

try **SOMETHING NEW**



12 ways to start planning for Christmas (in July)

The summer heat is turning your lawn into a tropical rain forest and you're dreaming of a tall, ice-cold glass of sweet lemonade and pulling on your bathing suit for a cool dip in the pool. Shoveling snow from sidewalks, curling up with a mug of hot cocoa and bundling up in your coat and hat are thoughts as far from your mind as ... well, Christmas in July.

It won't be long before winter and the holiday season are here again. That's bad news if you don't like the cold. The good news is that starting early (as any great gift-giver will tell you) is the best way to make your season merry and bright.

Enjoy winter with your chapter, Summit chapter or youth service club. Plan one of these activities now to make the most of the season.

1. Sing carols together at a local nursing home or hospital.
2. Take a Christmas lights tour.
3. Make holiday decorations for a nursing or veterans home.

4. Go on a sleigh ride – or just go sledding – together.
5. Pull on your ice skates, skis (slopes or cross-country) or snow shoes. Take a lesson together, or simply enjoy the recreation.
6. Build snowmen or a snow fort. Play for fun or compete for a small prize.
7. Tour a seasonal attraction, such as a tree or maple syrup farm. Learn to make wreaths, candy or candles.
8. Donate books and/or blankets. Take time to read to nursing home residents or hospitalized kids, then leave the books for them to continue enjoying.
9. Watch a hockey game, holiday play or concert, or have a holiday movie night.
10. Mix up hot cocoa to deliver to police, firefighters or others who serve your community.
11. Hold a clothing drive for warm coats, boots, hats, scarves, mittens and sweaters. Or learn to knit scarves or hats.
12. Bake cookies, pies or cinnamon rolls to donate – or hold a bake sale to help a family in need for the holidays.

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

Impact

M A G A Z I N E

SUMMER 2016

Rope 'em in
for livestock show p.5



4 ways
to pair
good friends
and good fun p.8

Club's garden
keeps growing p.6



Fraternal Department Innovations Coordinator Ann Held and her granddaughter help at Join Hands Day in May 2014. The local Summit chapter and youth service clubs partnered to assemble comfort care kits and kids made cards for disaster victims. The Red Cross also taught kids about water safety.

Ahh, summer ... my favorite time of year! The Quad Cities is buzzing with outdoor activities – art, music, street festivals, fairs, races and an air show. What’s not to like?

Summit chapter members from the home office enjoy summer as much as I do. Last year, they oohed and ahed at fireworks, tapped toes at concerts, cruised on a paddleboat and cheered on the River Bandits baseball team at Modern Woodmen Park. This summer, they’ll picnic together and explore the riverfront – on golf carts.

They’ll also make an impact. Through Community Day donations, they supported the homeless in 2015. This year, they’ll support animal-assistance

organizations. As they see the difference they’re making, their enthusiasm – and attendance – is skyrocketing!

How will your members spend their summer? Consider holding an activity for Be an Everyday Hero (see Page 10). It will inspire members to live the fraternal spirit, as do our everyday heroes.

Have a fun summer – and thank you for making an impact!

Warm wishes,
(signature)

Ann Held

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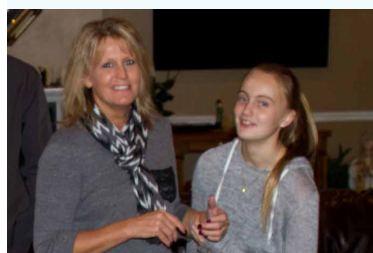
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How’s Make An Impact great for leaders?



“Activities coordinators don’t fill out annual reports anymore, and the rules and requirements are more consistent for chapters, Summit chapters and youth service clubs. Plus, leaders can go online to track activities, reports, finances and premier status progress.”

Find us on:

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Frequently asked questions

Q. What happened to Gold Level, Platinum Level and Merit Club?

A. We replaced these programs with premier status for chapters, Summit chapters and youth service clubs. Here’s what each needs to earn premier status:

Chapters

- 1 Matching Fund
- 1 Hometown Hero
- 1 Educational event
- 3 Service projects
- 3 Social activities

Summit chapters

- 1 Matching Fund
- 1 Hometown Hero
- 1 Educational event
- 1 Service project
- 5 Community days

Youth service clubs

- 1 Matching Fund
- 1 Hometown Hero
- 1 Educational event
- 6 Service projects

For credit toward premier status, hold activities between Jan. 1 and Oct. 31 and submit activity reports on time. Watch your progress at imakeanimpact.org.

Q. What do we receive for reaching premier status?

A. Youth service clubs will receive \$100. The award is based on membership for chapters and Summit chapters: 1-100 members, \$500; 101-400 members, \$1,250; and 401+ members, \$1,500.

Q. How can I change how often I’m paid for activities?

A. Log in at imakeanimpact.org. Click your name in the top right corner and select “Account.” Under “Payment Interval,” choose monthly, quarterly, semiannual or annual payments. Click “update” to save preferences.



Share this new benefit

Do your members know about Make An Impact Scholarships? This fall, Modern Woodmen will introduce a new college scholarship program with more emphasis on community involvement. The new program will support the Make An Impact initiative and reward member students for their volunteer activities. With \$450,000 of new scholarships awarded each year, the program will continue to encourage young members to continue their formal educations beyond high school. To learn more about fraternal benefits, visit member.modernwoodmen.org and click on “Benefits.”



4 Meet fraternal leader Alisa McChristian
Rope ‘em in for a livestock show.

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

8 Do it different
6 steps for effective postcard invitations.

9 Take a trip (or a tip)
Find paradise with the 2017 Summit Chapter Celebration.

10 Be an Everyday Hero
Honor those who protect and serve.

11 Plan ahead
Start filling your calendar with fun.

12 Try something new
Start planning for Christmas in July.

meet fraternal leader **Alisa McChristian**

"I love being involved in members' lives on a personal level, with their schools and their communities."

City: Fort Worth, Texas
Occupation: Administrative Assistant
Family: Husband Devin, and children Zoey, 4, and Logan, 1

Why did you become chapter activities coordinator? When I started with Modern Woodmen, my regional director approached me about getting fraternally involved. I loved the idea and took on a chapter. Now I lead several chapters, two Summit chapters and a youth service club.

What is your most successful event? Every year, a couple chapters come together for a summer kickoff party. We have a band, give away prizes and take \$2.50 off the price of their burger meal. We've had more than 100 people attend.

What inspires you in planning an activity? A lot of ideas come from talking to members. I ask what they want to be involved with and what they want to do next. I've sent out a survey before, but most of the time it's just talking at activities.

What's your biggest challenge? Getting more people to attend fraternal events. I've had some success working with reps to call members a day or two before an event, personally inviting them to join us.

What do you do in your free time? I like family time at the park or just hanging out in our backyard. I also really love my Cricut paper cutting machine.

What's your favorite book? The Outlander series by Diana Gabaldon. It's sort of a historical romance about a lady who travels through time.

Do you have a personal motto? If God brings you to it, he'll bring you through it.

What is your simplest pleasure? Taking a nap. It's phenomenal.

What do you secretly love? Corn. On the cob and in salads, it doesn't matter, I love it in everything.



HOW-TO GUIDE:
Rope 'em in
for a livestock show

Despite living nearby, some young members of Alisa McChristian's chapter – including Alisa's own two children – had never watched the longhorn cattle drive at the stockyards in Fort Worth, Texas. This March, Alisa lassoed members to "watch the herd." Members gathered at the stockyards, a local tourist attraction, to watch genuine cowhands drive a herd of longhorns down Exchange Avenue.

Here's how Alisa organized a successful social and learning activity:

Whoa, easy ... Alisa planned for members to watch the cattle drive on Good Friday as an activity for families with kids off from school. Organizing was easy. Alisa made sure the twice-daily shows were following the regular schedule that day, then ordered postcard invitations and called families with kids.

From top, members of a chapter in Fort Worth, Texas, enjoyed photos and a petting zoo while visiting the stockyards to watch the daily longhorn cattle drives. Activities coordinator Alisa McChristian has planned other horse- and livestock-themed events, including an equestrian care lesson and trail ride for her youth service club and a donkey basketball game as a chapter Matching Fund project.

OK Corral On the day of the activity, Alisa arrived to the stockyards early. She brought a sign and blocked off an area for members to gather. Watching the cattle drive is free, so the chapter paid only \$2 for each child to visit a petting zoo. Members could also take photos with a live Texas longhorn.

Cattle calls About 15 people attended, which Alisa says is good for a metro chapter. Making more phone calls to members and scheduling the event on a Saturday, when more parents are off work, could boost attendance in the future, she says.

Round up Alisa turned one girl's curiosity about longhorns into an activity members enjoyed together. She thinks of activities by asking members for ideas and considering local attractions that members may not take part in alone. Next year, the chapter plans to watch a Blue Angels air show.

Hoofing it In March, Alisa's youth service club learned about equestrian care, including horseshoes and saddles, at a local stable. Older kids enjoyed a trail ride, while younger kids rode horses in an arena. In February, a chapter hosted a donkey basketball game as a Matching Fund project. Players ran the court and shot baskets while riding a donkey.

meet fraternal leader **ALISA McCHRISTIAN**

CHARLESTON, WEST VIRGINIA

Club's garden keeps growing



Michelle LaMaster's youth service club planted more than vegetables in its community garden. Its sewing love for people at local shelters and soup kitchens who will receive the donated produce – and reaping smiles and laughter. The club kicked off planting in April with face-painting, cotton candy and music, and invited members back for a work day (with hot dogs and popsicles) to keep the garden growing.

HOW TO: Draw up a design, supplies list and cost estimate. Contact local businesses to donate supplies, equipment and seeds, and ask your local college's agriculture department to share some gardening know-how with members. (Michelle's club contributed a fraction of the total cost.) Pre-cut lumber for garden boxes to save time and errors.

TRY THIS: Kids placed the garden at the top of a list of service projects for the year. They divided responsibilities, held team meetings and even set up a group text thread to share ideas. Kids' enthusiasm spilled into the community, creating buzz that helped promote the project. Michelle has received calls from people asking how they can help.

NEXT TIME: Michelle hopes the garden will continue to grow each year. In the future, she'd like to partner with local high school science classes, and she'll have an indoor backup plan in case of bad weather.



A youth service club in West Virginia is growing produce to donate to local shelters and soup kitchens. How can you get the community excited and involved in your service project?

LEADERS



A chapter in Utah toured an aquaponics nursery and organic farmer's market owned by a friend of the activities coordinator. Who do you know or where can your members go together that they might not go by themselves?

CLINTON, UTAH

Chapter's tour plants seeds for learning at unusual farm



Some members of Wade Page's chapter didn't know at first they'd be interested in touring an aquaponics nursery. That was before Wade called with a personal invitation and explanation of the process, which uses water and fish to grow organic produce. Members attending the one-hour tour in March – including some first-timers – enjoyed the opportunity to visit and learn about somewhere new and different.

HOW TO: Contact the owner, explain the educational purpose of a tour, and arrange a time and date. Schedule the event and order postcard invitations (see Page 8) at imakeanimpact.org. Personally invite members, especially those with an interest in gardening. Follow up with the owner a few days before the event, and remind members with a short email (Wade collected addresses at previous events) or a post on the chapter's closed Facebook page.

NEXT TIME: Wade will consider ways to make the experience more hands-on for members, such as a service project or planting to take home.

GLENNONVILLE, MISSOURI

Summit chapter lends a hand at community cleanup walk



Steve Kuper's Summit chapter service project felt more like an old-fashioned block party. In April, members participated in the community's annual cleanup walk and bicycle ride. The local chapter and youth service club worked with the Summit chapter to pick up trash in a three-block area. After their hard work, members enjoyed drinks and a snack.

HOW-TO: Simply inform members your chapter will participate in the community-wide event. Designate an area you'll work together to clean up. Steve also notified the city, which blocked traffic access during the cleanup so streets were safer for walkers and bicyclists. Purchase drinks and snacks to enjoy when the work is done (Steve's Summit chapter spent about \$60 for refreshments served after two hours).

NEXT TIME: Members from different generations enjoyed working together. They're looking forward to a cleanup Steve's planning this summer at a local park. Especially if the weather is hot, make sure drinks remain cold.

TRY THIS: Tell the community that your chapter or club plans to help as a group. With positive publicity, Steve says Modern Woodmen is an even bigger part of the community. Use the media release templates found at imakeanimpact.org.



A Missouri Summit chapter joined in the community's annual cleanup walk. How can your chapter or club make an impact by participating in a community-wide event?

Key: Take inspiration from these service projects, social activities and educational events.



A chapter in Idaho honored a Hometown Hero for his work behind the scenes during a community theater performance. Who can you recognize for contributions to an activity your chapter or club can enjoy together?

BURLEY, IDAHO

Hometown Hero takes center stage for work behind scenes



Karla Christiansen's chapter shined a spotlight on a Hometown Hero for his work behind the scenes. In March, the chapter recognized a man who designs sets and manages sound for community theater productions, as well as directing the choir at the local high school. Karla presented him with his Hometown Hero plaque and a small gift on stage before a performance, which members were offered discounted tickets to attend.

HOW TO: Ask the theater directors or production committee for names of people deserving recognition. Order postcard invitations at imakeanimpact.org and use email or your chapter's closed Facebook page to remind members as the event nears. Use existing chapter funds to purchase a small gift for the Hometown Hero recipient and prepare a short presentation speech.

NEXT TIME: Ask about discounts on ticket prices to attend the performance as a group. Karla would have liked to see more members the night of the recognition. Some members may have been dissuaded by the ticket price, despite the chapter's \$3 reimbursement, and other members may have attended performances on other nights. In the future, Karla would have members gather before the performance to sign a card, or possibly donate items for a gift basket.

4 ways to pair good friends and good fun

Good friends and good food – it’s a pairing many Modern Woodmen members eagerly (and regularly) anticipate. Yet, while meals are popular with some members, others want to do more than “just eat.”

Keep the company but mix up the activity. It’s important to engage new members, including millennials. Here are four ideas to pair good friends and good fun.

- 1. Shake paws.** Invite members and their canine companions to a meet-and-greet at a dog park or park that’s dog-friendly. Use chapter funds to buy dog treats. For a service component (required for Summit chapter community days), urge members to donate supplies for a local animal shelter. Ask a representative from the shelter to speak about animal adoptions. You can learn and have fun at the same time!
- 2. Patron the arts.** Offer discounted tickets to a performance by the local children’s theater or attend a community festival together. Meet in a reserved area and offer bottled water or popsicles. If no outside food or beverages are allowed, ask organizers about “festival dollars” for members to use at the event. For a service component, members can make a cash donation to the host organization.
- 3. Compete and eat.** Ask members to vie for the best chili or brisket recipe while the chapter provides side dishes. Or provide the meal while members bake-off for best dessert. Invite other members to judge, and buy a small prize for the winner. For a service component, ask members to donate nonperishable food items for the local pantry.



- 4. Relax and unwind.** Who doesn’t love an evening walk, bike ride or manicure? Enjoy these leisure activities together, using chapter funds to offer beverages or a snack. For a service component, ask members to donate casual or workout clothes for a local shelter.

For more fun social activity ideas, visit the training section at imakeanimpact.org. Review the 101 Event Ideas list, fraternal leader handbook and past issues of Impact.

6 steps for effective postcard invitations

Break through the clouds with a little bit of sunshine. Your chapter’s postcard invitation can be the good news in a mailbox filled with bills, bills and more bills. Be sure members have the information they need so they’ll plan to attend your chapter’s awesome activity.

Follow these tips to make your postcard invitations most effective.

1. Catch attention with the activity title. Invite members to “Join us for lunch,” rather than simply stating “Lunch.”
2. Show different costs using the “Add Cost” button. If cost varies, add multiple prices with the “Add Cost” button under “Cost per attendee.”
3. Provide details under “Additional Information for Invitations.” What does the price cover? Are refreshments provided? Share more about a Hometown Hero or a fact about the event location.
4. Promote an upcoming service project under “Additional Information for Invitations” (postcards aren’t currently available for service projects). Encourage members to “Save the date” and watch for more information.
5. Request an RSVP by phone, email or reply card. Save the “Additional Information for Invitations” for other details.
6. Check and recheck! Preview the postcard at the bottom of the request form and look for spelling errors (you’re responsible to proofread). Verify the date, time, location, phone, and other information.

For more help with postcards, watch the examples video in the training section at imakeanimpact.org.

Take a trip (or a tip)

Find a piece of paradise with the 2017 Summit Chapter Celebration

Life is full of difficult choices. Like, should you soak up the Caribbean sun, rocking gently in the sea waves on a beach mat? Or should you soar 500 feet above Haiti’s emerald waters on a zip line? Should you ride horseback on Jamaica’s white sand beaches – or explore its clear rivers on kayak or guided raft?

Fortunately, this decision is easy. You can do it all during the 2017 Summit Chapter Celebration. The six-day, five-night Royal Caribbean cruise March 6-11 will sail out of Ft. Lauderdale, Florida, with ports of call in Falmouth, Jamaica, and Royal Caribbean’s private destination at Labadee®, Haiti.

Take the trip or take a tip. Whether you’ll join us in the Caribbean or cruise closer to home, here’s how you can find a piece of paradise with your Summit chapter.



Ask your Summit chapter members to cruise with Modern Woodmen.

Relax and unwind

If you go: Take a dip in the sea or lay on the beach. Float down Jamaica’s clear Martha Brae River on a tube, kayak or guided 30-foot bamboo raft. Relax in a private cabana (with attendant!) overlooking the Labadee® beach.

If you stay: Organize a local boat trip or tubing adventure. Visit a spa or get manicures together. Take a yoga lesson, or invite a guest to speak on massage, meditation or other relaxation techniques.

Walk on the wild side

If you go: Climb the giant limestone stairs overlooking Dunn’s River Falls at Falmouth. Explore former sugar plantations and the Chukka Beach shore on horseback. Enjoy windsurfing or ride the waterslide, coaster or world’s longest over-water zip line at Labadee®.

If you stay: Hike or ride bikes on a local trail. Explore a local geological formation, nature preserve or historical site. Take a horseback or rock-climbing lesson. Visit a waterpark or amusement park.

Taste the local flavor

If you go: Sample Falmouth’s more than 300 local jerk recipes, as well as rum cake and coffee. Enjoy open-air dining with a wide selection of barbeque, fruits, vegetables and drinks.

If you stay: Try a new or ethnic restaurant in your community. Take baking or cooking lessons for a specialty food. Enjoy a potluck, picnic or hog roast.

2017 Summit Chapter Celebration

March 6-11

- Summit chapter members and guests invited for a six-day, five-night cruise.
- Sails out of Ft. Lauderdale, Florida. Ports of call at Falmouth, Jamaica, and Labadee®, Haiti.
- Low price of \$540.91/person covers everything, including gratuity. Upgraded ocean-view rooms available starting at an additional \$80 per person.
- \$50 cruise cash for Summit chapter members (only).
- Two special Modern Woodmen events: welcome reception March 6 and breakfast reception March 10 with President Kenny Massey.
- Registration and full payment due by Dec. 9. For reservations, call Brooke Anderson at 312-543-1136 or email banderson@3dcruisepartners.com.

Be an Everyday Hero

Honor those who protect and serve our communities

You don't have to wear a mask and cape – or even fight crime – to be a hero. Real heroes run toward disaster and danger when others run away. They put the safety of others ahead of their own.

Through Sept. 11, Modern Woodmen is honoring the everyday heroes who serve and protect our communities. Our patriotic Be an Everyday Hero campaign recognizes first responders, including paramedics, firefighters and police, as well as active military and veterans.

Be an Everyday Hero also remembers the brave heroes who helped others in the wake of the Sept. 11 terrorist attacks 15 years ago.

Chapters, Summit chapters and youth service clubs can inspire people to live the fraternal spirit and make an impact in their communities through a variety of fraternal activities.



- Turn your Hometown Hero recognition into an “Everyday Hero” activity through Sept. 11. Follow instructions in the training section at imakeanimpact.org.
- Complete a Be an Everyday Hero service project.
- Host a social activity to recognize those who serve or have served (chapters and Summit chapters only.)

An online guide offers dozens of ideas for Be an Everyday Hero activities. Check out the virtual project-in-a-box and other helpful resources in the training materials section at imakeanimpact.org.



11 activities in honor of Sept. 11

Help Modern Woodmen recognize first responders, active military members and veterans with Be an Everyday Hero. This patriotic campaign will run through Sept. 11 and observe the 15th anniversary of the terrorist attacks.

Here are 11 ideas to help you make an impact by organizing a Be an Everyday Hero activity in your area.

1. Assemble personal care kits for deployed military members or veterans.
2. Hold a used clothing drive for homeless veterans.
3. Make paracord bracelets for active military members.
4. Wash emergency response vehicles.
5. Deliver baskets of treats.
6. Help with landscaping at police or fire stations, or a local hospital.
7. Make patriotic décor for a veterans’ hospital.
8. Read and discuss patriotic books with veterans (youth clubs).
9. Host a potluck or ice cream social for heroes (chapters and Summit chapters).
10. Invite a hero to lead the Pledge of Allegiance or hold a moment of silence for those affected by Sept. 11.
11. Meet at a coffee shop to read poetry that honors Sept. 11 sacrifices (chapters and Summit chapters).

Read more about how to plan your Be an Everyday Hero activity in the training materials section at imakeanimpact.org.

Start planning today. Activities must be completed by Sept. 11. Share your success by attaching photos with your activity reports.

THIS QUARTER

JULY

- Wheelchair Beautification Month.** Volunteer to build a wheelchair ramp for a local person in need.
- Social Wellness Month.** Volunteer to talk or play games with nursing home residents or hospitalized kids.
- Blueberry Month.** Organize a bake sale or baking contest with blueberry goodies as a Matching Fund project. (Or try a grill-off in July for National Grilling Month.)
- July 4:** Independence Day. Honor a first responder, active military member or veteran as an Everyday Hero.
 - Hold a chapter board meeting. Review progress toward premier status, and plan activities for the next six months.
 - Visit the training section at imakeanimpact.org for help planning a Be an Everyday Hero project. (See Page 10.)
 - _____
 - Email impact@modern-woodmen.org to share your creative activity.

AUGUST

- Summer Olympic Games 2016.** Gather at a local grille to watch the athletic events.
- Boomers Making a Difference Month.** Gather Summit chapter members for a service project.
- What Will Be Your Legacy Month.** Invite your Modern Woodmen representative or another speaker to make an educational presentation on estate planning.
- Aug. 26:** National Dog Day. Tour a local veterinarian’s office, donate to an area shelter, or hold a dog walk.
 - Visit the training section at imakeanimpact.org to finish planning a Be an Everyday Hero project. (See Page 10.)
 - _____
 - Email impact@modern-woodmen.org to share your creative activity.

SEPTEMBER

- Hunger Action Month.** Start planning a holiday meal-packing and donation event by ordering the Knock Out Hunger Project-in-a-Box.
- International Square Dancing Month.** Hire a square dance instructor and hold a potluck and dance.
- Sept. 23:** Autumn begins. Visit a nursery or orchard, or enjoy a group hike.
 - Hold your Be an Everyday Hero project. (See Page 10.) Share photos with your activity report at imakeanimpact.org.
 - _____
 - Email impact@modern-woodmen.org to share your creative activity.

NEXT QUARTER

OCTOBER

- Family History Month.** Ask a guest to speak about genealogy.
- National Pizza Month.** Ask members to bring their favorite toppings to make homemade pizzas.
- Oct. 4-10:** National Fire Prevention Week/National Newspaper Week. Honor a firefighter or newspaper worker as a Hometown Hero. Or help elderly or disabled residents test and replace batteries on smoke detectors.
- Oct. 24:** Make a Difference Day. Organize a service activity.
- Oct. 31:** Last day to hold activities to count toward premier status. Remember to file the activity report right away.
 - _____
 - _____

NOVEMBER

- Popcorn Poppin’ Month:** Invite members to share their favorite popcorn toppings and watch a movie together.
- Child Safety and Protection Month:** Invite a guest to speak about home accident prevention.
- Nov. 11:** Veterans Day. Visit with veterans, make cards or use a Project-in-a-Box to hold a used clothing drive or assemble personal care kits to donate to veterans in need.
- Nov. 21:** Family Volunteering Day. Volunteer together in a food pantry, or visit a nursing home – or use the Knock Out Hunger Project-in-a-Box to pack meals for people in need.
 - _____
 - _____

DECEMBER

- Read a New Book Month:** Collect new or gently used books (used are new to someone else) to read aloud with nursing home residents or children in need. Leave the books when you leave so they can continue reading.
- Dec. 1:** Deadline for filing activity reports for premier status. (Reports should be filed less than 30 days after an event and no later than Dec. 1.)
- Dec. 4:** Santa’s List Day. Create an angel tree for local children in need and ask members to donate gifts for a child whose name they choose from the tree.
- Dec. 5:** Walt Disney’s birthday. Ask members to dress as a favorite Disney character or plan a movie night.
 - Hold an outdoor winter activity. (See Page 12.)
 - _____
 - _____

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