



2023 national fraternal campaign messages - Quarter 2

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 2 activity – service project]

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This month, our [chapter/club] is coming together to Be a Book Fairy to support children's literacy.

We're raising awareness of children's literacy with members and the community by gathering children's books and placing them throughout the community. The books will include an insert explaining that the finder should enjoy the book then hide it again for someone else to find. Your support and help through this campaign will make a lasting impact in our community and encourage raising readers.

Do you have ideas for where our [chapter/club] could place books? 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.