

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

Impact

M A G A Z I N E

SPRING 2019



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Helene (right) and a friend have fun at Dance Marathon, an annual fundraising project at St. Ambrose University. The event benefits kids and families treated at the University of Iowa Stead Family Children's Hospital. (FTK stands for "For the kids.")

Spring is the season of new beginnings: flowers bloom, plants grow and colors brighten. And it's the perfect time to be a fraternal leader: your ideas bloom, grow and brighten, too.

I'm happy to join the Fraternal Department and help your ideas flourish!

In this issue of Impact, you'll find creative ideas to help you engage more members with impactful moments. I encourage you to pay close attention and use the back page to take notes, then refer back to them when you plan your next activities.

Impact Institutes are another great opportunity to learn new ideas and take your events to the next level. (Learn more about them on Page 9.) When you have the chance to attend these fun,

interactive conferences, don't miss out. I have the privilege of attending upcoming Impact Institutes – and meeting you! I can't wait to hear how you make an impact for our members and your community.

I'm thrilled to create new beginnings together and watch you grow as fraternal leaders. Use this issue of Impact Magazine to get started, and reach out to me (or any member of the Fraternal team) at any time. We're here to help you learn, grow and succeed.

Ready, set, grow!

Helene DeVine

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What was your favorite volunteer experience?



"I used to teach financial literacy to high school students at our local Boys & Girls Club Teen Center. I enjoyed teaching these young adults important topics like banking, budgeting and scholarships, but I loved the relationships I made with them. I'm still in contact with several students I've taught."

Find us on:

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Frequently asked questions

Does shopping for supplies count as a service project?

To count as a service project (and make an impression on members and the community), your activity should include a hands-on element that involves members, like organizing packages or delivering supplies. Members can also donate items rather than purchasing them, which saves funds and gets members more involved in the activity.

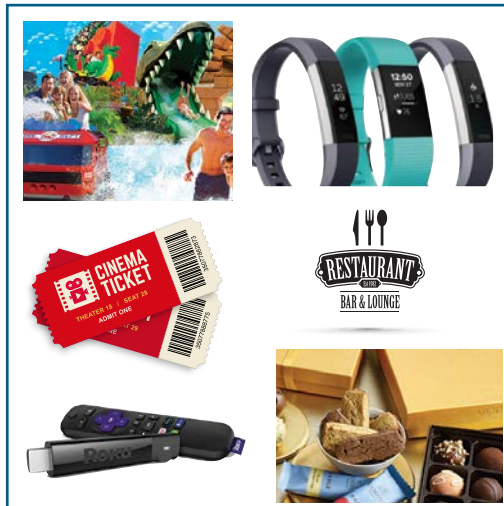
How do I find my chapter/club roster and export it to Excel?

Activities coordinators: Click the "Activity Management" dropdown on imakeanimpact.org. Select your chapter, then click "Roster." To export to Excel, highlight the titles and all members in the roster. Right-click and copy the information, then paste it into a new Excel spreadsheet. You may also double-click on the "LAST NAME" title to list members in alphabetical order.

Youth club leaders: Click the "Reporting" dropdown on imakeanimpact.org. Select "Youth Service Club Rosters." Once your roster generates, click the "Save" icon and choose your preferred file format to export the list (Excel, Word, PDF, etc.).

Once I submit my report, how long will it take for the reimbursement to be paid?

Reimbursements are paid within approximately two weeks of submitting a report. If your chapter account is too low to schedule your next activity or your youth service club needs to reimburse an out-of-pocket project expense, contact Fraternal.



Share this great benefit

Fun in the sun with PerkSpot

With spring (finally!) here, it feels like the possibilities for fun are endless. Want to go out for dinner? Check out a movie? Take a short trip?

Want to save money while you're at it?

PerkSpot, a fraternal benefit for members, offers discounts for hotels, electronics, restaurants, airfare, movie tickets, groceries and more. And searching for deals is easy on your smartphone, tablet or PC.

Visit member.modernwoodmen.org > Benefits > PerkSpot to get started.

MODERN WOODMEN **IMPACT!** **MAKER!**

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Your activities *matter*.

meet fraternal leader **HANNAH HYATT**

"Being a part of the youth service club is one of the most rewarding things I've ever done."

City: Marion, Illinois

Occupation: Homemaker and homeschool mom

Family: Husband Jacob, daughters Alyssa, Natalie and Victoria

What's your favorite fraternal memory?

We assembled care kits for the local VA hospital last fall. I'm grateful for all veterans, but being able to work with this particular facility was meaningful because my grandfather, a Vietnam Navy veteran, received care there before he passed away 15 years ago.

What was your most successful event?

One of our most fun and well-attended educational events was a painting class. The kids had a great time learning about perspective, mixing colors and creating artwork that showed their unique personalities.

What inspires your activity planning?

For service projects, I like to look for small, local organizations that work with a specific demographic to meet a specific need. They're personally invested in meeting their clients' needs and greatly appreciate the donations and volunteering we provide.

What's your biggest challenge?

Finding a day and time that works for the majority of club members. When working with a large number of people, scheduling can be difficult! Most of our service projects are donation drives because people can give me items at their convenience.

What's your favorite movie?

I never get tired of watching "The Sound of Music."

What do you do in your free time?

Spend time with my family, read (historical nonfiction is my favorite genre), and learn new things.

What's your personal motto?

Treat others the way you want to be treated.

What would people be most surprised to learn about you?

I lived in the Amazon region of Brazil for seven years as a child/teenager. My experiences there have impacted my perspective in a lot of areas.





HOW-TO GUIDE:

Stock the pantry for local kids

Youth service club leader Hannah Hyatt learned about a local organization called Gum Drops through a friend.

about how and where to drop off donations, and Hannah's contact information for further questions.

"Gum Drops provides weekend packages of food to at-risk children in Southern Illinois," explains Hannah. "After doing some research about their mission online, I felt it was a good fit for our club."

Club members who were available during the donation drop-off got a tour of the Gum Drops storage and packing facility. This gave the kids a firsthand view of the operation, which helped bring the project to life.

Hannah began by getting the project approved, then contacted the Gum Drops staff to ask about donation opportunities. They agreed to donate shelf-stable food to help stock their pantry.

"One project can lead to another," Hannah says. "In the future, I'd like our club to help assemble the food packages."

"Their needs change constantly, so a little research helps us do the most good."

Hannah has other ideas for next time, too: She wants to provide a more targeted impact by narrowing the donation requests to 2-3 specific items.

Setting the stage

She kept her members in the loop by sharing details on her youth club's Facebook group – including a list of requested items, details

Eye-opening impact

This project was a great pick for Hannah's youth club because it reached young folks like them. Gum Drops helps more than 1,400 children each week.

.....

From top: Youth club members get creative at a painting class; a young member delivers a donation to the JC Manna Mission food pantry; young members enjoy a hayride at Bandy's Pumpkin Patch; youth club members assemble care packages for veterans at a local VA center.

"It opened my eyes to an overlooked need in our community," explains Hannah. "And it made me really grateful for the people at Gum Drops, who work so hard to help these children."

Service projects

HAGERSTOWN, MARYLAND

Chapter 15456

Chapter members gathered over 50 volunteers to fill 600 bags for homeless students in their county.



GADSDEN, ALABAMA

Youth service club 13860-1T

The young members prepared cake mixes with homemade icing to donate to three local soup kitchens. They used the activity to learn how to prep for baking and clean up afterward.



SUMMERVILLE, SOUTH CAROLINA

Chapter 5115

Members primed and painted the interior of a new entrepreneurship center for low-income high school students. The students can sell goods at the center to raise money for college.

Social activities



ROWLEY, MASSACHUSETTS

Summit chapter 18188

The Summit chapter gathered at a nursing home for a pie sampling. Residents with limited mobility socialized and shared stories with members.



EL CAJON, CALIFORNIA

Chapter 16975

Members geared up for the new year by preparing vision boards. They used scissors and magazines to develop resolutions – and shared snacks for extra fun.

CHESANING, MICHIGAN

Chapter 783

Chapter members enjoyed a “polar express” ride on a steam-engine train to Ashley, Michigan.

Educational activities



OTTUMWA, IOWA

Youth service club 6112-1

Young members learned how to make pasta with ingredients most people already have in their kitchens: eggs, flour and milk.



EASLEY, SOUTH CAROLINA
Chapter 12135

The chapter enjoyed a scenic pontoon-boat tour through the waterfalls of Lake Jocassee in upstate South Carolina.



COOPERSVILLE, MICHIGAN
Youth service club 12051-1

Kids in the youth service club painted ceramic mugs, then used a kiln to finish their items. They were treated to a special lunch after the activity.

Hometown Hero events

HERBER CITY, UTAH
Chapter 10649

The chapter honored a group of adaptive dance mentors, led by Alison Russell, who teach dance classes for children with special needs. After enjoying a performance by the children, members from the chapter, community and media honored the mentors.



MILWAUKEE, WISCONSIN
Chapter 10136

The chapter arranged a presentation from Detective Chris Ederesing and his K-9 officer, Detective Dan, for 175 grade-school students. During the presentation, the two were recognized for their work in the High-Intensity Drug Trafficking Area (HIDTA) program.



STARKVILLE, MISSISSIPPI
Chapter 16091

Chapter members honored Detective Bill Lott, whose work led to an arrest in a decades-old murder case, offering closure and justice for the families affected. Tears were shed as Detective Lott was surprised with the award at a city aldermen meeting.

Matching Fund events

STARKVILLE, MISSISSIPPI
Chapter 15969

The chapter coordinated a trivia night fundraiser for local teachers. The entry fee was matched by Modern Woodmen, and chapter members made and served a free dinner for the players. The teachers in attendance introduced themselves and thanked everyone for their contribution.



DAYTON, OHIO
Chapter 3347

Members planned a volleyball tournament and auction in memory of a soldier who lost his life. The event made a lasting impact on his family and the community.



APTOS, CALIFORNIA
Chapter 7777

Members coordinated a community barbecue and auction for the San Jose Firefighters Burn Foundation. The event was inspired by another chapter's Hometown Hero event for a local firefighter, where the honoree's family and fellow officers matched Modern Woodmen's donation to the foundation.

do it DIFFERENT

Take it outside

Get involved with nature this spring

A nature hike doesn't have to be just a walk through a park (although that could be fun, too!). Use the ideas below to spice up your spring activities and engage more members.

Try a guided hike

Research groups in your area that offer guided nature hikes, or find your own trail guide volunteers. Teach members about the area they're exploring, including the plant and animal life, to make it an educational activity. Or turn it into a scavenger hunt (National Scavenger Hunt Day is May 24!) by challenging members to find specific plants and animals during the hike.

Clean up a trail

Do your local trails need tidying up? If you know of an organization responsible for cleaning trails, ask them about volunteer opportunities. You can also contact the city to learn about a certain park or nature trail. You and your members will get exercise while helping the environment and community!

Explore geocaching

To bring members together and enjoy the outdoors in a fun way, try geocaching! Geocaching is a worldwide scavenger hunt where you use GPS coordinates to locate geocaches (containers hidden at specific locations). Download the Geocaching® app on a GPS-enabled device for a walkthrough of your first few geocaches. Plan ahead by searching for trails near you and gathering materials for members to use.

Offer hikes for different levels

Do you find it hard to plan activities that target different interests? Try offering two options to members. For a hike, one group could walk a shorter, simpler trail while the



Hikes and other nature activities can work as educational, service or social events.

second group holds a brisker pace or tackles a longer, more complex trail. Fitness levels vary, so this can help you reach a larger number of members. Bonus points: enlist tour guides or volunteers who know the trails to lead the groups.



Fraternalism is ...

How do you measure success?

Circle 3-5 words from the list below that most strongly define fraternalism in your eyes. Use those words to help guide and inspire your chapter or youth club!

Community

Family

Kindness

Integrity

Dedication

Excitement

Giving

Patience

Motivation

Creativity

Responsibility

Learning

Empathy

Mindfulness

Growth

Circle
3-5!



Get answers – and sign up for an event near you!

What are Impact Institutes?

Looking for a fun, interactive conference for fraternal leaders – with plenty of opportunities to exchange ideas? Modern Woodmen’s Impact Institutes are it!

Impact Institutes kicked off last year with three locations (Omaha, Chicago and Minneapolis). They were a big hit, so let’s keep the ball rolling!

Four Impact Institutes are scheduled for 2019:

- Dallas (March 15-16)
- New Orleans (June 7-8)
- Gatlinburg (Sept. 13-14)
- Phoenix (Sept. 27-28)

Who’s invited?

The Fraternal Department selects activities coordinators and youth club leaders in regions near each Impact Institute location. Also invited: field representatives who are membership coordinators or sponsoring agents, regional directors, and administrative assistants.

The goal is to reach all regions every 3-4 years.

What can I expect?

At your Impact Institute, you will:

- Network with other fraternal leaders in your region.
- Meet home office staff.
- Find tactics and resources to take your activities to the next level.
- Learn how to add memorable moments to activities.
- Develop out-of-the-box ideas with brainstorming sessions and activities.
- Have fun!

What do people think so far?

Gretchen Parks, Wisconsin: If you get invited, reschedule everything and GO! It’s a fast-paced, speed-learning event to help you grow member engagement in your chapters, Summit chapters and youth service clubs. I’ve been involved with fraternal groups for over 10 years, and I’m over the moon with the new ideas to engage members.

Nicole Janas, Minnesota: An amazing opportunity!

Vickie Bruns Stellinga, Iowa: It was a great time with lots of super ideas!

Katrine Hale, Indiana: I haven’t been around long enough to have a premier chapter, but after going to the Impact Institute, I learned about the premier planning checklist. I’ve already started using it and planning my 2019 events!

Chris Multhauf Smith, Wisconsin: Awesome time. Met new people and got lots of great, new ideas!

Melana Kae Bucher, Indiana: So many great ideas and inspiration to take home with us. It was fantastic!

Amey Marie Elkins-Little, Michigan: Great, fun-packed event that opens your mind to new ideas and activities.

What’s on the Impact Institute schedule? Networking, learning and having fun! Just ask those who attended Impact Institute Chicago last October.



And the winner is ...

Fun with prizes

Wondering how you can engage members with prizes and incentives? Read on!

Before the event

Plan ahead, spread awareness and build interest.

- If you have a sponsoring agent or field representative associated with your chapter or youth club, ask him/her to mention the upcoming activity when talking to members.
- Plan a giveaway – and let members know about it.
- Be detailed on your postcard invitation and in your closed Facebook group.
- As the event approaches, share trivia questions and reminders on your closed Facebook group. This will increase excitement and help keep the event top-of-mind.

At the event

Entice members and their guests with door prizes and giveaways.

- Bring blank cards to serve as “tickets” for a prize drawing. For an entry, ask attendees to share their contact information, at

The Modern Woodmen Fraternal Leaders closed Facebook group turned 2 years old in February!

To celebrate, the Fraternal Department had a giveaway. Leaders were asked to share then-and-now photos of their chapter/youth club activities. In March, three winners were randomly selected to win a Modern Woodmen T-shirt, hat and tumbler. (Congratulations to Nadia Serdiuk, Gene Edelen and Karen Holloman!)

Steal this idea: Offer a giveaway in your closed Facebook group!

least one suggestion for a future activity, and days and times that work for them.

- Offer incentives. For example, new attendees can get an extra door-prize entry or a special gift. Or members who bring a guest or donation can receive an extra door-prize entry.
- Offer a giveaway, gift or free event admission for members with birthdays the same month as the event. Make it a monthly tradition, and keep the prize reasonable so you can promise a similar gift each time.
- Bring or make a game for your event. Winner(s) earn the door prize.
- Have a photo contest. Ask members to post pictures to your closed Facebook group during the event. This has a few perks: one, it keeps members engaged during the event; two, it gives you event photos to share; and three, it encourages people to join your group. Provide a short handout with the photo contest instructions and how to find your closed Facebook group.

After the event

Get feedback and encourage members to attend the next event.

- Post photos from the event in your closed Facebook group and tag members. Share a brief but detailed recap of the event.
- Ask attendees for feedback. Host a giveaway for those who comment, and select a winner at random.
- Encourage members to share suggestions for upcoming events. Offer a prize for the idea with the most likes.
- Post details about upcoming events and invite members. (Then repeat the tips from *Before the event!*)



Your prize ideas

How have you been creative with postcards, door prizes and giveaways?

Sandy Madden, Iowa

I offer door prizes that are awarded based on how often members attend.

Maxine Floyd, Alabama

I take a box of candy or cookies to my event and draw a number for a prize. It's always fun to see who wins.

Alisa McChristian, Texas

This year, for non-free events, I put a riddle on the postcard. If you get the riddle right, you get a free meal or free entry that night. I know regular attendees will love it; I'm hoping it will draw new attendees, too!



Engage online! Join the closed group "Modern Woodmen Fraternal Leaders" on Facebook. Exchange ideas, ask questions, get tips and more!



Spring and summer activity ideas

May 1: May Day – step by step

Project type: Educational, service or social

Celebrate spring with a May Day event! You and your members can learn about the holiday, create a craft or package goodies, and deliver gifts to anyone who needs a smile.

Step 1: Choose recipients.

Everyone loves unexpected gifts, so plan in advance to make sure you have enough to go around. Contact a local nursing home, homeless shelter or other organization to find out a) how many gifts you need, and b) whether you can deliver them directly to residents. The baskets can be especially impactful for those who don't get a lot of visitors.

Step 2: Choose baskets.

Traditionally, May Day baskets are paper cones filled with wildflowers, but they've evolved in a variety of ways. Now, the "basket" could be almost anything: paper plates or bags, tin cans, plastic vases or cups. Use some creativity to decorate it, add a handle, and include a "Happy May Day!" note.

Step 3: Choose goodies.

Baskets are often filled with flowers or candy, but feel free to think outside the box. Try flower seeds, paper flowers, cake pops or other homemade goodies, trinkets, tea bags, coffee beans, tissues, puzzle books, or anything else your recipients might enjoy.

Step 4: Pay it forward.

Once you've learned about May Day and created your baskets, add a note that explains the history of May Day. Depending on who your recipients are, you can encourage them to carry on the tradition by delivering small gifts to others who could use a smile.



July 28: National Parents' Day – activity ideas

Project type: Service or social

Homemade crafts, gifts and quality family time are always welcome ... but one thing parents especially appreciate is a break. For this year's National Parents' Day, try something different.

Idea 1: Babysitting for the community

Lisa Bate and youth service club 17430-3 planned a service project where they babysat at a local homeless shelter to give parents some time to themselves. Steal this idea by contacting local shelters or other organizations that might benefit from a "parents' night out."

Idea 2: Babysitting for members

Plan an activity for adult members and arrange volunteer babysitters for the parents attending. Members can volunteer to babysit, or you could partner with a local youth service club or Summit chapter for volunteers.

Find a central, public location for parents to drop off their children with the babysitters. Cost-friendly and safe options include a local school gymnasium, community center or park.

Share all the details with parents so they're comfortable with the arrangement. Plan ahead to determine how many babysitters you will need, and prepare games and activities for the babysitters and children.

Not a chapter activities coordinator? Partner with a local chapter to plan this event and ask your members to volunteer as babysitters to allow parents to attend the adults-only chapter activity. You can work with your sponsoring agent or regional office to find a local chapter to work with.



make it **YOURS**



Paying it forward

Why giving back matters

*“Never believe that a few caring people can’t change the world.
For, indeed, that’s all who ever have.” – Margaret Mead*

You’re a fraternal leader because you have a giving heart. When you plan fraternal activities with your chapter or youth club, you prove that.

No matter which activity you’re planning next – hands-on volunteering, learning about an interesting topic, honoring heroes in your town – you’re brightening someone’s day. You’re strengthening your community. And you’re paying it forward,

inspiring your members to go out and do good, too.

It’s powerful to remember the impact a small group can have – on those in need, on the community and on each other.

The next time you meet with your chapter or youth club, share a recap of the good they’ve done so far this year, and of the good that’s yet to come. Remind them why their contribution matters.

Why is it important to give back? Use the space below to write your thoughts.
