

## 2023 National Campaign Quarter 3 Activity Guide



3 <sup>rd</sup> quarter	Adopt a...
<b>Dates</b>	Hold the activity between July 1 and Sept. 30, 2023.  <i>Note: Sept. 8 is International Literacy Day.</i>
<b>Purpose</b>	Support children's literacy by adopting a local classroom, library or children's literacy organization.
<b>Summary</b>	Bring members together to adopt a classroom, library, or children's literacy organization. Ask what they need (books, supplies, cozy reading corner, money, etc.) and either go shopping with members, host a community drive, or organize a Matching Fund to gather what they need.
<b>Incentives</b>	30 leaders will win a 12-month Amazon Prime subscription or an Amazon gift card of equal value.  To qualify, submit your activity report on time and complete the <a href="#">short survey</a> to record how many children your activity potentially reached.  Learn more about the <a href="#">quarterly incentives</a> on the <a href="#">campaign toolkit</a> on the Training Materials site.
<b>Activity category</b>	This could either be a service project or Matching Fund.  Find out how to request, host and report the activity by clicking the following links: <ul style="list-style-type: none"><li>• <a href="#">Service project</a></li><li>• <a href="#">Matching Fund</a></li></ul>



Activity category	Service project
<b>Request deadline</b>	At least 7 days prior to event.
<b>How to request</b>	<p>1. Identify a local organization(s) for the event. Determine a date and location.</p> <p>2. Complete the request form:</p> <ul style="list-style-type: none"> <li>• <b>Name of event:</b> Adopt a... <i>insert name of what you are adopting for this activity (Ex. Adopt Moline Public Library or Adopt Mrs. Larson's class)</i></li> <li>• <b>How would you categorize this activity:</b> Special campaign</li> <li>• <b>Recipient name:</b> <i>Enter the name of the organization(s) you are working with.</i></li> <li>• <b>Location:</b> <i>Choose a location for the activity.</i></li> <li>• <b>Information for Operations Team:</b> <i>Share details about how your event meets the guidelines for service projects and the campaign.</i></li> <li>• Order supplies in the Supplies area of the request form.</li> </ul> <p><b>Reminder:</b> E-vites are required for chapters. Visit the <a href="#">E-vites information</a> on the Training Materials Site for more information.</p> <p><b>Optional:</b> Use the fillable postcard on the Training Materials site or laser printer postcards available to order on the Supplies order form. Mail the postcards to members.</p>
<b>Available supplies</b>	<ul style="list-style-type: none"> <li>• <b>Raising Readers donated by stickers (F-623)</b></li> <li>• <b>Raising Readers bookmarks (F-621)</b></li> <li>• Journal and pen (P-9798)</li> <li>• Modern Woodmen pencil (P-9883)</li> </ul>
<b>Hosting the activity</b>	<ul style="list-style-type: none"> <li>• Contact schools, libraries, childhood centers, mothers' day out programs, parent/child play groups, children's literacy organizations or other community groups for children. See this <a href="#">list of ideas</a> for potential recipients to contact and how to plan the activity.</li> <li>• Explain the activity, ask if they'd accept donations and what their Wishlist or needs are.</li> <li>• Invite members to participate in the activity by purchasing, donating and delivering the needed items.</li> </ul>
<b>How to report</b>	<ul style="list-style-type: none"> <li>• <b>Attendance.</b> Report attendees using Fraternal Connect. (Click <a href="#">here</a> for more information.) If you don't use this tool, upload physical sign-in sheets to the report.</li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Event cost.</b> Include expenses in the cost area on the report. Attach receipts or a note in the receipt area.</li> </ul>
<b>Promotion</b>	Promote your activity to members and in your community. Access <a href="#">talking points/Facebook message templates</a> , <a href="#">media releases</a> and more in the <a href="#">campaign toolkit</a> on the Training Materials site. Consider taking pictures at the event and posting to your closed Facebook page!

Activity category	Matching Fund
<b>Request deadline</b>	At least 30 days prior to event.
<b>How to request</b>	<p>1. Identify a local organization(s) for the event. Determine a date and location.</p> <p>2. Complete the request form:</p> <ul style="list-style-type: none"> <li>• <b>Name of event:</b> Adopt a... <i>insert name of what you are adopting for this activity (Ex. Adopt Moline Public Library or Adopt Mrs. Larson's class)</i></li> <li>• <b>Recipient name:</b> <i>Enter the name of the organization(s) receiving donations.</i></li> <li>• <b>Location:</b> <i>Choose a location for the activity.</i></li> <li>• <b>Additional Information for invitations:</b> <i>Include details on how members can get involved.</i></li> <li>• <b>Information for Operations Team:</b> <i>Share details about how your event meets the guidelines for the campaign.</i></li> <li>• Order supplies in the Supplies area of the request form.</li> </ul> <p><b>Reminder:</b> E-vites are required for chapters. Visit the <a href="#">E-vites information</a> on the Training Materials Site for more information.</p>
<b>Available supplies</b>	<ul style="list-style-type: none"> <li>• <b>Raising Readers donated by stickers (F-624)</b></li> <li>• Matching Fund big check (F-1837)</li> <li>• Goal tracker (P-9686)</li> <li>• Raffle tickets (P-9770)</li> <li>• Welcome sign (F-9880)</li> <li>• "Donated by" sticker to adhere to your kit bag/box (F-158)</li> <li>• Door prize drawing form (F-1134)</li> <li>• Modern Woodmen welcome banner (P-9602)</li> </ul>
<b>Hosting the activity</b>	<ul style="list-style-type: none"> <li>• Contact schools, libraries, childhood centers, mothers' day out programs, parent/child play groups, children's literacy</li> </ul>

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	<p>organizations or other community groups for children. See this <a href="#">list of ideas</a> for potential recipients to contact and how to plan the activity.</p> <ul style="list-style-type: none"><li>• Explain the activity, ask if they'd accept donations and what their Wishlist or needs are.</li><li>• Invite members to participate in the activity by planning, organizing and/or carrying out the Matching Fund event and/or donating to the cause.</li></ul>
<b>How to report</b>	<ul style="list-style-type: none"><li>• <b>Attendance.</b> Report attendees using Fraternal Connect. (Click <a href="#">here</a> for more information.) If you don't use this tool, upload physical sign-in sheets to the report.</li><li>• <b>Event cost.</b> Include expenses in the cost area on the report. Attach receipts or a note in the receipt area.</li></ul>
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