

A **HOW-TO** GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

# Impact

M A G A Z I N E

SPRING 2020

Special online edition!  
**Making an impact ...  
6 feet away**

[imakeanimpact.org](http://imakeanimpact.org)

connect with **STAFF**



Like the majority of Modern Woodmen's home office employees, Jill is now serving you from *her* home office. Photo courtesy of Steve Weaver, Jill's husband and shelter-at-home companion.

## Together for Good!

On behalf of the entire Fraternal Department, thank you for wanting to do good for your members and your communities throughout the year ... and especially now. We appreciate your understanding and support as we've made unprecedented changes to our chapters and youth service clubs over the past several weeks.

The health and safety of you and our more than 744,000 members across the country are the most important things to us. While we look forward to the days of picnics, bowling parties and Hometown Hero celebrations, the time is not right just yet. We're taking measured steps to reinstate all chapter and club activities in the weeks and months ahead.

We began 2020 by asking you to support the special-needs populations in your community through the Together for Good campaign.

Today, we're expanding the definition of special needs to include people who've been impacted by COVID-19. Read on to learn how your chapter or club can help these individuals. And learn about other approved ways you can make an impact at this time.

Although we're physically isolating ourselves from members in our chapters, Summit chapters and youth service clubs, we are together.

Together in caring for and about each other and our communities.

Together in our desire to contribute, make a difference and make an impact locally.

Together for good.

Thank you,



## IMPACT MAGAZINE

Official fraternal publication of  
Modern Woodmen of America  
1701 1st Avenue PO Box 2005  
Rock Island, IL 61204-2005

### CHIEF FRATERNAL OFFICER

Jill Lain Weaver

### EDITOR

Julie Fuhr

Corporate Communications

### DESIGNER

Jodi Spurling

Corporate Communications

### EDITORIAL ADVISOR

Hannah Glaub

Fraternal Department

### FRATERNAL DEPARTMENT STAFF

Abigail Berntgen

Helene DeVine

Cynthia Flores

Melissa Gottwalt

Ann Held

Britney Holst

Melissa Mayers

Tammy Mielke


Karen Mizner


Martha Nelson


Amber Nichols


Kristen Roberts

### Find us on:

 @ModernWoodmen

 @ModernWoodmen

 @ModernWoodmen

 @ModernWoodmen1883

# Get to know ... Martha Nelson

## What's your favorite thing about your job?

I get to talk to leaders across the country. They share event ideas and tell me about activities they've held. I love hearing how much it means to members when they can reach out to others in their communities.

## How are you adapting to working from home?

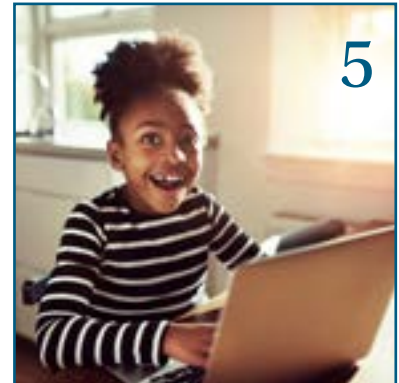
Sticking to a routine has really helped. That said, this "home office" has no elevators; I have to take the stairs. I also have fewer snack options, terrible coffee, no river view and none of my co-workers. I look forward to seeing everyone again.

## What do you like to do in your free time?

Spend time with friends (now virtually). Refinish or paint furniture. Garden. Spend time outside.

## What's a little-known fact about you?

My oldest brother was my history teacher when I was in junior high. I did try to use that to my advantage. It didn't work!



- 4 Activity update**  
Phase II fraternal response to COVID-19.
- 5 Follow the leaders**  
Ideas for COVID-19 Relief Program donations.
- 7 Do it different**  
How to connect with members, service-at-home activity ideas and more.
- 10 In case you missed it**  
Highlights from the Facebook group for leaders.
- 11 Tips & training**  
Tools to use and important reminders.
- 12 Make it yours**  
A little inspiration from Mr. Rogers.

## Phase II fraternal response to COVID-19

Good news! Starting in May, your chapter or youth service club can hold select activities, while you and members continue social distancing.

### You can request:

- “Normal” Matching Fund projects with fundraising through crowdsourcing and mailed and electronic payments.
- Service projects with a service-at-home approach.

For all activities, members must be involved from a distance. No gatherings of any size except for households that are already sheltering in place or social distancing together. You must follow any additional guidelines and orders set by your local officials.

### Matching Fund projects:

- Must include a fundraising component held virtually, by mail or through other no-contact means.
- Can benefit an individual, individual family or organization meeting the guidelines listed in our existing recipient policy.
- Must support a specific need. As with normal Matching Fund events, funds should not be used for an organization’s general operating expenses.

### Service projects:

- Can benefit an individual, individual family or organization meeting the guidelines listed in our existing recipient policy. (For service projects only, recipient organizations must be nonprofit or public entities that are considered essential services.)
- Must use curbside drop-off or pickup if delivering goods.
- Can use funds to purchase needed materials and supplies, as with normal service projects.



FIND OUT MORE

Read more details and FAQs about these new requirements on the [COVID-19 page](#) of [imakeanimpact.org](http://imakeanimpact.org) (found in the Training section).



# Help the helpers

## *Ideas for COVID-19 Relief Program donations*

Modern Woodmen's fraternal difference stands out in times of need.

Even with the temporary suspension of activities, you've been making a local impact throughout the quarantine. Thanks for your support of the COVID-19 Relief Program. As of April 27, the Fraternal Department has approved projects totaling \$798,850.

If you haven't requested funds yet, you still can! The deadline has been extended to May 15 to ensure every active chapter and youth service club that wants to participate has time to do so.

Not sure where to donate funds? Consider one of these ideas, gathered from leaders across the country.

**Hospitals, health clinics, fire departments, etc.** – Your donation could help purchase testing tents or personal protective equipment for health care workers and first responders.

**Food pantries, homeless shelters, senior centers, etc.** – Your donation could fund food and supplies for the elderly, kids and at-risk populations.

**Schools, youth programs, etc.** – Your donation could purchase technology to facilitate e-learning, fund virtual tutoring or give cheer to kids who miss their classmates.

**Emotional/physical support organizations** – Your donation could help upgrade equipment to accommodate video appointments with therapists or provide support for domestic violence victims, individuals with disabilities and more. (See Page 8 to learn how your donation could support this year's Together for Good campaign.)

**Deadline  
extended  
to May 15!**



## COVID-19 Relief Program **quick tips**

- ✓ Work remotely with board members and/or youth service club parents to determine where your funds could be donated. **Eligible recipients include** local not-for-profit organizations or municipalities addressing a need created or exacerbated by COVID-19.
- ✓ Remember, the COVID-19 Relief Program is a modified version of the Matching Fund Program. This is a direct monetary donation – **member participation and fundraising are not required**. You can choose to increase your donation by collecting monetary donations in a safe way, such as through GoFundMe or other crowdfunding platforms.
- ✓ Share the good news about your donation with your chapter/club members, community and local media. (The **shareable messages** document on [imakeanimpact.org](http://imakeanimpact.org)'s **COVID-19 page** can help.)

*Get the answers to more frequently asked questions on the COVID-19 page of [imakeanimpact.org](http://imakeanimpact.org).*



## **Q** How do I request COVID-19 relief funds?

**A** After you've chosen a recipient, simply submit a request on [imakeanimpact.org](http://imakeanimpact.org) using the Matching Fund Project request form. On the form:

1. Choose any date at least 7 days in the future. (You can't submit the report until on or after this date.)
2. Select **Organization** in the **Will the recipient be an individual or organization?** field.
3. Select **COVID-19 Relief Program** in the **What type of organization will your event benefit?** field.
4. Enter an amount up to \$1,000 (chapters and Summit chapters) or up to \$250 (youth service clubs) in the **Match Amount** field.\*
5. Enter **None** in the **Location** field (unless you're using a crowdfunding platform).

*\*Chapters with less than \$500 available and youth service clubs with less than \$250 available should review the FAQ on the COVID-19 page of [imakeanimpact.org](http://imakeanimpact.org) for additional instructions.*

## **Q** Do I need to submit a declaration of funds raised for the COVID-19 relief donation?

**A** No, that's one of the changes made for this program. Instead of the declaration form, simply submit a letter or email from the recipient organization stating how the funds will be used. Any representative of the organization can create the email or letter. It doesn't need to be notarized, and the email doesn't have to include the representative's handwritten signature.

## How to connect with members at this time

You and your members can't physically be together at this time. But you *can* still stay connected, create a sense of community and collectively act to meet ongoing local needs.

- Use your **closed Facebook group** to stay connected to members. Consider sharing a personal message via Facebook LIVE, so members can see you.
- Check in on members with a **phone call**.
- Have a **virtual coffee chat**, like leader Taren Sartler, Wisconsin, did with her members. "The response has been great," she says. "Not a chapter activity, of course, but something other chapters might want to consider to stay connected."
- Send **postcards or flyers** through the mail. (See Page 11 for more information.)

### **Don't have a closed Facebook group? Create one!**

This is an opportune time to set up your chapter or club's private Facebook group and learn how to run it successfully. The group is a great way to easily connect with members now and in the future. Check out the **closed Facebook group training** on [imakeanimpact.org](http://imakeanimpact.org) for a tutorial.



## A new way to support the Together for Good campaign

Coming together for good is more important than ever. As we're forced to physically separate ourselves from each other, how can we come together in other ways to do good?

The Together for Good campaign was originally meant to help all of us take steps to make sure people with disabilities feel included and supported. **We've now extended the scope of the campaign to those affected by COVID-19.**

### What this means:

Support the campaign by supporting people with disabilities in your community and/or those affected by COVID-19. Maybe the two causes come together for one project!

Click on the Together for Good logo on [imakeanimpact.org](https://www.imakeanimpact.org) > [Training Materials](#) to review the campaign details and access available resources. Refer to the [COVID-19 page](#) for more specifics about activities you can do during this time.



Project idea! Make weighted blankets or sensory bins for an organization that serves children with autism and sensory sensitivities. The youth service club in Saratoga Springs, Utah, made sensory kits for a local school last winter. Check out this video to learn about this project's impact.



## Service-at-home activity ideas

### Matching Fund projects

Host a **virtual fundraiser** to help a person with a disability obtain a guide dog, therapy animal or assistive technology for their disability (e.g., text-to-speech or dictation devices). Members can help create the fundraiser, promote the event and participate.

Work with a fitness studio/instructor to host a **virtual fitness class** via Facebook Live. You and members can help promote the event and participate. The proceeds for the class can go to a local organization and your chapter/club could match the amount raised.

Work with a local organization that's hosting a **virtual 5K race, bingo or trivia event**. You and members can help promote the event and participate. The chapter/club could match the amount raised. *Make it a service project instead by donating and/or purchasing needed items for the event.*

### Service projects

Send **letters** to residents at a local nursing home or collect **baby dolls** to donate to memory care patients.

Create **care baskets** for health care workers with snacks, hand cream, pens, thank-you notes and other items.

Hold a **donation drive** for a local organization needing specific supplies. Encourage members to collect or purchase the items to donate. **Be sure to reach out to the organization first to find out what's needed.** You'll also want to understand how the recipient prefers to receive any donation (drop off, pick up, mail/ship, etc.).

Get more tips and chapter/club activity ideas on the **COVID-19 page** of [imakeanimpact.org](https://www.imakeanimpact.org).



**Note:** Modern Woodmen continues to prohibit in-person activities. As the fraternal leader, you're also responsible for ensuring any planned projects comply with additional guidelines currently in place in your state/community.

**Tip!** Use the "donated by" stickers and Modern Woodmen bags for donations when appropriate. You can order them in the Supplies area of [imakeanimpact.org](https://www.imakeanimpact.org).

# In case you missed it

Highlights from the Modern Woodmen Fraternal Leaders closed Facebook group



## Have you heard of Heart Hunters?

This international movement started as a simple idea in Galesburg, Illinois. One woman posted to Facebook, encouraging friends to put hearts in their windows as a sign of solidarity during this difficult time. People see the hearts as they're walking or driving by and are reminded that we're all in this together. This movement has gone viral to include participants from all 50 states and multiple countries!

Many of you jumped on board as well ...



Photos courtesy of the Modern Woodmen Fraternal Leaders closed Facebook group.

**Idea!** Encourage your chapter/club members to stay connected with you, each other and your community by displaying their own hearts. Kids LOVE this simple, fun project.

Similar gestures include strategically placing teddy bears in windows and lighting your home with green lights, the color of compassion.



## Join the group!

Request to join the group **Modern Woodmen Fraternal Leaders** on Facebook. Your fellow leaders across the country and the Fraternal Department use this group to stay connected and share ideas, tips, inspiration, FAQs and more.

# From the home office

## Tools to use and important reminders

### Are you missing important announcements?

The COVID-19 pandemic – and Modern Woodmen’s response to it – continues to be a unique and rapidly changing situation. It’s important that we have your correct contact information, especially your email address, to keep you informed as quickly as possible.

To update your contact information on [imakeanimpact.org](http://imakeanimpact.org):

- Click on your name in the upper right corner.
- Select **Account** and then update your information as necessary.

*Note: If you lead a chapter, you should also contact Axos Bank with your new information.*

If you’re afraid you may have missed recent communications, call the Fraternal Department at 800-322-9805.

### Keep in touch by mail

You can **use the fillable activity flyer** to let members know about upcoming chapter and club service-at-home activities and/or changes to planned events.

1. Download a [PDF](#) from the Training Materials section of [imakeanimpact.org](http://imakeanimpact.org). (Find it on the [COVID-19 page](#)).
2. Customize the PDF with details about your activity.
3. Print flyers, using your home printer.
4. Mail the flyers to your members.



Or **order laser postcards** through the Supplies section of [imakeanimpact.org](http://imakeanimpact.org) (item number F555, coming soon). Each page includes four postcards preprinted with a photo/message on the front. You can print (using your home laser printer) a message and members’ addresses on the blank back side before mailing.



**Traditional postcards**, printed and mailed from the home office, are still available for Matching Fund projects. You must submit the request at least 28 days in advance of the event.

make it **YOURS**



## Inspiration from Mr. Rogers

*"When I was a boy and I would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.' To this day, especially in times of disaster, I remember my mother's words and I am always comforted by realizing that there are still so many helpers – so many caring people in this world." – Fred Rogers*

Things went from zero to crazy pretty quickly over the past couple of months. Unfortunately, the crazy is far from over. But, remember, so is the caring.

Thank you for helping the helpers throughout this crazy time and into the future. Thank you for *being* the helpers. You inspire us all to make an impact ... even if from six feet away.

**Reflect on a moment when you felt really good in the last month. How can you share that feeling with others?**