



2023 national fraternal campaign messages - Quarter 1

Pick elements from these messages to craft and customize content for your chapter or youth club's closed Facebook group and communication to members for the 2023 national fraternal campaign.

[For overall campaign]

Note: These mix-and-match messages are simply a starting point. Feel free to add details specific to your activity as desired.

Raising Readers! Promote children's literacy.

Throughout the year, Modern Woodmen members across the country will be holding special activities that focus on raising readers by promoting children's literacy.

Children's literacy has always been important. The need could be even greater now with the disruption in learning caused by the pandemic.

Let's work together to make it a top priority in 2023, raising readers in communities nationwide.

[For Quarter 1 activity – service project or Hometown Hero]

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This month, our [chapter/club] is coming together to Read Across America to support children's literacy.

We're raising awareness of children's literacy with members and the community by reading across America with [organization/person]. Members will sign up to read to or with children in the community. Your support and help through this campaign will make a lasting impact in our community and encourage raising readers.

Do you have ideas for who our [chapter/club] could read with or a staff member we could honor? Comment with your idea or send me an email at [email address].

showing kindness to someone in need? Comment with your idea or send me an email at [email address].

What is your favorite children's book? Comment below!

For more information or questions, contact the Fraternal Department at fraternal@modern-woodmen.org or 800-322-9805.