

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

# Impact

M A G A Z I N E

SUMMER 2017

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**nails it**  
painting fingernails p.6

**6 tips**  
for effective  
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**Members 'like'**  
Facebook groups p.5



**Fraternal Trainer Bill Baker helps at a volleyball clinic organized by Kendal Powell's chapter in Tallahassee, Fla., in March. Read more about the activity in the Modern Woodmen Fraternal Leaders closed Facebook group.**

Modern Woodmen chapter, Summit chapter and youth service club leaders love to share ideas and learn from each other. And that's now easier than ever!


Leaders can now connect through a closed Facebook group – Modern Woodmen Fraternal Leaders. The group already has almost 500 members and is growing rapidly. It's a lot of fun, but you have to join the group to participate.

If you're already a member, thank you for your participation – and keep the ideas flowing! If you have not yet joined the closed group, follow these simple steps:

1. Log on to Facebook and search for "Modern Woodmen Fraternal Leaders."

2. Locate the group and click "Join."
3. Watch for your request to be accepted.
4. Start sharing ideas with leaders across the country, stay up to date on new training materials, communicate with Fraternal Department staff members, ask questions, and more!

I strongly encourage you to join in the fun (check out a few of the comments other leaders are making on Page 10). I guarantee you will

 what you see.

*Bill Baker*

Bill Baker

## Obituary

Former fraternal service representative Tammy Bohland passed away May 4. Tammy came to work at Modern Woodmen in 2007, and she worked until 2016 in the Fraternal Department. We extend our condolences to Tammy's family and friends.



Tammy Bohland

## IMPACT MAGAZINE

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*Which activities do  
you most enjoy  
with your family?*



*"My girls and I have a passion to help others and put in work. We're looking forward to service project activities this summer."*

### Find us on:

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## Frequently asked questions

### Q: Can we still buy T-shirts?

A: Yes. You may use premier status funds to fully or partially cover the costs of T-shirts for your chapter or club. Order T-shirts from a local vendor or decorate plain T-shirts with materials from a craft store. Logos are available in the Training Materials section at [imakeanimpact.org](http://imakeanimpact.org). Please follow Modern Woodmen's branding guidelines (read in Training Materials section).

### Q: How do I find chapter or club rosters?

A: First, log in to [imakeanimpact.org](http://imakeanimpact.org). For chapters and Summit chapters, click the Roster tab on the right end of your dashboard. For youth service clubs, click Reporting from the drop down under Activity Management. Choose "Youth Service Club Roster" and type your club number or zip code into the fields. (Tip: It's easier to sort if you export the data into an Excel spreadsheet.)

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

A: Email your chapter or club number and your personal Facebook profile name to [fraternal@modern-woodmen.org](mailto:fraternal@modern-woodmen.org). The Fraternal Department will send you a friend request (you can unfriend later) in order to create the group with you as administrator. You'll also receive a message with tips to get members to join the new closed group.

Have a question? Email us at [impact@modern-woodmen.org](mailto:impact@modern-woodmen.org).



Share this  
**great benefit**

### Do your members know about Modern Woodmen's Fraternal Aid Fund?

Members who suffer a financial hardship due to an accident, illness, fire or natural disaster (such as flooding, a tornado or a hurricane) may apply to have their life insurance premiums covered for a three-month period. Requests are granted on the basis of financial need and the inability to pay premiums. Ask your Modern Woodmen representative for details and qualification information.



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## meet fraternal leader **Chaz King**

*"Chapter events are super fun and help build relationships with the people who support what Modern Woodmen does."*

**City:** Grand Ledge, Mich.

**Occupation:** Modern Woodmen representative

**Family:** Wife Kourtnei

**Why did you become a chapter leader?** I wanted to help members beyond assisting them with their finances. Through service projects and fundraisers, we give back to the community.

**What's your favorite chapter memory?** My high school wrestling coach has severe diabetes and needed a service dog costing \$22,000. The dog can open the fridge, dial 911 and sense changes in blood sugar. As a Matching Fund project, we sold almost 500 tickets for a comedy, magic and hypnosis show and raised almost \$21,000.

**What inspires your activity choices?** Members here want more than \$2 off a meal. Our big turnouts are when we go somewhere fun where young kids, parents and grandparents can come together. I use our closed Facebook group to ask members what they want to do. My chapter board offers ideas on activities, Hometown Heroes and Matching Fund projects.

**What's your biggest challenge?** We say we're a fraternal benefits society and offer members social, volunteer and learning opportunities. But many members don't understand what that means until they've attended a few activities or see photos on Facebook of us enjoying a baseball game or bowling together.

**What's your favorite book?** Either the Harry Potter books or the Lord of the Rings and Hobbit series. I love the movies, too.

**How do you reward yourself?** My wife and I like to travel. In May, we spent two weeks in Europe visiting the Netherlands, Paris, and Positano, Italy.

**What would people be surprised to learn about you?** I used to be a full-time comedy magician and hypnotist. I toured the U.S., performed in about 15 different countries and did shows in Las Vegas and on cruise trips.







## HOW-TO GUIDE:

# Join Facebook to connect with members

Chaz King couldn't stop buzzing about the bowling activity his Lansing, Michigan, chapter was holding in April. For weeks before, Chaz posted about the event in his chapter's closed Facebook group.

"The closed Facebook group is hands-down the biggest way I communicate with members," Chaz says.

Almost 60 members turned out to bowl and donate a nonperishable food item to the local food pantry. Here's how Chaz used Facebook to promote a successful activity:

### Post often

Members asked Chaz to bowl again as a chapter. Chaz called the bowling alley to discuss possible dates and reserve lanes. Then he turned to Facebook. In four posts, each a week apart, he promoted the event with a raffle and live winner announcement, asked members to "like" his post if they were coming bowling, and reminded them to bring a food donation to the event. He also created a Facebook event to invite members.

### Connect members

As a Modern Woodmen financial representative, Chaz asks new members if he can send them a Facebook request in order to add

them to the chapter's closed group. He explains how the closed group shares information about monthly social and volunteer opportunities and other benefits exclusively for Modern Woodmen members.

Some of Chaz's older members don't have Facebook accounts, "But they're starting to," he says.

### Build community

Chaz posts to Facebook weekly, using photos, video and posts with bright colors or emojis. He avoids posting so often that members will fatigue, but posts often enough for Facebook to place posts high in users' newsfeeds.

He asks members to share positive aspects of being a Modern Woodmen member and encourages them to post to the group. For example, they've shared about discounts using Modern Woodmen's PerkSpot benefit.

"It makes it more of a community," he says.

Chaz still mails postcard invitations through [imakeanimpact.org](http://imakeanimpact.org) and is investigating mass text options. However, he expects Facebook will continue to be his primary connection to members.

"I would encourage anyone who doesn't have a closed Facebook group to get one," he says. "Immediately – and use it!"

**Activities coordinator**  
Chaz King used Facebook to build attendance at his Michigan chapter's bowling activity.

## ANDERSON, SOUTH CAROLINA

### Chapter paints fingernails as hands-on volunteer project



Members of Wanda Watt Morton's chapter nailed it ... with a hands-on volunteer project painting fingernails at a local senior living facility.

Members of all ages donated supplies at a social activity before donating their time last May to volunteer with seniors.

**HOW TO:** Kids in Wanda's clubs enjoyed the activity so much she decided to try it with her chapter. First, she called the living facility to coordinate a time for the service project. At a social event before the volunteer activity, she asked members to donate new manicure supplies and to sign up to paint nails. A week before the event, she made reminder calls to members and purchased snacks for volunteers and senior participants.

**WHAT WORKED:** Wanda called members with teen and tween daughters who might enjoy the event and benefit from volunteering. Mothers enjoyed volunteering with their daughters and watching their children understand the joy of giving back.

**NEXT TIME:** Wanda would allow more time for painting nails.

**YOUR TOWN:** Contact a senior or nursing facility in your town. This activity is easy to replicate and makes a big impact with little cost or time invested.



**A chapter in South Carolina donated supplies and volunteered to paint fingernails at a local senior living facility. How can your chapter make an impact by donating time?**



**Members of a Summit chapter in Ohio were instructed on basic self-defense tactics, including how to use canes several members rely on to walk. What skills relevant to your membership demographics can your chapter or club learn together?**

## NEWARK, OHIO

### Members learn to use canes for self-defense



No karate kicks or fancy moves. Activities Coordinator Al Hyslip, a third-degree black belt, saw an opportunity to help members of his Summit chapter protect themselves. At an educational event in April, instructors from a martial arts academy helped members who rely on a cane to walk to learn how to use it for self-defense.

**HOW TO:** Other groups in Al's area teach adults in great physical shape to carry a cane and use it as a weapon if attacked. Some members in Al's chapter, however, need canes to get around. He was inspired to share basic self-defense tactics for people with a disability. He went online to book a free room at the local library for the activity. The chapter made a small donation to the academy for teaching the course. Remaining funds purchased refreshments for members. Al says two members enjoyed the activity so much that they are continuing private training in self-defense.

**YOUR TOWN:** Ask local martial arts academies or clubs in your area if they teach cane defense or other self-defense classes appropriate for your chapter's membership demographic. Consider how other hobbies or skills you enjoy might be shared with members.



**Key: Borrow or put your own twist on these service projects, social activities and educational events.**



## MOSHEIM, TENNESSEE

### Kids fill backpacks for child advocacy center



Assembling care packages is a favorite activity for kids in Jennifer Ottinger's youth service club. In January, they made it even more fun by adding some of their favorite things – stuffed animals, candy, toys and puzzles – when stuffing drawstring backpacks for the area child advocacy center.

**HOW TO:** Jennifer was inspired when her son's friend asked for paint supplies to be donated to the advocacy center in lieu of receiving a birthday gift. Jennifer sent a text to members a month before the event asking for donations. She asked members to share a gently used item they once loved in order to brighten another child's day. Jennifer ordered 30 backpacks online and purchased other supplies, including soap, toothbrushes, toothpaste, shampoo and conditioner at the local Dollar Tree.

**WHAT WORKED:** Jennifer gathered the items and split them into categories, such as soap or coloring books. Members picked a bag and filled it with one item from every pile, and then some candy, a toy or a stuffed animal to make it special.

**NEXT TIME:** Jennifer wants members to help deliver the items to the advocacy center to experience staff's appreciation and hear how the donation will help children.



**Kids in a youth service club in Tennessee stuffed drawstring backpacks with stuffed animals, toys, candy and puzzles, as well as personal care items, for an area child advocacy center. How can your chapter or club help local people through care-package donations?**



**A youth service club in South Dakota donated school supplies toward a community event that helps families in need with back-to-school shopping. How can your chapter or club contribute to events making an impact in your community?**

## HURON, SOUTH DAKOTA

### Club helps kids in need shop for school supplies



Kids in Lisa Kimmet Tschetter's youth service club helped ensure back-to-school shopping stirs only anticipation for the coming year, rather than anxiety, for families unable to

purchase supplies for their children. Last June, they contributed to a shopping-like community event that helps more than 400 area children fill their backpacks with donated supplies.

**HOW TO:** Lisa's club had donated smaller amounts of school supplies in the past, but saw the event (hosted by area churches) as an opportunity to make an even greater impact. Each member of Lisa's club helped fill a donated backpack with supplies they had shopped for together. They also donated a few other gently used bags and a box of notebooks.

**WHAT WORKED:** Lisa made a shopping list using supply lists from several area schools and carried a calculator to keep spending in check. She sent texts to invite members to the activity and promoted it on the club's closed Facebook page. She shopped with members on two different days to accommodate busy schedules.

**NEXT TIME:** Lisa would like her members to join the approximately 100 volunteers who assist during the shopping-like event for families in need.

**YOUR TOWN:** Ask members to donate school supplies.

## 4 steps to an engaging holiday-giving activity

You may not be thinking yet about Christmas in July, but the holiday season is just around the corner. For many chapters and clubs, purchasing gifts for a local family in need is a tradition, and there are many ways members can join in the spirit of giving.

Some members like spending an entire day giving back. Others prefer volunteering for a few hours or making a donation of supplies or money. When you offer a variety of opportunities for members to be involved, you'll engage more members in your project.

Here's one example of a holiday activity that offers members numerous ways to be involved with giving:

### Holiday Angel Tree: how to

1. **Select a family.** Contact a local organization, such as the Salvation Army, that assists local families in need. Such organizations can usually provide information about a family and a list of items the family needs.

2. **Decorate an angel tree.** Write items from the family's list on paper ornaments and hang them from the branches of the angel tree, possibly at your local or regional Modern Woodmen office. If you don't have a physical tree, use an online tool such as [signup.com](http://signup.com) to create a virtual tree with the family's list of items.
3. **Encourage members to purchase items.** Let members know how the angel tree will help a local family in need during the holiday season. Ask members to select the item(s) they'd enjoy buying and wrapping for the family. Set a date for members to return the wrapped gifts.
4. **Deliver the gifts.** Once the gifts are collected, continue to engage members by asking a few to help deliver the gifts.

### Holiday Angel Tree: benefits

- Members volunteer and shop on their own time. The holidays can be hectic, but you don't have to find a date that works for everyone.
- It's all about the experience – the joy of giving back and helping a family in need. You create this opportunity for members of your chapter or club.
- Members can participate as much or as little as they desire. Every contribution helps make an impact!

## 6 tips for sending effective postcards

1. **Extend an invitation.** In the activity title field, ask members to "Join us for lunch," rather than simply stating "Lunch."
2. **Do the math.** Use the "Add Cost" button to break down costs that vary by age or for members/guests. Add multiple prices with the "Add Cost" button under "Cost per attendee."
3. **Share the details.** Under "Additional Information for Invitations," share what's included in the price, whether refreshments will be provided, or facts about your Hometown Hero or event location.
4. **Recruit volunteers.** Postcards aren't available for service projects, but you can include information about an upcoming volunteer opportunity under "Additional Information for Invitations." 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" lines for other important details.
6. **Check and recheck!** Preview the postcard at the bottom of the request form. Check spelling and verify the date, time, location, phone, and all other information.



Staff from the Fraternal Department decorated an angel tree in December 2016 and purchased gifts for a family in need.

For more help with postcards, watch the examples video in the Training Materials section at [imakeanimpact.org](http://imakeanimpact.org).



# Counting on **you**

Numbers demonstrate fraternal impact

Modern Woodmen makes an impact because our members make an impact. And our members make an impact because of engaging leaders like you. These numbers from 2016 prove the important impact Modern Woodmen chapters, Summit chapters and youth service clubs are making in the lives of members and their communities – thanks to you!

We count on you. Thank you for making an impact.

## Chapters



**805,575** attendees

at social, educational and volunteer events for member families.

**2,466**  
active  
chapters

## Service Projects/Volunteer Activities

**9,094** hands-on events

**562,388**  
volunteer  
hours

**\$1.98 MILLION** members' communities

## Youth Educational Programs

Courses on financial literacy, exercise and nutrition, and more reached



1.3 million children.

## Summit Chapters

**283** active chapters

**54,216** members  
age 55+ participated.

## Youth Service Clubs

782 active clubs nationwide  
87,419 participants

## Matching Fund Program



**3,441**  
fundraising events

**\$32.2\*** million  
contributed  
to community  
projects and  
individuals  
in need.

\*Includes total dollars raised by member chapters and youth clubs partnering with community groups.



## 3 reports to help **Make An Impact**

You already know [imakeanimpact.org](http://imakeanimpact.org) is full of information to help you lead, engage and impact members and communities. It's more than a way to easily request and report activities. The website offers helpful training and resources – and reports that offer insight into your chapter or club. Check out these reports, which feature various sorting options designed to help you plan activities and engage more members.

### 1. **Event attendance**

**What it is:** This report shows the total number of members and guests, and the average attendance at activities by chapter/club and activity category.

**How it helps:** See which activities attract the most member engagement and determine your average attendance to aid in planning future events.

### 2. **Fraternal reimbursement**

**What it is:** This report lists reimbursements provided to chapters/clubs by activity category within a given time frame. It also includes a separate chart of leader compensation paid during that time.

**How it helps:** See the impact (in dollars) that your chapter/club is making. Share this information at a chapter board meeting or during a member-appreciation event.

### 3. **Activities report**

**What it is:** This report shows upcoming activities that have been approved, including activity titles, dates, times and locations.

**How it helps:** Review to confirm your chapter is offering a variety of events. Share at a board meeting to remind and inform board members of chapter activities.



#### **Other reports:**

- **Service hours** – Shows the number of service hours reported by activity category and chapter/youth club number.
- **Fraternal impact report** – Displays chapter, Summit chapter and youth club reimbursements, as well as the value of youth educational program donations for each region.
- **Youth service club rosters** – Lists junior members in your area to invite to upcoming activities. Search by chapter or by ZIP code.

## **Premier status** reward fun

How are you using the funds your chapter or club earned for reaching premier status in 2016? We asked leaders in our closed Facebook group.

### **Jessica Rae Thomas, Colorado**

Printing photos from events and sending them to members!

### **Anitra Stark, Missouri**

A few small donations and a few more service projects. The rest will be used for a \$1 pizza party for our members.

### **Katie LaVelle, Ohio**

A member-appreciation night and T-shirts. We also sponsored a volleyball team for the Epilepsy Foundation of Western Ohio's annual tournament.

### **Maurine Braun, Wisconsin**

An ice cream party to show club members they're appreciated.

### **Andrea Sweat, Utah**

Covering \$3 per person on activities instead of the \$2.50. We'll also have a barbeque in the park with bubble balls.

### **Ann Held, Illinois**

Deep discounts on some activities, like our annual river cruise and our dinner theater event. We like to show we value our members and their participation in our Summit chapter activities!



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



## THIS QUARTER

### JULY

**National Ice Cream Month.** Visit a local ice cream parlor and/or learn how to make your own ice cream.

**July 4:** Independence Day. Recognize a veteran by hosting a picnic. Reserve a spot for members to gather and watch fireworks together.

**July 15:** Cow Appreciation Day. Visit a dairy farm and learn how milk gets from the cow to the grocery store.

**July 31:** National Mutt Day. Volunteer at a local animal shelter and walk or play with the mutts!

☐ Hold a mid-year chapter board meeting. Review your progress toward premier status and have board members read and sign the Principles of Conduct.

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### AUGUST

**What Will Be Your Legacy Month.** Invite a Modern Woodmen representative to make an educational presentation on the Final Wishes benefit.

**Water Quality Month.** Visit a water treatment plant and learn how your water is cleaned.

**Aug. 31:** National Trail Mix Day. Assemble bags of trail mix to hand out at a local homeless shelter.

☐ Plan a service activity to remember 9/11. Prepare goodie baskets for local firefighters.

☐ Partner with a group like the Kids in Need Foundation to help kids pack their book bags for a new school year.

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### SEPTEMBER

**International Square Dancing Month.** Learn square dancing as an educational event.

**Better Breakfast Month.** Serve breakfast to students or teachers at a local school.

**Sept. 11:** Deliver the goodie baskets you made to local fire or police departments.

**Sept. 22:** Business Women's Day. As a service project, collect and donate gently used business attire to a local organization that helps women in need.

☐ Review your premier status progress at [imakeanimpact.org](http://imakeanimpact.org). Remember, all qualifying activities must be completed by Oct. 31.

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## NEXT QUARTER

### OCTOBER

**Breast Cancer Awareness Month.** Raise awareness by volunteering at a race or walk.

**Fire Prevention Education Month.** Tour a fire station as an educational event, using funds to provide a light snack.

**Oct. 1-7:** National Newspaper Week. Create a newspaper to share stories with local nursing home residents.

**Oct. 31:** Last day to hold activities to count toward premier status. Remember to file the activity report right away.

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### NOVEMBER

**National Adoption Month:** Assemble lifebooks for local foster children.

**Nov. 4:** National Candy Day. Learn to make candy from a local business or chef.

**Nov. 6:** National Nachos Day. Invite members to watch a local sporting event and eat nachos together as a social activity.

**Nov. 11:** Veterans Day. Serve dinner to veterans to show your appreciation for their service.

**Nov. 21:** Family Volunteering Day. Use remaining service project funds to give back to the community.

☐ Share in our closed Facebook group for fraternal leaders about how your chapter gave thanks this month. Use #Fraternalgivesback.

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### DECEMBER

**Bingo Month:** Set up a bingo game at your local nursing home or as a social activity.

**Dec. 1:** Last day to file activity reports for credit toward 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. Help a family in need this holiday season. (See Page 8.)

☐ Remind members with high school seniors that Make An Impact Scholarships applications are due Jan. 15.

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## 3 wise ways to grow who and what you know

When a movie character has a problem, he might look for a guy who knows a guy. But they're not the real wise guys. When your Modern Woodmen chapter or club has a problem (a.k.a finding new recipients for Hometown Hero recognition, Matching Fund projects or impactful service projects), you know someone who knows someone you can help. Don't stay stumped; be wise. Ask your members!

Asking members for nominations is an easy way to expand your chapter or club's collective knowledge and network of connections. Ask members to share information about connections through family and friends, school, work or church involvement, personal hobbies and interests, and other community service work.

Members will be more engaged when they're actively involved with nominating worthy individuals and organizations and helping Modern Woodmen benefit causes they're passionate about.

Your options are vast. It would be wise to tap into this resource.

But how? Here are three wise ways to find out who your members know for Hometown Hero, Matching Fund and service projects:

1. **Facebook poll.** Create a post asking for nominations in your chapter or club's closed Facebook group. Enter the nominations into a Facebook poll and let members vote to determine the recipient. Members will feel good that their voice counted and will be encouraged to share other ideas. Plus, the interaction helps build interest in your Facebook group as a way of connecting members and sharing information. (See Page 3 to start a closed Facebook group.)
2. **Ballot box.** Set out a nominations or ballot box at a chapter or club activity and ask members to enter a name. Or set a decorated box in a high-traffic area for attention. Be sure to explain, verbally or with a sign, the type of nomination you're seeking and how Modern Woodmen will help.
3. **Just ask.** It sounds simple, but it's easy to forget. As you're greeting members, ask them who or what organizations they know that could use Modern Woodmen's help. If no suggestions come to mind, let the member know you're always looking for fresh ideas – and how to share them with you.