

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

# Impact

M A G A Z I N E

SPRING 2021

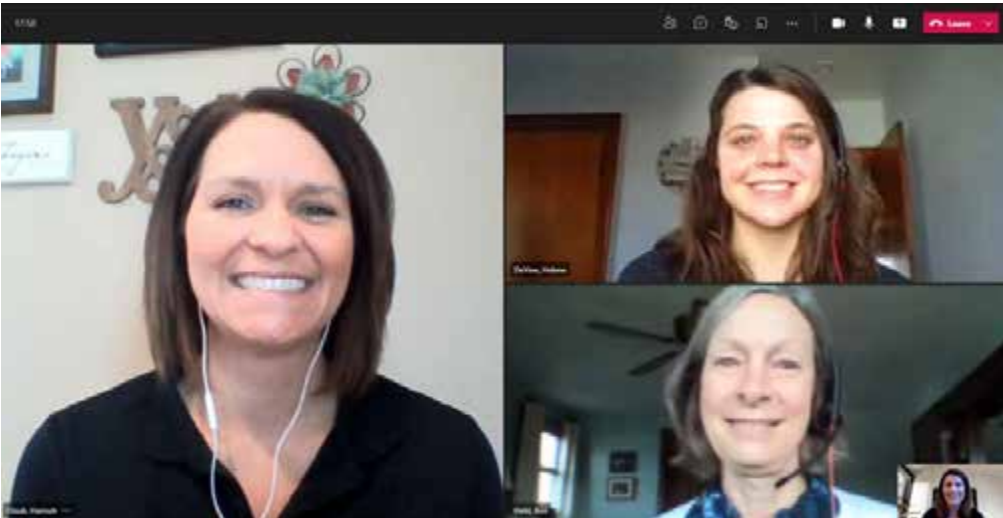
## GIVE SOME LOVE TO EDUCATORS IN MAY



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in unusual times p. 7

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for summer p. 9

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



Hannah and the rest of the Fraternal Training & Innovations team have found new ways to connect with each other over the past year.

## Keep connecting

Over the last year, we've learned how important it is to stay connected – to family, to friends, to members and even to each other. After all, that's how we do what we do. We connect to members and the community to make an impact and improve lives.

The way we stay connected is changing, though, and has forced us to change with it.

- So many of us have learned about **Zoom and Facebook tools** to help keep us connected virtually.
- **Drop-off and drive-thru events** have helped us connect while staying socially distant.
- The new attendance tool – **Fraternal Connect** (coming soon!) – will help us better connect with members moving forward.

This issue also shares how you can connect with members and the community through the **May 2021 derful event** and through the help of various **new supplies and resources** available to you on the Training Materials site.

Be sure to stay connected with us (and other leaders) through the **Modern Woodmen Fraternal Leaders Facebook group!** We post weekly updates, activity ideas, and other tips to help you as you plan and host events. We also try to stay connected to you through monthly email updates, so be sure we have your correct email address and that you check your inbox regularly.

Although we may be apart, we're still in this together. We're still here to support you and all the good you do for members and the community.

Hannah Glaub, innovations specialist

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### 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



Modern Woodmen  
fraternal leaders (group)



@ModernWoodmen



@ModernWoodmen



@ModernWoodmen1883

800-322-9805

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

# Get to know ... Britney Holst

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

I help make sure the Make An Impact® system runs smoothly. It's fascinating to see how the system works and what has to happen to fix any issues.

**Share a little-known fact about yourself.**

I'm crazy good at winning prizes from claw machines.

**What's something that's touched your heart recently?**

I spoke with a member who shared how one of our benefits helped her in more ways than we could possibly understand. She cried, I cried. I'll never forget it.

**What's the best activity idea you've heard recently?**

I've enjoyed seeing how leaders have been so creative with virtual events. My favorite idea: virtual game nights.

**How are you making 2021 wonderful?**

I'm starting to pursue personal interests and looking for the positive in everything!



Britney and her husband, Greg, are excited for baseball season.



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Make it 2021derful for educators.

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# MAKE YOUR NEXT SERVICE PROJECT

## 2021 DERFUL

*Give appreciation to school staff in May*

School has been anything but normal over the past year. Show some love to educators who've shown great care, flexibility and ingenuity.

**When?** Anytime throughout May.

**What?** Ask members to help deliver treats, thank-you cards and smiles during a drive-thru appreciation event for educators in your community.

### How?

#### Request it!

1. Identify school(s) you wish to appreciate and determine a date and location for your event.
2. Complete the request form at least seven days before the event.
  - **Name of event:** Drive-thru school staff appreciation.
  - **Recipient category:** Special campaign.
  - **Recipient name:** Enter the name of the school(s) or school district.
  - **Location:** Choose an outdoor location that will allow school staff to drive through and pick up items.
  - **Information for Operations team:** Share details about how your event meets the limited-contact guidelines for service projects.
  - **Supplies area:** This is where you can order a branded thank-you banner (see design on Page 5).

3. Use the fillable postcard (found on the Training Materials site) or laser printer postcards (available to order on the Supplies order form). Request RSVPs from members. *Suggested message:* Due to COVID-19, space is limited. Contact me at [phone] or [email] to volunteer to help before or during the event.
4. Mail the postcards to members.

#### Host it!

- **Assign tasks** to members who RSVP. (Follow limited-contact guidelines, such as assigning shifts to member households participating in person.) Possible tasks include buying items for goody bags, assembling bags, making thank-you cards, setting up, distributing bags, cheering and cleaning up.
- **Use the thank-you banner** and other supplies to decorate the event location.
- **Hold the event.** Your volunteer cheer squads should remain in their cars while cheering on school staff as they drive through and pick up their goody bags.
- **Share photos on social media** (and encourage school staff and volunteers to do so, too). You can also take advantage of the media release and social media posts found in the 2021derful toolkit.

#### Report it!

- Use your RSVPs to track attendance. Add this information to the electronic attendance-tracking tool. Or upload a copy of your RSVP tracking sheet in the sign-in sheet area.
- Include the cost of the banner and any other expenses incurred in the report's cost area. Attach receipts or a note in the receipt area. Youth clubs should include the banner cost in the total cost of the event.

#### Win it!

- Submit your report no later than 30 days after your event to be entered into a drawing for a \$500 travel gift card! (Three winners will be drawn in August.)







## Who will you appreciate?

May is a month traditionally set aside to celebrate educators of all kinds. You can make 2021derful for all of these groups of people!

- School Principals' Day – May 1.
- National Teacher Appreciation Day – May 4.
- School Lunch Hero Day – May 7.
- Mother's Day – May 9. *Remember, a lot of moms (and dads) have put in extra work as parent and teacher over the last year.*
- National School Nurse Day – May 12.

## ORDER YOUR BANNER!



**Display a banner at your event to add to the festivity. You can order these branded thank-you banners in the Supplies area of your activity request form.**

## LEARN MORE

Check out the 2021 derful toolkit on the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org) for complete details and resources.

May is just around the corner. Need a little inspiration for your 2021derful school staff appreciation service project? We caught up with leaders **Yvonne Wade** and **Willie Moffett** while they were in the early planning stages last month.

## Yvonne's plan

Summit chapter 18159  
Farmington, Missouri

### Describe your project.

*Yvonne:* We'll make and pass out appreciation bags to area teachers. Plans are still in progress, but some filler ideas I've had for the bags include snacks, travel-sized hand sanitizer, something small from Oriental Trading, and Modern Woodmen thank-you stickers and pens [available through Modern Woodmen representatives, not through imakeanimpact.org].

### Where will you hold your event?

*Yvonne:* I got permission to hold the event outside the local high school in the teachers' parking lot. This is better for social distancing, and it allows us to catch all the teachers as they leave.

I contacted someone in the principal's office, so I can get a head count closer to the event. We want it to be a surprise for the teachers, but also want to make sure we have enough bags for everyone.

### How will members participate?

*Yvonne:* Due to COVID and limited space with social distancing, I'm asking members to contact me, so I can schedule volunteers. Donations will be dropped off at the regional Modern Woodmen office. Some members will be making the appreciation bags and others passing them out.

### Why did you decide to plan this project?

*Yvonne:* There are so many professions that need to be honored as essential workers. Teachers are definitely at the head of the list. They've been adapting to make sure our children don't fall behind during the pandemic, and so they get the interaction they need to thrive. This is a great way to say thank you!



## Willie's plan

Club 12293-1  
Antioch, California

### Describe your project.

*Willie:* Teachers will display their school IDs in their car windows. They'll drive through – seeing our signs of appreciation, balloons, decorations, etc. – pick up a goody bag and drive out. For the bags, we're thinking Starbucks and/or Subway gift cards, along with thank-you cards and mini hand sanitizer.

I reached out to the school to find out how many staff members they have and who could be my point of contact to help disseminate information about the event.

### Where will you hold your event?

*Willie:* At the local youth center parking lot. If it were held at the school, a staff member would have to work to ensure gates were opened/closed, etc. I wanted to make sure the staff were truly being appreciated.

### How will members participate?

*Willie:* Members will assist with making thank-you cards, appreciation posters and decorations/balloons. They will also help collect items to fill goody bags and assemble them so they're ready for the event.

### What's your best tip for other leaders?

*Willie:* I think the most important part is to ask for ideas and plan in advance. Let everyone know what the plan is, tell them what you need help with, and ask them how they would like to assist. When people know the plan and how they can help, normally they're more than willing to do what's needed ... and then some.

# TRACKING ATTENDANCE

## in unusual times

Tracking attendance for no-contact and limited-contact events can be tricky. Members are performing service projects from their own homes, dropping off items at designated locations, and grabbing food through restaurant drive-thrus. How do you make sure you're capturing attendance accurately?

**Keep track of calls and emails.** When members call to volunteer for an event or share their plans for getting involved, record their names.

**Ask members to send a text or email** when their family completes a service-at-home project. They could include a photo for you to share in the chapter/club closed Facebook group.

**Require members to bring the postcard invitation** as their admission ticket when ordering for restaurant takeout or drive-thru events. Ask the restaurant to collect the invitations. It not only identifies who should receive the discount, but it also

helps track attendance. Other ideas used by leaders:

- Use the admission tickets (F-1358 and F-1359) available in the Supplies area of [imakeanimpact.org](http://imakeanimpact.org) (rather than the postcard invitation) as the ticket to the event.
- Ask for RSVPs and send coupons or gift cards for members to use. (We recommend limiting the number of coupons/gift cards per member.)
- Use the postcard to share a password that members give when ordering. Ask the restaurant to keep track of those who use it.

**Ask members to introduce themselves** during virtual events and share how long they've been Modern Woodmen members. Write down the names of each member on the call.

**Take advantage of the electronic attendance tool** available in [imakeanimpact.org](http://imakeanimpact.org) rather than using a sign-in sheet to record member names. The information is automatically added to the activity report. No need to upload sign-in sheets.

## Under construction: Fraternal Connect!

A new and improved way to check in attendees at fraternal events is coming soon. Fraternal Connect will be the first mobile app created just for Modern Woodmen fraternal leaders. The free application for smartphones and tablets helps you track attendance in a more convenient, reliable way.

This new tool:

- Is easy to use.
- Allows you to check in entire member households at one time.
- Pre-populates guests who previously attended an event.
- Helps you analyze who's attending events.
- Helps you report attendance accurately.
- Is easily accessible in a web browser if you prefer that option.

Once released, Fraternal Connect will replace the current electronic attendance tool. Make using the tool a habit and use it for all your fraternal events!





# In case you missed it

Highlights from the Modern Woodmen Fraternal Leaders closed Facebook group

Pictures of yard signs flooded the Facebook page throughout March. Thanks so much for making 2021derful for essential workers!



## How do you keep your receipts organized?

There are many right ways. Here are just a few suggestions leaders shared on Facebook.

- Put the receipts and a note listing event details in an envelope labeled with the chapter/club number.
- Take a picture of the receipt on your phone, and email it to yourself. List the activity, date and chapter/club number in the email.
- Send in your report as quickly as possible to avoid losing receipts. Discard the receipt once you upload it to the system.
- Put a dedicated wallet in your purse/bag specifically for chapter/club receipts.
- Use a coupon holder to organize receipts.
- Keep receipts in a clearly marked bank bag, along with the chapter checkbook, ATM card and any cash you may need for an event.
- Keep your chapter information in a 3-ring binder, and store the receipts in the inside pocket or in zippered pouches.
- Use an app, like Expensify.



**Get connected:**


## Join the group!

More than 1,000 members of the Modern Woodmen family have joined the Modern Woodmen Fraternal Leaders closed Facebook group. Have you? Exchange ideas, ask questions, get tips and more!



# Upcoming holidays

You could plan any of these activities virtually or in person, depending on the guidelines in force at that time



**JUNE 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- **National Running Day – June 2:** Encourage members to participate in a virtual walk or run. Share your experiences in your closed Facebook group.
- **National Doughnut Day – June 4:** Have a drive-thru social activity at your local doughnut shop.
- **National Trails Day – June 5:** Invite members to sign up to help clean local hiking trails. Assign different time slots per family to encourage social distancing.
- **National Go Fishing Day – June 18:** Invite members to learn fishing basics at a virtual educational event.
- **National Selfie Day – June 21:** Did someone say selfie? Have some fun with a selfie contest. Members post their selfies on your closed Facebook group and vote on their favorites. Winner(s) get a special prize.



**JULY 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- **National Postal Worker Day – July 1:** Encourage members to create thank-you baskets for postal workers and delivery drivers. Leave the baskets on porches or by mailboxes with signs inviting workers/drivers to take a snack or beverage as a thank you.
- **All-American Pet Photo Day – July 11:** Have some fun with a pet photo contest. Members could post photos of their pets on your closed Facebook group and vote on their favorites. Give a special prize to the winner(s).
- **Get to Know Your Customers Day – July 15:** Get to know your members with a virtual show and tell or a member survey to better understand their interests. (You could use the new member interest survey. See Page 10.) Enter participants into a drawing for a prize.
- **National Ice Cream Day – July 18:** Host a virtual ice cream (un)social for members.
- **National Drive-Thru Day – July 24:** Invite members to a drive-thru social activity.



**AUGUST 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- **National Disc Golf Day – Aug. 7:** Invite members to learn about disc golf at a virtual educational event.
- **National Book Lovers Day – Aug. 9:** Host a book swap where members share their favorite literature. Ask participating members to wrap a book, write a one-sentence summary on the cover, and drop it off at a specified location. Members can then choose a recommended book based on the summary (and not the cover).
- **National Nonprofit Day – Aug. 17:** Create a wish list for a local nonprofit and ask members to donate items from the list.
- **National Thrift Shop Day – Aug. 17:** Encourage members to donate gently used items for the local Salvation Army or a similar organization.

# From the home office

Resources, reminders and FAQ



## ORDER these supplies

These new items can help make your upcoming events fun, organized and unique to Modern Woodmen. Go to the Order Supplies section of [imakeanimpact.org](http://imakeanimpact.org) to order.

- **Welcome and sign-in tabletop banners:** Welcome your attendees with branded, self-standing tabletop signs (size: 12 by 17 inches, welcome sign design shown above). Each sign features an area where you can customize your chapter/club number and event name using a dry-erase marker. (While we're still under COVID guidelines, you could use these as background props at your virtual event or on a table at pickup/drop-off events.)
- **Event nametags:** Help easily identify your chapter's or club's leader and board members as well as first-time attendees, special speakers and event honorees.
- **Branded giveaway items:** Order these new items for event attendees or add to goody bags for service project recipients – water bottle with sipper, notebook with pen or coloring book with crayons.

## CONNECT with your members

Check out these new resources on [imakeanimpact.org](http://imakeanimpact.org), designed to help you get to know your chapter members.

- **Member infographics:** What's the best way to communicate with members? What would motivate them to attend events? How can you get their attention? The new member infographics help you learn more about the members on your roster based on demographic research.
- **Member interest survey:** Ask members to complete this survey to learn what types of activities they'd like to participate in, organizations they'd like to support and more.
- **Roster guide:** This new guide helps you learn more about your roster and how Microsoft Excel can help you better use information in your roster.

Find these tools under Resources and Materials > Engage Members in the Chapter and Summit Chapter sections of the Training Materials site.



## PLAY virtual games

Host fun virtual events with **templates for trivia contests and scavenger hunts**. Customize these branded PDF and PowerPoint templates with your activity information and present at an upcoming event. You can find them on the COVID-19 page of the Training Materials site.



## BENEFIT SPOTLIGHT:

### Fraternal Aid Fund

House fire. Flood. Storm damage. Medical emergency. When disaster strikes, resources get tight. But that could be a time when life insurance is most crucial.

Modern Woodmen helps members keep their coverage in place through the Fraternal Aid Fund. This member benefit can cover life insurance premiums in times of financial hardship due natural disaster or medical emergency.

Do you or one of your chapter/club families qualify? Talk to your Modern Woodmen representative. Or log on to [member.modernwoodmen.org](http://member.modernwoodmen.org) to learn more and apply.



## FAQ

### Q Where can I find resources to help me earn premier status this year?

**A** The Fraternal Department revised the requirements necessary to achieve premier status in 2021. You can **find the current requirements on [imakeanimpact.org](http://imakeanimpact.org)**. Click on Training Materials, and then select the COVID-19 page. Under the Activities heading, you'll find the 2021 fraternal activity guidelines and premier requirements.

The **2021 premier calendars** are another great resource. Separate calendars are available for chapters, Summit chapters and youth service clubs. Each calendar features an activity idea for each month plus some extra ideas to help keep your members engaged all year. Find them on the COVID-19 page under Resources.

### Q How do I set up a closed Facebook group?

**A** You can now request a closed group online. Simply click the link on the COVID-19 page, complete and submit the form. Review the information regarding the

Facebook closed group process included on the form. It explains what you can expect after you submit your request.



make it | **YOURS**

“Our fingerprints don’t fade from the lives we touch.” – Judy Blume



Who were your favorite teachers – those mentors who truly listened (or truly got you to listen)?

When you think back on your favorite teachers, what lessons do you remember most? How have their fingerprints made an imprint on your life? How have they shaped your path and the way in which you connect to your family, friends and community?

We owe so much to the teachers in our lives – past and present. They deserve our praise. This issue of Impact magazine shares ways your chapter or club can show gratitude to today’s teachers. Consider reaching out to your personal mentors with a quick note, phone call or other gesture. Or brainstorm ways to honor their memories.

You may just leave a few fingerprints of your own in the process.