye McQuilken. This report is based on exit data gathered from Spring Muster representatives within the 2025 year cycle, and sought to identify priorities for the 2026 program. It is through analysis of these exit surveys that we are able to document successful strategies for future years, and hope to maintain the program's sustainability. Thank you to Madison Chapel and all representatives that participated for making this possible!

From the desk of Ken Walker, our Assistant Director of Technical Resources, we have a **Technical Resources Update** for everyone's general consumption. Many thanks to Mr. Walker for putting this together while he keeps an eye on the ORK so it doesn't behave too badly.

There is also an **Olympiad Announcement** included! Amtgard International's Board of Directors' Volunteer Teams are very pleased to announce our Olympiad Team. This team was gathered through an application and interview process to keep thing standard and professional, and we are thrilled with the talented team this effort brought us. Even better, we have information on how to bid in to be a Host Event for Olympiad 2026!

Finally, we would like to remind everyone about **Amtgard Market** on RedBubble, and have attached a report of our sales from May 2024 to May 2025 for your review. All profits from this print-to-order store are applied to Amtgard International programs such as Muster and Olympiad. Many thanks to Crystina Blaze and Vidalia for their efforts in making this happen! ***Do you have a talented artist or graphic designer that might be willing to work with the team?*** Please reach out to generalmanager@amtgard.com !

Thank you for your time and attention in reviewing this informational packet. We are open to feedback on what kinds of information would be helpful to the Circle of Monarchs in being reported, as this will continue to be a regular, quarterly report. Please reach out with any questions, comments, concerns, or feedback to generalmanager@amtgard.com .
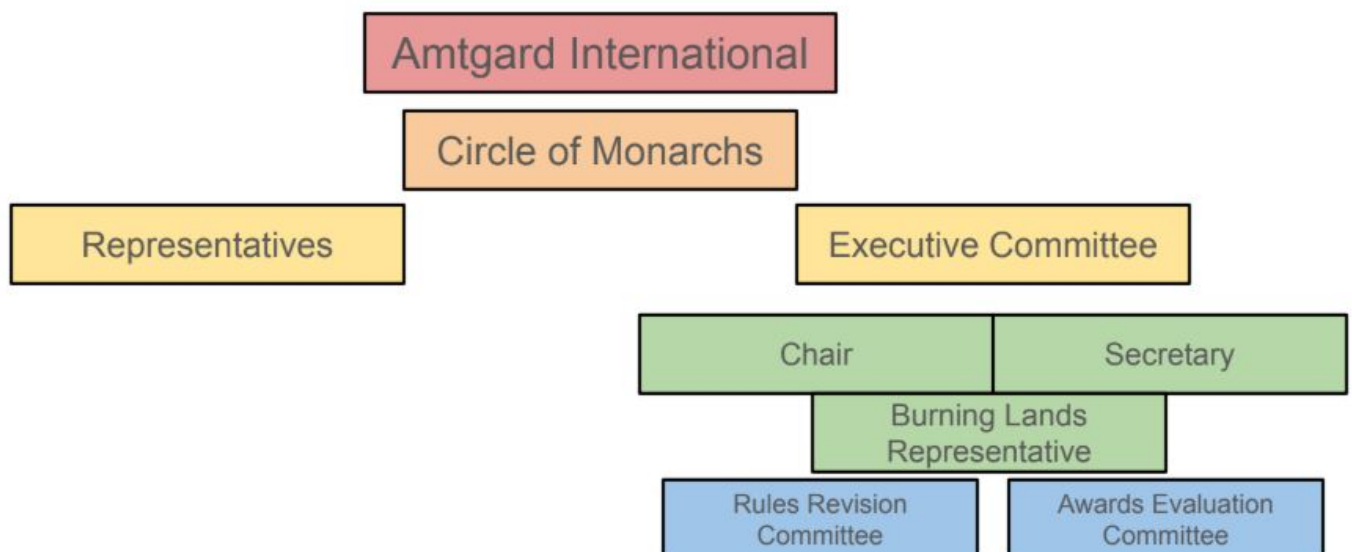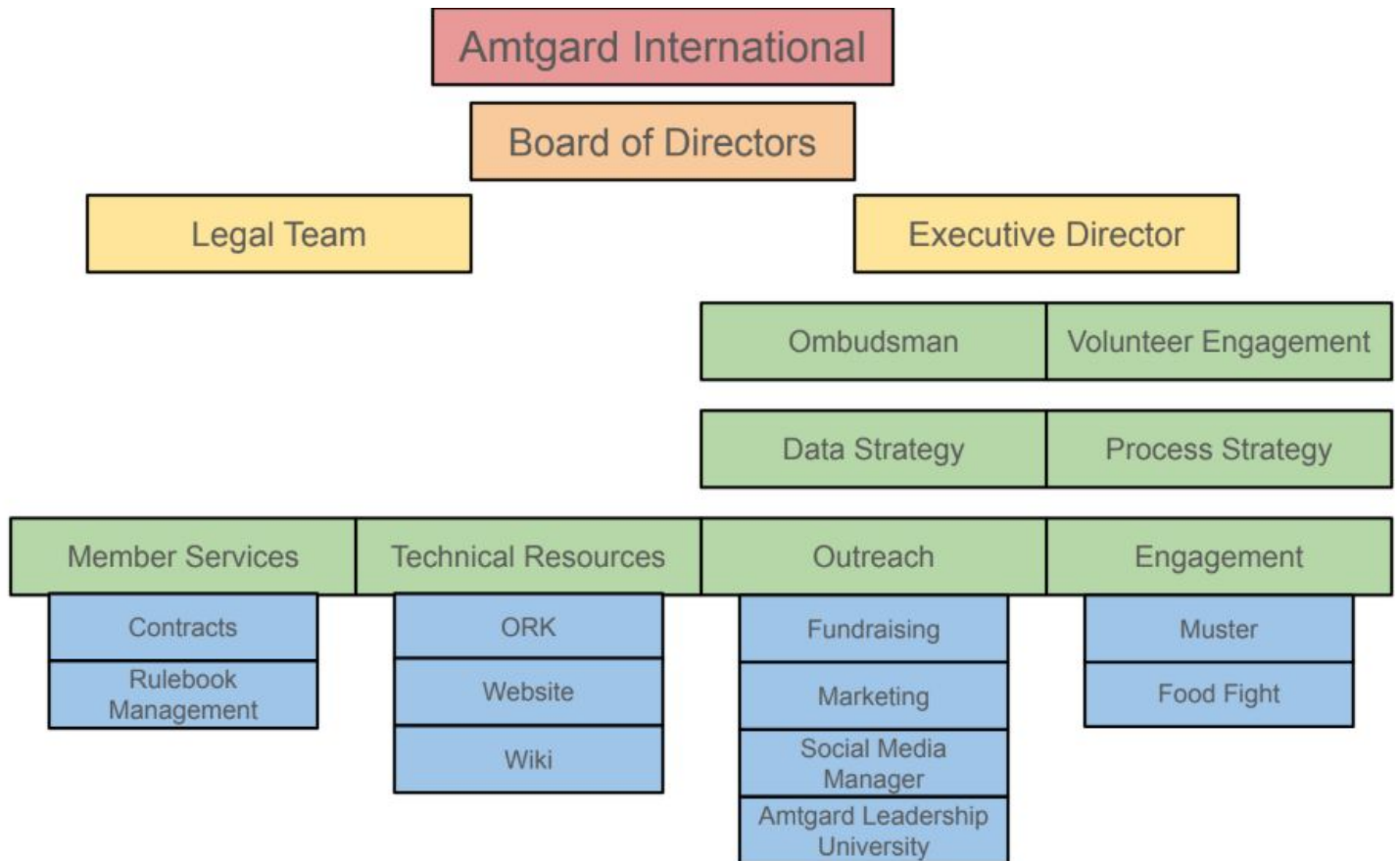
Kindest Regards,

Jennifer M. Palmer

Jennifer M. Palmer
Executive Director
Amtgard International

Joined by:
- David Syas - Assistant Director of Member Services
- Ken Walker - Assistant Director of Technical Resources
- Madison Chapel - Assistant Director of Engagement
- Dusty Marshall - Senior Assistant Director of Engagement
- Eric Lloyd - Assistant Director of Data Science
- Pix Wright - Assistant Director of Process Strategy

Organizational Chart

Amtgard International

Board of Directors

Legal Team

Executive Director

Ombudsman	Volunteer Engagement
Data Strategy	Process Strategy

Member Services	Technical Resources	Outreach	Engagement
Contracts	ORK	Fundraising	Muster
Rulebook Management	Website	Marketing	Food Fight
	Wiki	Social Media Manager	
		Amtgard Leadership University	

Amtgard International

Circle of Monarchs

Representatives

Executive Committee

Chair	Secretary
Burning Lands Representative	
Rules Revision Committee	Awards Evaluation Committee

Proposal to Implement an Annual Engagement Survey

Amtgard is ultimately a leisure pastime. Leisure-based memberships are a discretionary commodity, as customers are more likely to engage when consumer sentiment and discretionary income are strong (Fernandez et al., 2009). If the customers are not invested, they will take their discretionary income and time elsewhere (Davey, 2007). Leisure-based memberships comprise part of the increasingly popular subscription economy which has seen a 350% growth in the last 7.5 years (Zuora Financial, 2019). Amtgard's primary product isn't a material good that has a long shelf life, but an experience. Our customers (the players) will not continue to engage in Amtgard if the experience is not worth their time or money. Therefore, it is of the utmost importance that we continue to work towards creating an experience that brings them back over and over again. While we can approximate the achievement of this goal with attendance numbers, we do not currently have a mechanism that directly assesses player engagement with the experience.

Therefore, I propose that we begin administering an annual engagement survey where the results will be included in the State of the Game Report provided by Amtgard International. The survey would ideally be administered from November through December, closed at the end of the year, and analyzed at the same time as the data from the Online Record Keeper for the State of the Game Report.

The content of the survey will be based on the findings of Stacy (2023), who analyzed how different factors mediated customer engagement for zoo conservation programs. The key factors being measured were Affection, Cognition, Activation, Identification, and Knowledge. Affection is the degree of emotions and feelings about a brand (Hollebeek et al., 2014). Cognition is the degree of concentration and interest given to the brand (Hollebeek et al., 2014). Activation is the degree of energy, effort, and time spent on the brand (Hollebeek et al., 2014). Identification refers to the degree that the customer feels belongingness to the brand (So et al., 2014). Knowledge is the customer's understanding about the brand (Heere and James, 2007). Stacy (2023) compiled a series of questions (items) to measure these constructs. Below is an excerpt from Stacy (2023).

Table 16. *Items used to measure CE*

Author	Item Description	Original construct
Brakus et al. (2009)	1. I often engage in action when I use my zoo membership	Activation
Calder et al. (2009)	2. The zoo often challenges my way of thinking	Personal engagement
Dessart et al. (2016)	3. My zoo membership is pleasant to use	Enjoyment
Gelbrich (2011)	4. I am grateful this zoo membership exists	Affective
Heere and James (2007)	5. My zoo membership is an important part of who I am	Attachment
	6. What happens to the zoo will have an impact on my life	
	7. I am aware of the tradition and history of the zoo	Cognitive awareness
	8. I know the ins and outs of the zoo	
	9. I am delighted to have my zoo membership	Private evaluation
Hollebeek et al. (2014)	10. I am proud to be a zoo member	Affection
	11. My zoo membership induces positive emotions	
	12. Using my zoo membership makes me happy	

Table 16. *Items used to measure CE (continued)*

Author	Item Description	Original construct
Hollebeek et al. (2014) cont.	13. Using my zoo membership stimulates my interest to learn more about wildlife (adapted for the context of the study)	Cognitive processing
	14. Being a zoo member has made me more aware of environmental problems	
	15. I spend a lot of time using my zoo membership compared to other memberships and subscriptions	Activation
Marinova and Signh (2014)	16. I am familiar with the mission and objectives of the zoo	Perceived Knowledge
	17. I am well informed about the causes supported by the zoo	
So et al. (2014)	18. I am actively involved in activities that relate to the zoo	Interaction
	19. I participate in activities with other members of the zoo	Interaction
	20. When someone compliments the zoo, it feels like a personal compliment	Identification
	21. When someone criticizes the zoo, it feels like a personal insult	Identification

Stacy (2023) compared the results from these items to predictor (i.e., Membership tenure, interest in wildlife conservation, and the presence of children aged five and under in the immediate family) and outcome variables (i.e., Intention to renew the membership, intention to visit the zoo, intention to recommend the zoo membership to friends and family, actual renewal behaviour [renewed/not renewed] and actual visits behaviour [number of visits made]). The results indicated that membership tenure (the length of the relationship between the zoo and its members) increases the affection, and knowledge dimensions of engagement and drives the intention to renew membership renewal and to visit the zoo. In the context of zoo-based conservation organisations, the results indicate that the customers' interest in wildlife conservation drives all five dimensions of engagement (affection, cognition, activation, identification, and knowledge), as well as the intention to renew membership and to visit the zoo. Stacy (2023) found that only Affection and Activation scales (or series of items) had a significant positive relationship with the outcome variables.

Therefore, I propose that we use modified versions of these items on the engagement survey, in addition to key predictor and outcome variable items, and additional items of particular interest for our organization. All non-demographic items will require a response to make data cleaning easier, but will have options for respondents to not provide responses if they do not wish to. Below is the proposed set of items to be used on the survey:

Section	Item and [Response Options]	Construct
Consent	**Do you agree to participate in this survey?** [Yes] [No]	
Predictor variables	**For how many years have you participated in Amtgard (Please enter 999 if you do not wish to answer)?** [Free Response Textbox]	Membership Tenure
	Do you have any members in your immediate family that are below the age of 18? [Yes] [No] [Prefer not to answer]	Family Engagement
	What aspect of Amtgard interests you the most? [Volunteering] [Battle Gaming] [Martial Tournaments] [Arts and Sciences] [Socializing] [Other (please specify)] [Prefer not to answer]	Interest
	Do you actively search for information regarding Live Action Roleplay? [Yes] [No] [Prefer not to answer]	Interest
	Do you tend to support	Interest

	Live Action Roleplay organizations (e.g., volunteer your time)? [Yes] [No] [Prefer not to answer]	
Mediator Variables	**Which of the following Amtgard activities have you participated in within the past 12 months (Select all that apply)?** [Home park day] [Home park fighter practice] [Home park craft day/night] [Home park event (e.g., Mid-reign, Coronation)] [Park day at a park that is not your home park] [Fighter practice at a park that is not your home park] [Craft day/night at a park that is not your home park] [Park level event at a park that is not your home park] [Kingdom level event of your home kingdom (or closest kingdom)] [Kingdom level event of a kingdom that is not your home kingdom (or closest kingdom)] [Interkingdom level event] [Other (please specify)] [Prefer not to answer]	Activation
	Do you spend a lot of time participating in Amtgard compared to other pastimes? [Yes] [No] [Prefer not to answer]	Activation
	Do you feel happy when participating in Amtgard? [Yes] [No] [Prefer not to answer]	Affection

	Are you proud to be a member of Amtgard? [Yes] [No] [Prefer not to answer]	Affection
Outcome Variables	**On a percent scale ranging from 0 to 100, how likely are you to attend an activity hosted by your home park in the next 6 months (Please enter 999 if you do not wish to answer)?** [Free Response Textbox]	Visit Intent
	On a percent scale ranging from 0 to 100, how likely are you to attend an activity hosted by a park that is not your home park in the next 6 months (Please enter 999 if you do not wish to answer)? [Free Response Textbox]	Visit Intent
	On a percent scale ranging from 0 to 100, how likely are you to attend an activity hosted by your home kingdom (or closest kingdom) in the next 12 months (Please enter 999 if you do not wish to answer)? [Free Response Textbox]	Visit Intent
	On a percent scale ranging from 0 to 100, how likely are you to attend an activity hosted by a kingdom that is not your home kingdom (or closest kingdom) in the next 12 months (Please enter 999 if you do not wish to answer)? [Free Response Textbox]	Visit Intent
	Would you recommend Amtgard to someone who is interested in Live Action	Advocacy Intent

	Roleplay? [Yes] [No] [Prefer not to answer]	
Other comments	**Are there any other comments that you have regarding Amtgard?** [Free Response Textbox]	Final Thoughts
Demographics	**How would you best describe your gender?** [Female] [Male] [Nonbinary] [Other (please specify)] [Prefer not to answer]	Gender
	What is your current age (Please enter 999 if you do not wish to answer)? [Free Response Textbox]	Age
	In which state or province do you currently reside? [50 US states] [10 Canadian provinces] [Other (please specify)] [Prefer not to respond]	Location

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Chapter Engagement Team (CET) Process Document [Proposal]

This document outlines the processes and responsibilities for the Chapter Engagement Team (CET), dedicated to supporting new Amtgard chapters during their initial year.

Purpose

The Chapter Engagement Team aims to guide and mentor new Amtgard chapters, providing resources, support, and advice to help them establish and grow with a focus on longevity, acclimation, and Kingdom relationship.

The CET will fall under the organizational structure of the Amtgard International's Member Services organization.

Team Members

The CET will consist of experienced Amtgard members passionate about helping others. Team members will be selected based on their knowledge, communication skills, and focus on developing and growing long-lasting relationships. The team is intended to be decentralized, and we hope to bring in members from many different geographic areas of North America. Previous Officer experience is a plus.

Ideally, the CET will consist of no less than 3 volunteers and no more than 5. At the discretion of the Assistant Director of Member Services, a Team Lead may be appointed to ensure team goals are achieved. CET team members are expected to meet activity requirements of their home park while volunteering on this team.

Responsibilities

The Chapter Engagement Team will:

- Reach out to new chapters upon their initial contract registration with Amtgard.
- Provide guidance and support during the first year of the chapter's existence. Including, but not limited to:
  - General Q&A
  - Helping to bridge communication with the prospective Kingdom
  - Offer resources and materials to assist in chapter development.
  - Answer questions and provide advice on various aspects of running an Amtgard chapter.
  - Monitor the progress of new chapters and offer additional assistance as needed.

Initial Contact Process

1. Upon notification of a new chapter contract acceptance, the CET will assign a primary contact person to the new chapter. Ideally, this should be the member closest geographically to increase the odds of face-to-face interaction over the next year.
2. The primary contact person will reach out to the new chapter leaders within two weeks of contract acceptance.
3. The initial contact will include introductions, an overview of the CET's role, and an offer of support.

Support and Guidance

The CET will provide support and guidance on the following topics:

- Review of established leadership roles.
- Recruiting and retaining members.
- Organizing and running events and activities.
- Understanding and following Amtgard rules and policies.

- Financial management best practices.
- Joining a Kingdom.

Resource Provision

The CET will maintain and provide access to a variety of resources, including:

- Freehold Corpora bylaws and other applicable operational guidelines.
- Event planning checklists and templates.
- Recruitment materials and strategies.

Monitoring and Follow-Up

The CET will:

- Maintain regular contact with assigned new chapters.
- Track the progress and challenges faced by new chapters.
- Conduct check-in meetings (virtual or in-person) at least quarterly.
- Provide additional support and resources as needed.

Reporting

The CET will provide regular reports on the progress of new chapters to the relevant Amtgard governing bodies, primarily the chapter's chosen Kingdom in specifics (quarterly) and the Circle of Monarchs in aggregate (annually).

Communication

The CET will maintain open communication with new chapters through various channels, including:

- Discord
- Facebook Business Page (ex. Amtgard Ombudsman)

Team Meetings

The CET will hold quarterly team meetings to discuss progress, challenges, and strategies for supporting new chapters.

Process for Assisting New Chapters

Here is the breakdown of how the CET will engage with new chapters in their first year:

Step	Action	Description
1	Initial Contact	CET member reaches out within two weeks of new chapter contract acceptance to introduce the team and offer support.
2	Needs Assessment	Identify specific needs and challenges of the new chapter.
3	Resource Provision	Provide relevant resources and materials based on assessed needs.
4	Regular Check-ins	Conduct quarterly check-ins to monitor progress and offer ongoing support.
5	Ongoing Support	Provide advice, answer questions, and offer guidance as needed.
6	Year-End Review	Conduct a comprehensive review of the chapter's first year and offer recommendations for future growth.
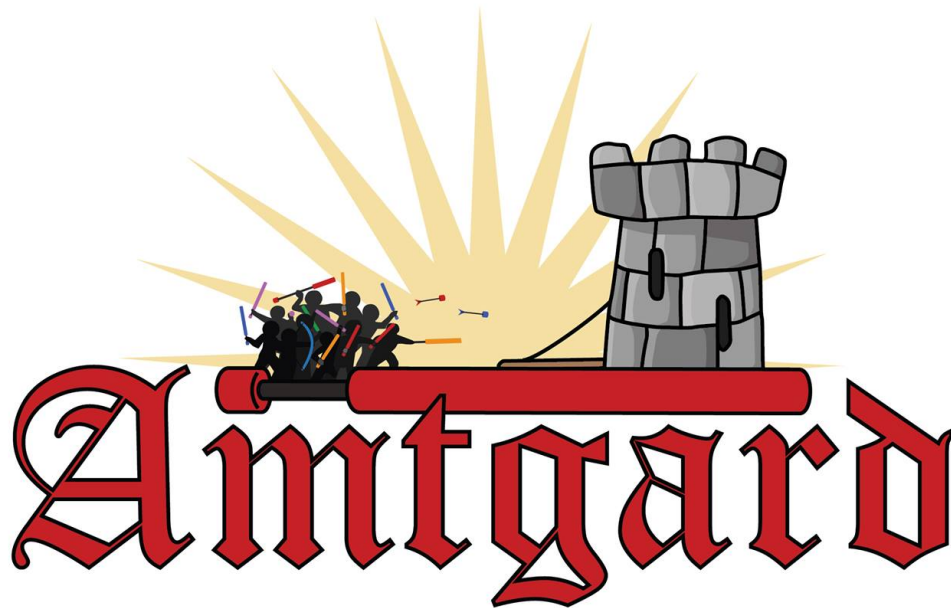
Amtgard International's

Board of Directors'

Volunteer Teams'

Process Forms

[Open Position] Timeline	
Job Description Posted:	[date]
Applications accepted:	[date] through [date at least 2 weeks out]
Interviews scheduled:	[list dates]
Second interviews:	[may not be necessary, list dates]
Decision date:	[date at least 1 week after last interview]
Rejections delivered:	[list dates]
Offer delivered:	[date]
Job accepted:	[date]
Onboarding completed:	[date]
Organizational Structure updated:	[date]

Y/N/NA	Task	Document Link, Date, Notes, etc.
	[Position] Interviewing	
	Standard interview questions and:	
	● Were notes taken?	
	● Pledge of Ethics discussed?	
	● Volunteer Transfer Agreement?	
	● NDA required?	
	Second Interview?	
	● Second interview notes	
	Decision made:	
	● Extend offer	
	● Schedule Rejections	

[Position] posted [Date]

AMTGARD INTERNATIONAL

Amtgard International Inc.

Y/N/NA	Task	Document Link, Date, Notes
	[Position] Onboarding	
	Transfer Agreement Signed	
	NDA Signed	
	Resource Access:	
	● Gmail: set up or transfer	
	● Facebook: chats & permissions	
	● Discord: chats & permissions	
	● Other Social Media (Instagram, etc)	
	● Password Manager	
	● Other Resource Access	
	Meeting Invites/Calendar	

[Position] posted [Date]

Offboarding with Notice Given Timeline	
Task	Document Link, Date, Notes, etc.
Position:	
Date of Notice:	
Notifications: ☐ Direct Report ☐ Executive Director ☐ Board ☐ Other:_____	
Transition Period: when are they looking to transition out and what does that look like? Post open position.	
Are they working on any projects? Where do those projects stand?	
What resources do they have access to? Compile access if not already in password keeper or under Technical Resource purview	
Exit Interview (with Executive Director or Board Member): ● Summary of work completed ● Reason for leaving ● G/B/U Points ● Any additional comments?	

Offboarding with No Notice Given Timeline	
Task	Document Link, Date, Notes, etc.
Position:	
Recognition Date:	
Notifications: ☐ Direct Report ☐ Executive Director ☐ Board ☐ Other:_____	
Technical Resources: ● Passwords Reset ● Give Manager Google Drive access if necessary	
Information Gathering for Manager: ● Were they working on any projects? With whom? ● Where do those projects stand? ● Any additional Resources to give to Technical Resources?	
Any ongoing projects: ● Who is assuming lead/picking up work? ● Who needs status updates?	
Start replacement ASAP based on projects and need.	

Spring Muster 2025 Report

Table of Contents

Survey overview

The Spring Muster Exit Survey was designed to obtain feedback from Spring Muster representatives at both the park and kingdom level to guide future improvements to the annual Spring Muster event. It consisted of a series of questions asking participants about the recruitment activities they performed, challenges they faced, things they felt should be improved for the future, and their overall experience.

The survey link was posted on the Spring Muster Discord server, the Spring Muster Facebook page, and the Discord and Facebook pages of all participating Kingdoms. The link was first distributed on June 1st, one day after the end of the 'Active Phase' of Spring muster. The link was distributed again on June 14th, which was also the survey deadline.

This report contains a summary of the survey highlights and closes with a list of recommendations from Amtgard International's Assistant Director of Engagement for future Spring Muster events. Full survey requests can be requested by contacting engagementad@amtgard.com.

Survey demographics

The exit survey received 16 responses, with most responses coming in during the days after initial distribution on June 1st (Figure 1). The survey had a 63% completion rate, resulting in 10 complete responses and 6 partial responses.
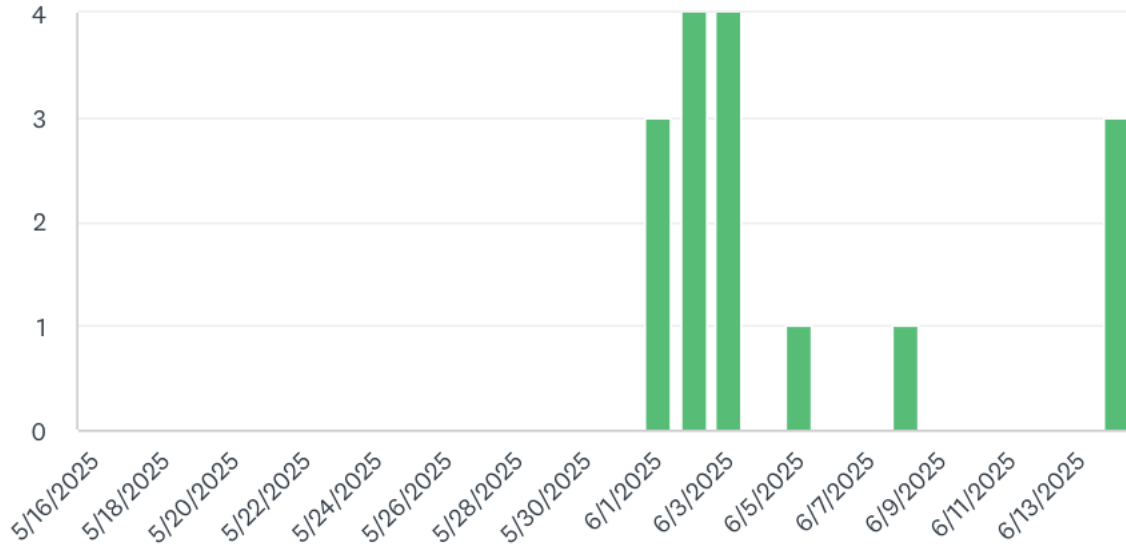
Figure 1. Survey responses by date.

The survey received equal responses from park and kingdom level representatives, with 7 responses from each (Figure 2). Park level representatives were not required for this year's event, and whether or not to appoint additional representatives was left to the discretion of the Kingdom representative. As a total of 10 Kingdoms had confirmed representatives at the start of the Spring Muster event, this reflects a 70% response rate from all Kingdom representatives.
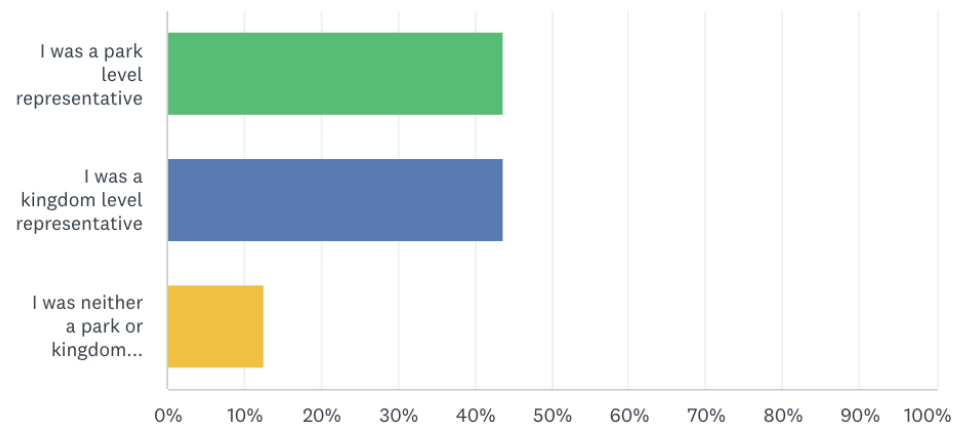
Figure 2. Park and Kingdom representation. Participants who selected 'I was neither a park or kingdom representative' were excluded from answering further questions.

At the Kingdom level, survey responses were received from:

- The Celestial Kingdom
- The Empire of Rivermoor
- The Kingdom of Crystal Groves
- The Kingdom of Dragonspine
- The Kingdom of Northern Lights
- The Kingdom of the Emerald Hills
- The Kingdom of the Nine Blades

At the park level, survey responses were received from:

- The Kingdom of Crystal Groves (n=1)
- The Kingdom of Dragonspine (n=4)
- The Kingdom of Northern Lights (n=1)
- The Kingdom of the Emerald Hills (n=1)

Survey responses

Volunteering for Spring Muster

When asked about their **motivations for volunteering**, survey respondents listed a need for a volunteer within their group as their top motivation, followed by enjoying organizing community events and a desire to gain leadership experience (Figure 3).

What motivated you to volunteer as a Spring Muster representative? Please select all that apply

Answered: 13   Skipped: 3
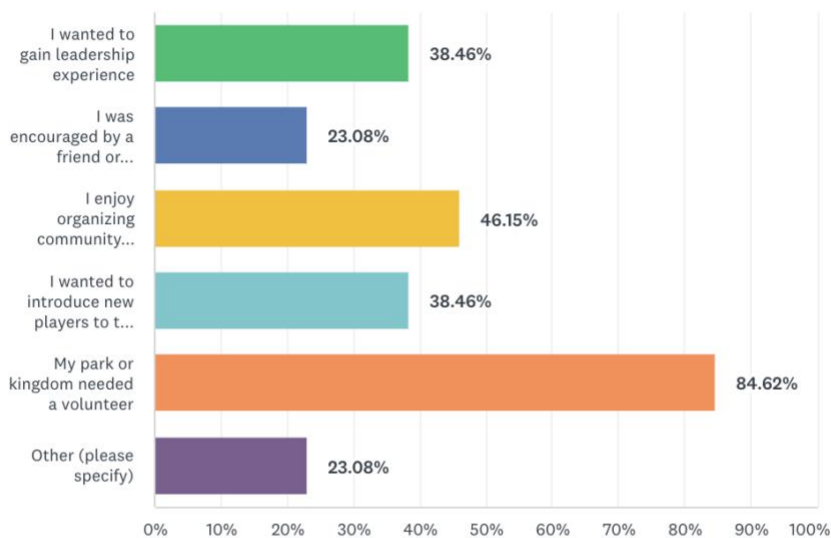
ANSWER CHOICES		RESPONSES	
▼ I wanted to gain leadership experience		38.46%	5
▼ I was encouraged by a friend or mentor to volunteer		23.08%	3
▼ I enjoy organizing community events		46.15%	6
▼ I wanted to introduce new players to the game		38.46%	5
▼ My park or kingdom needed a volunteer		84.62%	11
▼ Other (please specify)	Responses	23.08%	3

Figure 3. Motivations for volunteering.

Motivations followed similar trends after stratifying results by whether the respondent was a park or kingdom level representative (Figure 4).

What motivated you to volunteer as a Spring Muster representative? Please select all that apply

Answered: 13   Skipped: 1
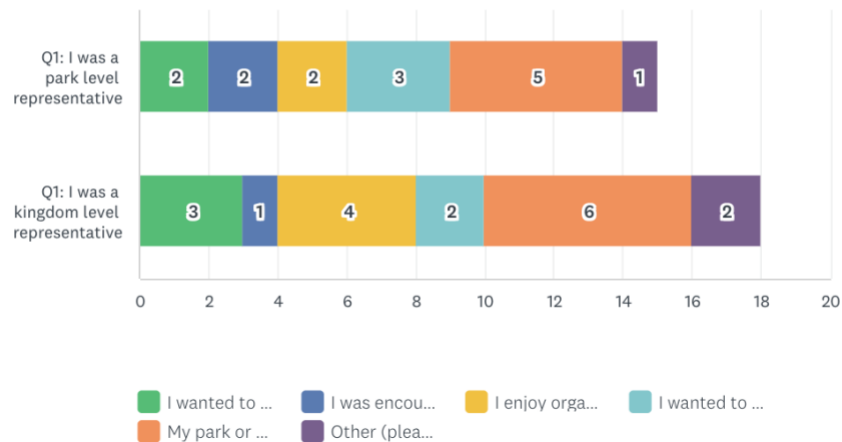
Figure 4. Motivations for volunteering, stratified by kingdom or park representatives.

Spring Muster activities

A **variety of strategies were used by parks and kingdoms to earn points**, with 'Encouraging current players to "bring a friend"' and 'Flyers, pamphlets, posters, etc' as the most common (Figure 5).

Responses in the 'other' category included:

- Purchasing a domain name for a park (lostcove.ca) that redirects to a linktree with the park's social media, waiver, and information about Amtgard. This was paired with plastic yard signs to attract interest from passersby
- Social media posts

'Word of mouth' was overwhelmingly reported by survey respondents as the most **successful activities to recruit new players**. Posters at 'nerdy' stores (game shops, comic stores, etc), demonstrations at conventions, and posts on websites like Reddit and Eventbrite were also reported to be some of the most successful activities.

Which of the following activities did you use to try to recruit new players?

Answered: 11   Skipped: 5
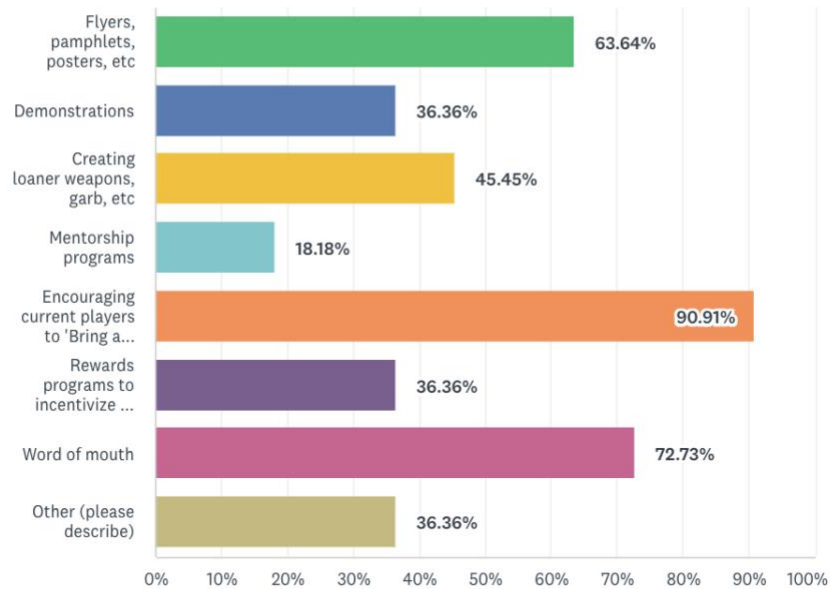
ANSWER CHOICES		RESPONSES	
Flyers, pamphlets, posters, etc		63.64%	7
Demonstrations		36.36%	4
Creating loaner weapons, garb, etc		45.45%	5
Mentorship programs		18.18%	2
Encouraging current players to 'Bring a friend'		90.91%	10
Rewards programs to incentivize new players		36.36%	4
Word of mouth		72.73%	8
Other (please describe)	Responses	36.36%	4

Figure 5. Activities used to earn points.

When asked what **activities they would like to try in the future**, many responded with an intention to plan demonstrations. Other responses included:

- Hosting a 'family and friends picnic day', encouraging current players to bring their friends to enjoy a picnic and watch Amtgard games
- Paid targeted social media advertising
- Getting a listing in local 'Summer Activities' guides
- Recruitment table at local fairs

The most common **challenge faced when running activities** was limited participation, either from current players or from potential new players (Figure 6). Responses in the 'other' category also

mentioned the timing of the event: one respondent replied 'time' as a challenge, while another elaborated "Spring Muster itself being just a touch early in the year. We're only just now (first week of june) seeing our membership start to ramp up from the initiatives we put forward during spring muster." Poor weather interfering with event plans was also cited as a struggle.

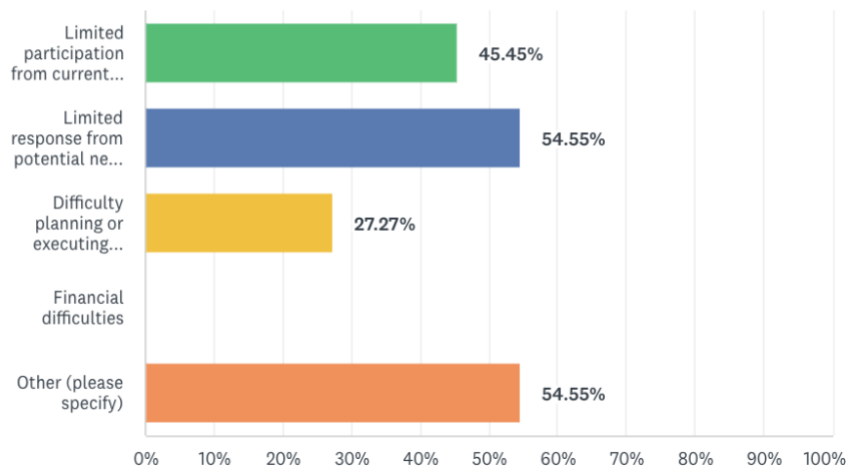## What challenges did you face when running these activities? Please select any that apply

Answered: 11   Skipped: 5

Figure 6. Challenges faced by volunteers when running Spring Muster activities.

Spring Muster points and rules

When asked how familiar they felt with the way the event was scored, responses from representatives were mixed. Only three responses indicated confidence in the event's rules, while most participants responded with only 'some understanding'. Stratifying results by whether the individual was a park or Kingdom level representative reveals that all 'Confident' responses came from Kingdom representatives, while all responses indicating the participant was 'not at all aware' of the scoring came from park representatives (Figure 7). Responses to the question asking about how **satisfied** representatives were with the scoring metrics were also mixed.

How familiar did you feel with the Spring Muster scoring?
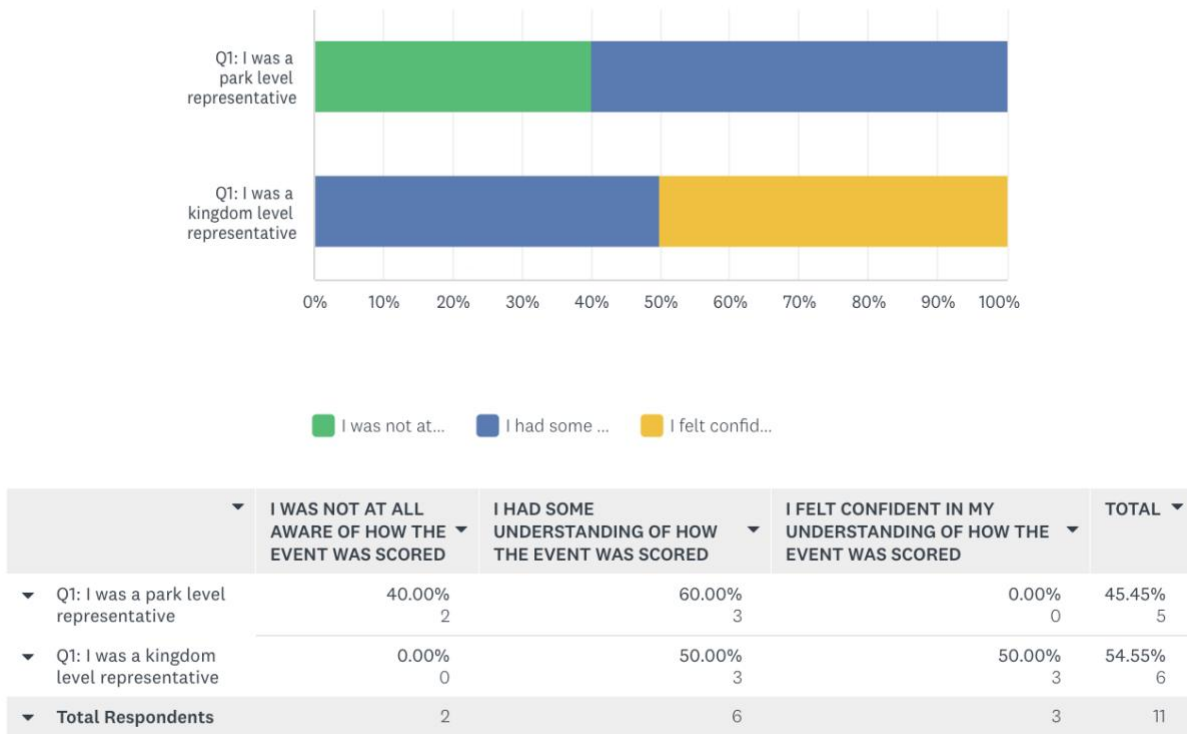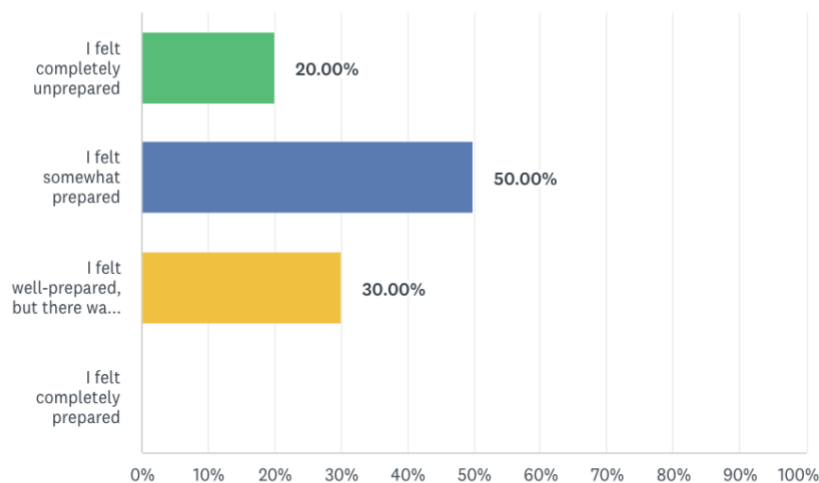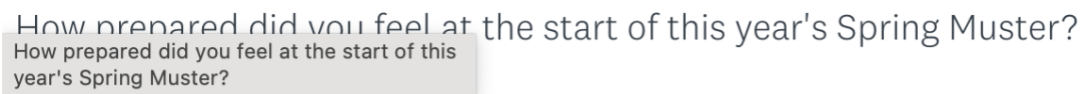
Answered: 11   Skipped: 3

	I WAS NOT AT ALL AWARE OF HOW THE EVENT WAS SCORED	I HAD SOME UNDERSTANDING OF HOW THE EVENT WAS SCORED	I FELT CONFIDENT IN MY UNDERSTANDING OF HOW THE EVENT WAS SCORED	TOTAL
Q1: I was a park level representative	40.00% 2	60.00% 3	0.00% 0	45.45% 5
Q1: I was a kingdom level representative	0.00% 0	50.00% 3	50.00% 3	54.55% 6
Total Respondents	2	6	3	11

Figure 7. Representatives' familiarity with the Spring Muster points structure, stratified by Kingdom or park representatives.

Six participants responded to the question asking about **what changes, if any, should be made to the points structure** in the future. Excerpts from responses included:

- Communication on phase 1 and phase 2 scoring was super confusing as it seems like there is no longer the advertised phase 2? I had planned out events and stuff going out 4 months, if I had known it was different I would have adjusted my events
- idc about scoring personally, I just want more people to play Amtgard with
- Maybe just simpler math so we can all do our own math to get an idea where our Kingdom or Park is at
- The ORK report system doesn't incentivize parks to really do anything different. I think its great for monitoring true growth but doesn't engage that competitive spirit
- Telling us "you're not smart enough to understand this complicated mathematics" was honestly a little insulting, and reinforced the idea that it was too abstract to hype up "hey! If we do x we'll earn points! X is our goal!"

Preparedness

When asked **how prepared they felt,** most survey respondents indicated that they felt 'somewhat prepared' (Figure 8). No respondents indicated feeling completely prepared. While it has previously been observed (Food Fight 2024 Exit Survey) that representatives who volunteer earlier indicate feeling more prepared, there was no observable correlation between when a representative volunteered for their Spring Muster role and their level of perceived preparedness for the event.

How prepared did you feel at the start of this year's Spring Muster?

How prepared did you feel at the start of this year's Spring Muster?

ANSWER CHOICES	RESPONSES	
▾ I felt completely unprepared	20.00%	2
▾ I felt somewhat prepared	50.00%	5
▾ I felt well-prepared, but there was still room for improvement	30.00%	3
▾ I felt completely prepared	0.00%	0
TOTAL		10

Figure 8. Representatives' preparedness at the start of the Spring Muster event.

Most respondents indicated that they had did not have difficulties finding resources to plan their Spring Muster activities. When asked **which resources they used to come up with ideas,** most representatives responded that they came up with ideas on their own. Asking for ideas from park members was the second most common response (Figure 9).

What resources did you use to help you plan Spring Muster activities? Please check all that apply

Answered: 10   Skipped: 6
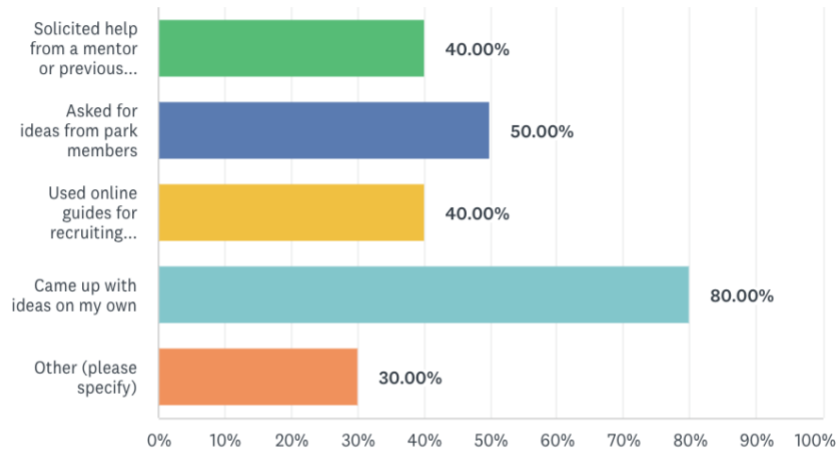
ANSWER CHOICES		RESPONSES	
▼	Solicited help from a mentor or previous Spring Muster representative	40.00%	4
▼	Asked for ideas from park members	50.00%	5
▼	Used online guides for recruiting activities	40.00%	4
▼	Came up with ideas on my own	80.00%	8
▼	Other (please specify) Responses	30.00%	3
Total Respondents: 10			

Figure 9. Resources used to help plan Spring Muster activities.

Closing questions

Representatives were asked what the **most rewarding** part of being a Spring Muster representative was. Answers generally indicated an appreciation for introducing new players to the game, seeing their recruiting efforts lead to tangible growth, and being able to give back to their park or Kingdom. Excerpts include:

- I got to post positive posts about our kingdom, and promote the ideals of recruitment to our people!
- Finding out my flyers brought out a few players who are completely down to keep playing!
- Getting to help my park and Kingdom grow.
- Teaching the parks that wanted to participate some new tricks and planned some new engagements. This included teaching people about the benefits of working with the parks and recreation department.

They were also asked about the **most challenging** aspect of their role. There was a general trend of limited engagement being the biggest challenge, from current players, potential new players, and event autocrats. Excerpts include:

- Getting people form demos to actually return
- Trying to get other members of the park to take a role in helping bring people in
- There wasn't a lot of engagement from the crats. Felt pointless.

Excerpts from the question of what suggestions representatives had for **improving Spring Muster** included:

- better communication on when scoring ends/phase 2 and how that changes what a park rep does
- It'd be cool to try and arrange an Amtgard-wide discord call "check-in" events, for people to report on what they've been doing, and steal each other's ideas.
- April is not a good month to start recruitment for Canada. It rained almost every week. I think the event should be extended by a month to include a month of preparation work (i.e. creating propaganda and connections in the community), then a month of recruitment in May and retention in June or even extending into the eventing season (Extend it by a month+)
- Additional resources from the crats. It felt like an empty event this year.
- Clear and easy to understand scoring (leads to clear goals) Discord being ready Regular progress/improvement

Priorities for Spring Muster 2026

These priorities will inform planning discussions for Spring Muster 2026 and guide the development of updated representative resources, communications, and event timelines. Based on the survey responses, the following items are recommended as priorities for Spring Muster 2026:

1. **Early organization.** Many representatives noted they felt only "somewhat prepared," and none reported feeling fully prepared. Earlier recruitment of volunteers and earlier distribution of support materials could help address this. Encouraging Kingdoms to appoint representatives before the event start, and providing orientation or onboarding resources in advance, may improve engagement and readiness.

2. **Revisit scoring.** There was widespread confusion and frustration surrounding the current points system. Several respondents described the scoring as unintuitive, difficult to communicate, and demotivating. For 2026, the scoring system should be simplified and communicated clearly. Representatives should be able to set clear goals and track their progress throughout the event, as well as be able to communicate these metrics to their Kingdoms.

3. **Revisit event timeline.** Determining the appropriate start and end dates for the Spring Muster event is a recurring challenge. This year, several representatives noted that Spring Muster began too early, particularly in regions with colder climates or persistent spring rain, where turnout doesn't typically increase until late May or June. However, shifting the event to a later season also presents challenges such as infringing on busy event seasons or hot summer temperatures in southern regions. Similarly, deciding the appropriate duration for the Spring Muster event is also a point of discussion. If the event period is too short, it can be difficult to both implement recruiting efforts *and* see the pay-off from these activities. If the event period is too long, it places additional demands on volunteers and risks declining engagement in the end phases.

4. **More communication.** Respondents expressed a desire for more regular updates and touchpoints throughout the event. Some suggested periodic "check-in" calls via Discord, which could provide opportunities for representatives to share their successes, challenges, and ideas. There was also confusion about whether the 'Passive phase' announced in the original Spring Muster timeline was still occurring. Representatives would likely benefit from clear and frequent engagement from event autocrats, including progress updates, kingdom standings, and timeline announcements.

5. **Resources for representatives.** Although most representatives were able to come up with activities independently, some expressed the need for more support. Additional resources, such as templates for posters, social media graphics, example events, and recruitment toolkits, could help newer or less experienced representatives feel more confident. Clarifying what support is available and how to access it (e.g., through Discord or a resource folder) should be done as part of an onboarding process for representatives.

Technical Resources Update

from the desk of Ken Walker

The main ORK resource is stable for the most part. There is now an uptime monitor keeping track of the outages most of which are less than 5 minutes due to some work by Noah to restart services if required.

No real recruitment but there is an additional developer who contributed code changes to the ORK that were validated and deployed. This is still a weak point, this makes 3 people who are "active" contributors. What this means is bugs or feature requests are much delayed.

An AI Zoom account has been acquired at a Not for Profit discount and will be available for the Annual Meeting.

There has been an increase in activity in side applications mostly for Spell List creation and class information. AI should welcome these projects but we also need to work on a copyright notice and approval process for the replication of parts of the rulebook. There also needs to be a clear understanding around any monetization of these web sites/applications. A policy is being worked on to have 3rd party developers agree to when distributing their applications.

There continues to be work done to obtain ownership of the amtgard.com domain. The agreement has been established, it's a matter of getting the resources together at the same time to eliminate any downtime that could result while moving the domain.

We are excited to announce
Amtgard International's Olympiad Team

Primary Autocrat
Finley Fortess

War Autocrat
LilSpicy

Strategy Autocrat
Ignius Alexander

Cultural Autocrat
Gemini
Tournament Runner

Cultural Autocrat
Brodar
Head of Judging

Details on how to apply to be a Host Event
for Olympiad coming SOON!
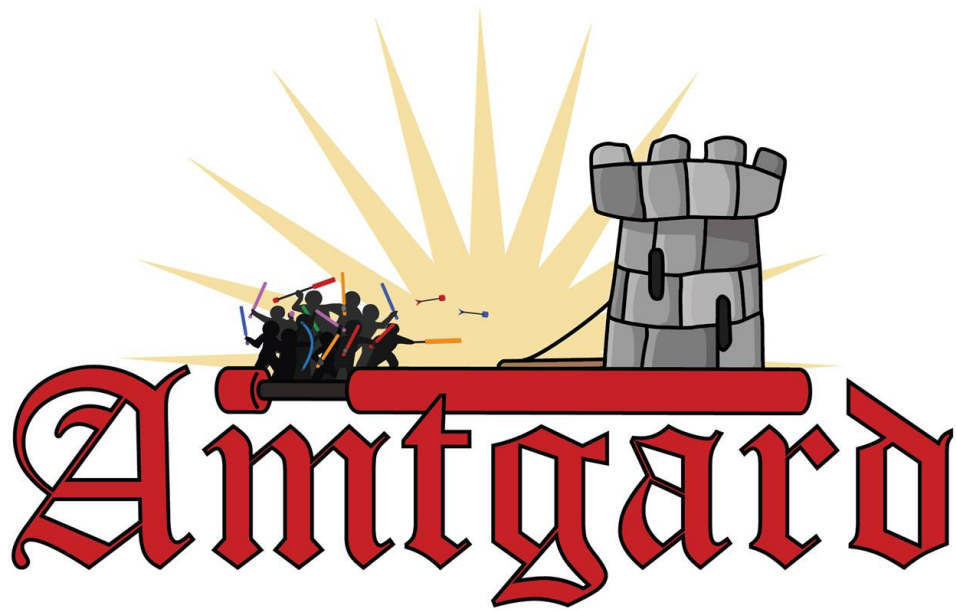
AmtgardMarket on Redbubble
Sales Report

May 2024 - May 2025

Artwork	Total	Products Sold
Spring Muster 2025 Promote	$3.04	3
Black Barcode Amtgard Pride Promote	$1.26	3
Color Full Etching Promote	$0.37	1
Barcode Amtgard Pride Promote	$0.37	1

Artwork	Total	Products Sold
White Etching Promote	$7.31	1
StickJocks Promote	$4.02	1
Pastel Amtgard Food Fight Promote	$4.00	1
Flurbs Promote	$4.00	1
Crackle Black Arch Promote	$3.82	4

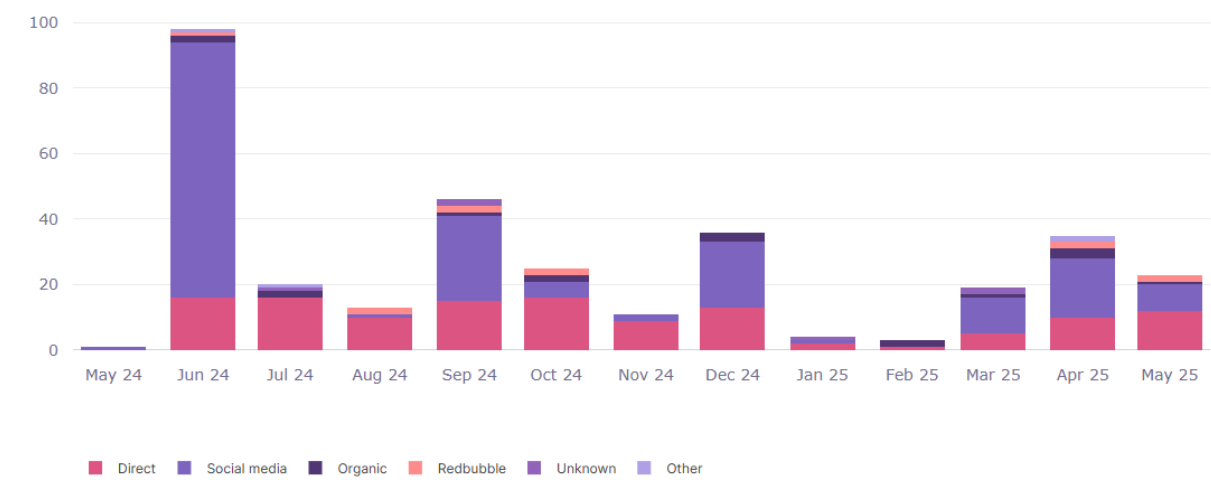| Artwork		Total	Products Sold
	Amtgard Food Fight Promote	$23.45	7
	Crackle White Promote	$21.00	4
	AmtPride Promote	$11.27	4
	White Fill Promote	$9.20	3
	Color Full Promote	$9.07	2

Audience Traffic Sources ⓘ

All traffic | My shares

Traffic represents unique visitors to your profile, shop and product pages from **May 30, 2024** to **May 29, 2025**

334
Unique visitors

■ Direct ■ Social media ■ Organic ■ Redbubble ■ Unknown ■ Other

Earnings Summary

Your earnings from **May 30, 2024** to **May 29, 2025**.

$102.18

	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25