

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

# Impact

M A G A Z I N E

SPRING 2015

## GET COOKING with culinary classes p.6

3 approaches  
to door prizes p.8

5 steps to recruit  
your chapter board p.9

Swing dancing  
in California p.7



Fraternal and Corporate Communications Director Jill Lain Weaver, right, and Modern Woodmen President W. Kenny Massey present a check to the program manager at Gilda's Club Quad Cities. Modern Woodmen's home office employees raised money to benefit the cancer support facility.

We're on a mission in the Fraternal Department to increase the impact we can make on our members' lives across the country. It starts with providing you lots of ideas – I'm talking over 35 ideas in this inaugural issue of Impact alone – to engage more of your local members in social, volunteer and educational activities.

Impact doesn't mean turning out the largest number of members for one event. Impact at Modern Woodmen means touching a large percentage of your local members over the course of the year. And that's a good thing. The more engaged your members are, the greater the

difference you and your members can make in others' lives and their communities.

We want to hear from you. Share your ideas on how you're getting more members engaged in fraternal activities. You could be featured in an upcoming issue of Impact.

Thank you for touching lives and securing futures. You're an impact maker!

Sincerely,

Jill Lain Weaver

**IMPACT MAGAZINE**

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

**FRATERNAL AND CORPORATE COMMUNICATIONS DIRECTOR**

Jill Lain Weaver

**EDITOR**

Jennifer Meyer  
Corporate Communications

**DESIGNER**

Denise Chandler  
Corporate Communications

**CONTENT EDITOR**

Kristen Roberts  
Fraternal Department

**FRATERNAL DEPARTMENT STAFF**

- Bill Baker
- Tammy Bohland
- Melissa Gottwalt
- Ann Held
- Melissa Mayers
- Kathy Michel
- Tammy Mielke
- Karen Mizner**
- Martha Nelson
- Amber Nichols
- Lori Sedam
- Nancy Thomas

What is your favorite volunteer experience?



*"Modern Woodmen's home office sponsored an entire Habitat for Humanity house in our community. It was an incredible feeling to see an empty lot turn into a home for a family. After that project, my husband became a building supervisor and board member with our local Habitat chapter."*

**Find us on:**

- modernwoodmen
- @modernwoodmen
- ModernWoodmen1883

Frequently asked questions

**Q. We have good, consistent attendance for dinners, but how do I attract the members who don't come to those meals?**

**A. Consider varying activities throughout the year. Rather than having a dinner each month, pick three or four months each year when members can tour a local attraction, attend a local event, or learn something new.**

**Q. How do I engage millennials in my chapter activities?**

**A. Millennials may be more interested in shorter, drop-in activities – such as receptions or networking events – rather than sit-down meals. On the other hand, research suggests millennials want to be more involved in leading groups. Involve them in selecting a Matching Fund recipient or planning a service project. Invite them to join the board. Ensure there are opportunities for them to provide feedback – and listen.**

**Q. Other than the postcards provided by the Fraternal Department, how can I promote my activity?**

**A. Use a service, such as Phonevite, to call members. Some chapters and clubs use closed Facebook groups, which the Fraternal Department can create for you upon request.**

Email your questions to the Fraternal Department at Kristen.Roberts@modern-woodmen.org.



Share this great benefit

Do your members know Modern Woodmen offers a partial reimbursement for a national parks pass? The National Parks Pass benefit offers a \$5 reimbursement of the fees associated with the America the Beautiful Parks and Federal Recreation Lands Senior pass. Members age 62 and older can use the pass to visit beautiful national parks like the Great Smoky Mountains, Yellowstone or Grand Canyon. To receive the \$5 reimbursement, members should print, complete and return the reimbursement form found online at member.modern-woodmen.org, along with a copy of the park pass purchase receipt.



**4 Meet fraternal leader Ashley Turner**  
Bake-off in North Carolina.

**6 Follow the leaders**  
Examples and ideas from across the country.

**8 Do it different**  
Options for chapter door prizes.

**9 Recruit your leadership team**  
Tips to build your chapter board.

**10 What happens in Branson ...**  
Take ideas from Summit Chapter Celebration activities.

**11 Plan ahead**  
Start filling your calendar with fun.

**12 Try something new**  
Join community events for big impact.

meet fraternal leader **ASHLEY TURNER**

*"I love seeing everyone and love how Modern Woodmen does activities for them – not to sell them anything – but because it's one of their member benefits."*



**City:** Rockingham, N.C.  
**Occupation:** Optometric technician.  
**Family:** Husband Chris, daughter Neely, 8, and son CJ, 5.

**When did you become a chapter activities coordinator?** When Chris [husband] started as a Modern Woodmen financial representative in 2011.

**What was your most successful event?** Cookouts at our house in the summer and fall had as many as 100 members in attendance.

**What's your biggest challenge?** Our issue is finding somewhere that's big enough for all the people we're going to have. Most of our restaurants are fast food, which is one reason why we started the cookouts.

**What inspires you in planning an activity?** I want to give families a reason to go somewhere together instead of just sitting at home. A good family-oriented event gives the kids something to do, and it doesn't matter if they get loud.

**What do you enjoy about being an activities coordinator?** I love seeing everyone and love how Modern Woodmen does activities for them – not to sell them anything – but because it's one of their member benefits.

**Name one thing about you people would be surprised to learn.** I'm a New York Yankees fan down in the South. It's the team of Babe Ruth and Lou Gehrig, and Derek Jeter was my favorite player.

**What do you like to read?** John Grisham is my favorite author. I like mystery thrillers and anything history-related.

**What's your favorite type of music?** Classic rock. I grew up listening to Led Zeppelin. I hated it then, but it's what I listen to now.



**HOW-TO GUIDE:**  
**Top off a seasonal feast with a dessert bake-off**

When Chapter Activities Coordinator Ashley Turner organized a dessert bake-off during a chili supper last October, it was simply icing on the cake. Ashley and her husband Chris, a Modern Woodmen financial representative, hosted the family-friendly affair – complete with prizes and children's games – at their home in Rockingham, North Carolina.

Here's how Ashley coordinated a successful event.

**RING THE DINNER BELL:** Ashley announced the chili supper and bake-off on the chapter's Facebook page (contact the Fraternal Department to set up a closed group). She also called members to tell them about the bake-off, since the decision to include it was made after invitations went out.

**Ashley Turner hosted a chili supper and dessert bake-off this last fall at her home.**

**From top, children played games, including ring toss with witch hats and pin the tail on the werewolf.**

**Ashley cooked the chili, and members brought a variety of desserts to share and compete.**

**Ashley's husband Chris Turner, a Modern Woodmen financial representative (pictured with bake-off winner Chrystal Parker), awarded cash prizes to top dessert entries and T-shirts to all entrants.**

**SERVE UP A FREE MEAL:** About 100 members turned out for the meal, which Ashley provided to them at no cost. She used the allowance for meal reimbursement to purchase ingredients to make the chili at home with help from her mother, who leads the youth service club, and Financial Representative Jennifer Wrenn.

**OFFER SWEET REWARDS:** Tasting more than a dozen varieties of sweet treats is a reward itself! Three judges chose from 12 contest entries. Other members baked desserts to share, but didn't enter them in the contest. Chris paid cash prizes for the top three desserts. He gave a Modern Woodmen T-shirt to anyone who entered the contest. Everyone won by enjoying dessert.

**FILL WITH FAMILY FUN:** Ashley turned a meal into a fall celebration. Members mingled while children played games such as pin the tail on the werewolf, ring toss and corn hole. Families also carved or painted small pumpkins and squashes.

**TASTE THE SEASONS:** Ashley and Chris held a similar event at their house over the summer. They served hot dogs and grilled chicken. Kids played ping pong and had a water balloon fight, and Ashley hired a reasonably priced balloon animal artist.

**PIERRE, SOUTH DAKOTA**

CPR classes breathe life into chapter activity

Whether you're 16 or in your 60s, knowing CPR can help you save a life. Chapter Activities Coordinator Rosemarie Kuipers' teen daughters, who babysit regularly, influenced her to organize CPR training. About 30 chapter members, ranging in age from 12 to 60, attended the two classes.

**HOW-TO TIP:**  
Ask a certified CPR instructor to teach a class. A friend of Rosemarie's provided the training for her chapter at no cost. Her local fire department also offers free training.

**YOUR TURN:**  
Consider hosting a member event to address other ways to help someone in distress, including learning first aid, the Heimlich maneuver or how to help someone who's drowning. You can also help attendees learn to identify signs of depression and assist friends in emotional distress.



Members ranging in age from teens to seniors took part in a South Dakota chapter's CPR classes. What health and wellness programs might you offer members?

**LEADERS**



Chapter members learned to prepare sushi, pasta and cheesecake from scratch during lessons at an Iowa community college. What foods would your members enjoy learning to cook?

**DAVENPORT, IOWA**

Chapter gets cooking with sushi and pasta lessons

People of all ages are growing more interested in cooking foods from scratch. Membership Coordinator Courtney Cox planned three nights of cooking lessons teaching members to prepare sushi, cheesecake and pasta.

**HOW-TO TIP:**  
Find a location and instructor. An area community college offered Courtney's chapter a reasonable price. Its kitchen facilities also allowed members hands-on learning experience. You could also check with local restaurants or grocery stores, which may offer similar events.

**NEXT TIME:**  
Each lesson was about three hours, which was a little long for a work night. Courtney would hold future cooking lessons on a weekend.

**YOUR TURN:**  
The opportunities are as endless as your members' tastes. Courtney chose the initial lessons to appeal to those who like sweets, and to offer an option for those who do and don't like fish. The chapter has discussed surveying members to see what cooking lessons they want offered in the future.

**LAGUNA NIGUEL, CALIFORNIA**

New faces get into the swing with dance classes

They might be your grandfather's dance moves, and it might be his style of music. But swing dancing to jazz isn't your grandfather's activity. Financial Representative Katie Vanderveen wanted a distinct activity to engage different members. Some longtime members who hadn't been active with the chapter (including one who's been a member since 1944) turned out for the swing dancing lessons Katie coordinated. The activity was so successful that she and Summit Chapter Activities Coordinator Jessica Hastings are already working on a third group lesson.

**HOW-TO TIP:**  
Approach an area dance studio. Ask about nights when they're less busy and would offer a group discount. Start with simple dance lessons, such as introductory swing or hot step, which are easy for beginners.

**TRY THIS:**  
Explore different styles of dance to add variety and appeal to different members.

Swing dancing lessons in one California Summit chapter are so popular that planning for a third event is under way. Would your members enjoy learning some new dance moves?



**OTTAWA, OHIO**

Tiny tots 'Stuff the Bus' for school kids in need

Not every family can afford a backpack of new supplies for their child's first day of class. Youth Service Club Leader Melissa Ruhe arranged for her Tiny Tots – many about to start school for the first time – to join the area United Way's "Stuff the Bus" donation drive.



**HOW-TO TIP:**  
Donate and collect items to load onto a school bus. Members of Melissa's club met at the store where United Way had parked a bus. The Tiny Tots collected items before the event, and also helped shop for supplies for other school children. The club members also volunteered for a shift at the bus, accepting donations from customers.

The club could have planned a separate, smaller donation drive. Melissa and her club, however, felt piggybacking on the United Way event was the best way to collect the most donations for local students.

**YOUR TURN:**  
You don't have to "Stuff the Bus" or limit yourself to school supplies. Many organizations promote similar campaigns to collect food and other items for shelters and pantries.

**TRY THIS:**  
Look for a sponsor to match an item for each one you donate. Challenge another club in your area to a friendly contest for a cause.

### 3 approaches to door prizes

Door prizes can be a fun reward for members attending your chapter or Summit chapter activity. Depending on how your chapter sees it, door prizes can also become a chapter expense, a partnering opportunity or an unnecessary extra.

Here are three ways for your chapter to handle door prizes.

#### 1. Buy prizes with chapter money.

Modern Woodmen no longer provides door prize catalogs. You can buy door prizes elsewhere, but Modern Woodmen cannot reimburse your chapter for the purchase.

If your chapter has enough money, use existing funds to buy an inexpensive prize. If your chapter doesn't have money, you might consider not offering a door prize (See No. 3). You could also reduce the amount each member is reimbursed for a meal, and use the difference to buy the prize. For example, lower the meal reimbursement from \$2.50 to \$2 per person, leaving 50 cents per person toward a door prize.

When buying the prize itself, consider:

- A gift costing less than \$20. Check your local dollar store for ideas.
- Gift cards for stores and restaurants.
- A prepaid Modern Woodmen Bank VISA gift card. Order at ModernWoodmenBank.com.

Include a receipt with your report form to account for the expense.



#### 2. Ask your representative for help.

Your financial representative can help your chapter purchase low-cost Modern Woodmen merchandise. Representatives have access to an online store offering logoed hats, shirts and other items. Prices are lower because they're partially subsidized by Modern Woodmen. Ask your agent to place an order for your chapter.

Some representatives also have unused Modern Woodmen items they earned as contest prizes. Check with your financial representative to see if he or she has items to donate.

#### 3. Discontinue door prizes.

Door prizes aren't the reason Modern Woodmen members come to chapter activities. You might hear some grumbling at first, but members won't stop coming to events. Remember, the benefits of coming to activities are to make friends and make a difference.

### 4 ways to save a soggy event

A bright, warm sun is shining as you're planning your next fraternal activity. You wish you could lock in this perfect weather for the day of the outdoor event, but Mother Nature makes no guarantees.

Knowing your options and planning ahead, however, can prevent rain – or wind or heat – from ruining your outdoor event.

**Plan some indoor activities,** regardless of the weather. Keep food inside the house, a garage or park shelter. Plan activities you can easily move indoors if necessary.

#### Bring outdoor themes indoors.

Children can wear swimsuits and stretch out on beach towels at an indoor pool party, even if they can't swim outside. Gather your houseplants together in lieu of a garden breakfast or tea party. Grill under an awning and eat inside, or move your meal to an appropriate restaurant.

**Play in the rain.** A little rain won't hurt anyone, especially if the weather is warm and showers are light or scattered. Provide tents, an awning or open garage as shelter. Ask parents to bring rain gear for their children, who can dance, jump in puddles and twirl umbrellas.

**Pick a rain date.** There are times when the only thing you can do is cancel your event. Youth service clubs have an option once per year to make up an activity canceled due to weather. The activity must be rescheduled within 30 days, and before Oct. 31 for Merit Club credit. Chapters and Summit chapters may reschedule activities as well.

## Recruit your leadership team

### 5 steps to build your chapter board of trustees

Don't go it alone. Serving on the board of trustees for a Modern Woodmen chapter or Summit chapter can be fun – for you and your leadership team.

Just starting out or still struggling to fill a few remaining seats? These steps can help you pull together a team that will bring fresh ideas and lighten your workload.

**1. Starting positions.** Every Summit chapter and chapter should have a board, but it's OK if you don't have a full board right away. Get started with an activities coordinator, membership coordinator and president.

**TIP:** Filling your first three board seats will expand your collective pool of candidates for vice president and the three at-large trustees. Ask your officers who they know.

**2. Scout for talent.** Community leaders, such as your mayor or local banker, are ideal candidates for serving on your chapter's board. Someone less prominent, however, can make an equal or even greater contribution. A good choice can be anyone who cares about the community and wants to share ideas for how the chapter can make a difference.

**TIP:** Consider local attorneys, clergy, philanthropists, school officials, business owners, youths (over age 16), local nonprofit employees, retirees or the Modern Woodmen youth service club leader. Board members must be beneficial members.

**TIP:** Your local Modern Woodmen financial representative is an ideal fit for membership coordinator.

**3. Recruit players.** Ask the candidates to join your chapter's board. Tell them about the duties of the position. Talk about the opportunity they'll have to shape the impact the chapter has on members and nonmembers in their community.

Boards meet once every six months to look back, plan ahead and review finances. Serving on the board doesn't mean they'll have to go to every chapter activity, but being on the board is a chance to plan activities they will want to attend.

**TIP:** Ask candidates to join your leadership team. Many nonprofit organizations expect financial contributions from those who serve on their boards. There are no financial obligations with serving on your chapter's leadership team. The only contribution we ask for is ideas to engage members and impact the community.

**5. Share your lineup.** Introduce your leadership team to the chapter. Ask members for their approval.

**6. Play as a team.** The board should meet every six months. This doesn't have to be a cumbersome process. Enjoy the company and a meal together (The Fraternal Department allows \$7 per board member for board meetings).



# What happens in Branson ...

Take ideas from Summit Chapter Celebration activities

It's too late for Branson, but it's never too late for fun.

Registration for the 2015 Summit Chapter Celebration in Branson, Missouri, is an overwhelming success. One-hundred seventy Modern Woodmen members and their guests from across the nation will come together Sept. 17-20 for four days and three nights of exciting travel and fun entertainment.

Though registration is full, it's still worth mentioning the Summit Chapter Celebration to your members. Make sure they know Modern Woodmen offers low-cost group vacations as a benefit for qualifying members every 18 months or so.

Don't feel left out if you can't go. You don't have to travel to Branson to enjoy some of its attractions. Look to Branson for inspiration, and then look around your neck of the woods for similar activities.

*You don't have to travel to Branson to enjoy some of its attractions. Look to Branson for inspiration, and then look around your neck of the woods for similar activities.*

**They will do:** Experience the beauty of the Ozark Mountains aboard a vintage passenger train. The Branson Scenic Railway features wildlife and abandoned communities not accessible by car. Attendees will travel on the dinner train through tunnels, over trestles and through the countryside.  
**You can do:** Take a train or bus trip to a scenic or historical area near you. Or forego the ride and explore with a group hike.

**They will do:** The Showboat Branson Belle evokes the spirit of "grand old showboatin' days" of the 1800s. Attendees will stroll three decks and gaze at the lush Ozark Mountains from across the turquoise waters of Table Rock Lake. They'll enjoy a variety show featuring music, comedy and magic.  
**You can do:** Enjoy a boat ride on a river, lake or ocean. Unless you live on an island, you don't need a boat to travel. You can walk, drive or ride to a show or performance you'll enjoy with your chapter members.

**They will do:** Catch a show, shop and sightsee.  
**You can do:** Ask your members what activities they enjoy in their free time. Look for common interests, and consider new activities that haven't been done in the past.

Note: Members can call to have their names added to a waiting list in the event of any cancellation.

**The scenic Ozark Mountains near Branson, Mo., are the landscape for activities during the 2015 Summit Chapter Celebration. Try planning similar activities in your local setting.**



## THIS QUARTER

### APRIL

**National Financial Literacy Month.** Donate Modern Woodmen's Financial Literacy Program to a local school.

- Finalize plans for Join Hands Day on May 2.
- Remind members about advantages of their Modern Woodmen Prescription Savings Card benefit.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Share your creative activity with other leaders. Email kristen.roberts@modern-woodmen.org.

### MAY

**May 2:** Join Hands Day. Make a new friend of a different generation.  
**May 9:** Stamp Out Hunger Food Drive Day. Encourage members to donate to the U.S. Postal Service event, or start up your own collection.  
**May 27:** National Senior Health and Fitness Day. Plan an educational event on Medicare or yoga.

- Schedule your chapter board planning meeting for July.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Share your creative activity with other leaders. Email kristen.roberts@modern-woodmen.org.

### JUNE

**National Flag Month.** Place flags on veterans' graves.  
**June 1:** National Heimlich Maneuver Day. Ask a health professional to present on the Heimlich maneuver or first aid basics.  
**June 21:** Summer begins. Collect and donate sunscreen for children at an area daycare.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Share your creative activity with other leaders. Email kristen.roberts@modern-woodmen.org.

## NEXT QUARTER

### JULY

**National Recreation and Parks Month.** Remind qualified members (age 62 plus) about the discounted National Parks Pass benefit.

**July 19:** National Ice Cream Day. Invite members to share their favorite toppings at an ice cream social.

**July 25:** National Dance Day. Host your own version of a TV-style dance competition.

- Hold your chapter board planning meeting.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### AUGUST

**National Back to School Month:** Collect school supplies to assist families in need. See page 7 for ideas.  
**National Golf Month:** Turn a mini-golf outing into a matching fund event for an after-school program.  
**Aug. 8:** National Bowling Day. Plan a bowling party and collect gently used toys to donate to a shelter.

- Plan a service activity to remember 9/11. Prepare a meal for your local fire department.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### SEPTEMBER

**Life Insurance Awareness Month.** Hold an educational event on the Final Wishes interactive benefit.  
**Sept. 9:** National Teddy Bear Day. Collect gently used stuffed animals to donate to sick children.  
**Sept. 11:** 9-11 Day of Service. Honor first responders.  
**Sept. 23:** Autumn begins. Rake leaves for the elderly.

- Plan your Make a Difference Day project for Oct. 24.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

cut along dotted line



## Join community events for **big impact**

Impact isn't determined by the beads of sweat on your brow.

You can make a big difference with little coordinating effort when your Modern Woodmen Summit chapter, chapter or youth service club becomes part of a larger community event.

Your part is simple: another organization plans a worthy event, and you recruit Modern Woodmen members to participate.

Look for opportunities for members to take action – to contribute by doing more than giving money. Run or walk in a race for a cause. Adopt a stretch of river or highway to clean up trash.

Ask members about involvement in other community groups or causes. Give members a

meaningful experience by multiplying their personal efforts by the support of their Modern Woodmen chapter or youth service club.

Joining a larger event also expands the ways members can give back through Modern Woodmen. It can add variety to your typical activities and introduce members to new events or a different way to experience a familiar event as part of a Modern Woodmen group.

There is little effort on your part, but it goes a long way. Your chapter or club can build on the efforts of others by joining a larger event. Together, you're working to make a bigger impact.