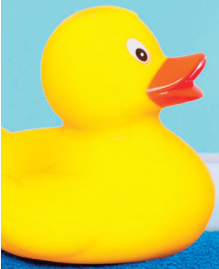


INSPIRATION FOR MODERN WOODMEN FRATERNAL LEADERS

# Impact

M A G A Z I N E

SUMMER 2023



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the country** p. 5

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**Modern  
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## Our digital transformation journey

It's hard to believe we transitioned to handling chapter and youth service club requests and reports online more than eight years ago. The [imakeanimpact.org](http://imakeanimpact.org) site eliminated nearly all paperwork and set us on a digital transformation journey.

We continue on that journey today.

### Taking attendance

Fraternal Connect, our mobile app and browser-based attendance-tracking tool, makes submitting activity reports easier. Plus, fraternal leaders, field representatives and the Fraternal Department have access to reports that help us better understand who attends fraternal activities and how frequently.

More and more leaders use Fraternal Connect every day. It will become the only means of reporting attendance starting in 2024.

### Sending invitations

A single postcard mailed several weeks in advance isn't enough. Members need reminders and the means to easily refer to the invitation (other than hanging it on the refrigerator). Since the launch of electronic invitations a year ago, you're reaching members more frequently through voice, email and text invitations and reminders.

### Keeping you in the know

We communicate important information and announcements through the monthly Fraternal Leader Update email, our closed Facebook group for leaders and the announcements area on the [imakeanimpact.org](http://imakeanimpact.org) login page.

### We're not done!

More enhancements are planned for the automated e-invitations this summer. Later this year, we'll begin offering leaders direct access to the e-invitation system – region by region. This will allow you to send important messages to members before and after an activity. Look for more information in future monthly Fraternal Leader Update emails.

As we look to the future, we hope to use other tools (such as our member website), to connect members with the wonderful activities and opportunities you host in your local communities.

If you have ideas or suggestions on how technology can help you as a fraternal leader, please send them our way. Contact me at [Kristen.Roberts@modern-woodmen.org](mailto:Kristen.Roberts@modern-woodmen.org) or send ideas to [fraternal@modern-woodmen.org](mailto:fraternal@modern-woodmen.org).



Kristen Roberts  
Fraternal Service & Programs Manager



Kristen  
(middle) with  
her sister  
and mom.

## IMPACT MAGAZINE

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## Look inside | Summer 2023



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Matching Fund ideas. (Plus, ideas to borrow from chapters and youth clubs nationwide.)
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Take a group hike in the coming months.
- 8 Do it different**  
How to involve more members in service projects.
- 9 In case you missed it**  
Reminders, training and tips to make your role easier.

## Get to know ... the Fraternal Training & Innovations team



### The Fraternal Training & Innovations team

Sitting, from left: Helene DeVine and Hannah Glaub. Standing, from left: Ann Held and Melissa Gottwalt (manager).

### We're responsible for ...

- Creating new fraternal programs that are appealing to members, fraternal leaders and field representatives.
- Evaluating and enhancing existing programs and benefits.
- Developing training to help fraternal leaders and reps understand and use fraternal programs.
- Organizing events, such as Impact Institutes (for fraternal leaders to learn and connect) and Modern Woodmen Travels trips (for members to engage in a national fraternal experience).

### Contact us if you ...

- Need help with the online training courses or Impact Institutes.
- Just want to share an idea for a new fraternal program!

### Fast facts ...

- Together, we have 49 years of experience at Modern Woodmen.
- Last year, we led Modern Woodmen's National Convention effort to break the Guinness World Record for the largest carabiner chain – 3,188 feet!
- Since 2018 (minus a two-year COVID hiatus), we've hosted 17 Impact Institutes, with over 400 fraternal leaders and field reps participating.



# FUN with FUNDRISING

*Steal one of these ideas for your next Matching Fund project*

*The Matching Fund Program offers a great way for your chapter or youth club to make a big impact. Some leaders are intimidated by the thought of putting a fundraiser together. But there are many fun and easy ways to raise funds ... and to involve your members in the project.*

### **Learn from a leader**

One of **Joanna Atchison's** favorite fundraisers was a simple coin drive for an elementary school.

Students brought in coins and dollars, and the homeroom teacher announced daily how much their class had accumulated. The class that raised the most money earned a popcorn party donated by the PTA. The funds (matched by Modern Woodmen) helped the school purchase new playground equipment.

"The students were excited and proud to be contributing to

their playground," remembers Joanna, a chapter activities coordinator and youth service club leader from Missouri.

Joanna distributed flyers about the fundraising initiative at a chapter social activity. Members got involved by decorating money containers for each classroom. Simple, yet effective ... and it allowed everyone to feel part of the project.

Throughout her time as a fraternal leader, Joanna has picked up a few additional tips for Matching Fund success.

- **Allow enough time** to notify members, so they can help invite others and be assigned a role in the fundraiser.
- **Offer a token of appreciation**, such as a small gift or certificate to the best seller, to encourage productivity.
- **Use a big check** for a photo opportunity to celebrate success and promote on social media and in newspapers.

### **Learn more!**

Check out the Training & Resources section of [imakeanimpact.org](http://imakeanimpact.org) for more Matching Fund tips and ideas.



# 15+ fundraisers to try



Gather entry fees for a **pick-leball, cornhole, dodgeball, beach volleyball or other yard game tournament.** Incorporate multiple games for a fundraising Olympics!



Set up a bunch of sprinklers, slides, kiddie pools, etc., for a **make-your-own water park.** Invite member families and guests to come play for a small donation.



Hold a **car and/or dog wash.** Classic, but effective!



Ask to run a **cake/cookie/dessert walk** at a community event. Members could donate baked goods and sell/take tickets.



Set up an **old-fashioned lemonade stand** with lots of flavor options. (Or step it up a notch with a fresh fruit juice or smoothie bar.)



Get young members involved in a **homemade friendship bracelet sale.** The bracelet colors/design could somehow tie to your cause.



Let your members shine at a **talent show or music festival.** Pass a hat/basket for free-will donations to be matched by your chapter or club. Funds raised could go to a school music/theater program.



Host a **community barbecue** with ticket sales for food and drinks.



Set up a booth at a **local farmers market.** Ask members to donate their garden extras for a good cause.



Charge admission for a **kids' art show or outdoor movie night.**



Take part in a **community yard sale.**



Organize a **cardboard regatta.** Challenge members to make boats out of cardboard boxes and race in a local lake, river or pool. Take friendly bets on who will win the raise and use that money for the cause.



Host a **Bingo or trivia night.** Hint: Find a trivia night kit on the Training & Resources section of [imakeanimpact.org](http://imakeanimpact.org). Go to Activity Ideas > Project Guides.



Offer your members' **lawn-mowing or yard-raking services** for a good cause. Great for teens!



Make and sell **candy bouquets** that buyers can give to a loved one or friend.



## Learning to grow

Educational event  
Branson, Missouri  
Club leader: Cori Troup

Youth Service Club 9786-1 members attended a class to learn about growing their own food. They built seed warmers and even planted some seeds themselves! An educational event like this allows kids of all ages to get their hands dirty outside, while growing an appreciation for natural foods. Helping at a community garden could make a great combined service project for multiple chapters or clubs.



## Exploring together

Educational event  
Stromsburg, Nebraska  
Chapter activities coordinator: Lauren Erickson

Chapter 757 had a blast exploring interactive activities and state-of-the-art programming at the Edgerton Explorit Center. Checking out educational experiences in your area (whether at the library, zoo, museum or somewhere else) provides an opportunity for families to laugh and learn together alongside fellow chapter members. This type of activity could also function as a social event!





### Senior Olympics

Service project  
Lafayette, Louisiana  
Chapter activities coordinator: Gail Lee

Chapter 17153 lent a hand at a games event for seniors. Members helped in several ways, from setup to cheering for participants. You could plan an event like this with other groups in your community, such as senior or school organizations. Summit chapters can ask members to support or participate in the event. Or your next Matching Fund project could raise money for a local competition!



### Family ice cream night

Social activity  
Ogden, Utah  
Chapter activities coordinator: Melissa Westbroek

Successful social events don't have to include a sit-down meal. Chapter 12024 met up for a family night at a local ice cream shop. Ask your members what their favorite treats or snacks are and get together for a simple (but delicious) gathering! Sip coffee, stop by a food truck, or even pick your own fruits and veggies. Bonus points if you get your tasty treats from a small, local business!



### Afternoon nature stroll

Social activity  
Port Charlotte, Florida  
Chapter activities coordinator: Esther Long

Members of Chapter 398 enjoyed some fresh air together on a walk in the park. Take advantage of nearby nature preserves, parks and trails, while keeping your members' ages and needed accommodations in mind. Some parks may offer informational guides or tours for educational events. Plus, you could always bring some trash bags to pick up litter for an easy and inexpensive service project.



### Dodgeball concessions for the food pantry

Service project  
Owosso, Michigan  
Club leader: Rachel Remenar

Youth Service Club 11096-1 helped purchase and sell concessions for a school dodgeball tournament. Proceeds and donations benefited a food pantry. Kids were able to experience firsthand how they can make a difference in their community and have fun while doing so! Check with city departments, schools and nonprofit organizations to discover how the kids in your club or chapter can get involved.



# Take a HIKE!

Get members of all ages together for a fun, family-friendly outdoor activity. Hiking is a wonderful way to enjoy the outdoors while being active. Plus, it could be incorporated into any type of chapter or youth club activity category.

### **Not sure where to get started?**

AllTrails® is a mobile app that shows you nearby trails for free. It includes more than 100,000 trails worldwide. Search based on difficulty, length, elevation gain, route type and user rating. You can also search hikes based on activity (hiking, mountain biking, trail running, etc.), suitability (dog-, kid-, wheelchair- and stroller-friendly), and attractions (wildflowers, waterfall, river, lake, forest, cave, wildlife, etc.). The app also allows users to record their hikes, tracking the route using GPS and time to complete it.

### **Join the world's largest scavenger hunt**

Geocaching® is an outdoor recreational activity where you use a free mobile app to seek hidden treasures called "geocaches" or "caches" at specific locations marked by coordinates all over the world. The geocaches come in different shapes, sizes and difficulties, and anyone can participate. Learn more at [geocaching.com](http://geocaching.com).

### **Get adventurous with Geocaching Adventure Lab®**

When you use this free mobile app, you'll visit a new outdoor site, learn a historical narrative, take on a physical challenge, or have another educational opportunity while Adventure Lab maps you to the locations. While there, players unlock richly detailed stories, puzzles and interpretive moments.

### **Take your nature knowledge up a notch with Seek by iNaturalist**

You don't need a nature guide to help you identify the plants and animals around you. Use the power of image recognition technology to identify them all on your own! When you download this mobile app, you can earn badges for seeing different types of birds, amphibians, plants and fungi, and participate in monthly observation challenges. Learn more at [https://www.inaturalist.org/pages/seek\\_app](https://www.inaturalist.org/pages/seek_app).

### **Have you and members gone hiking for an activity?**

Share all the "deets" with us at [fraternal@modern-woodmen.org](mailto:fraternal@modern-woodmen.org) or in the Modern Woodmen Fraternal Leaders private Facebook group! (Bonus points for including pictures.)



# Pump up member involvement

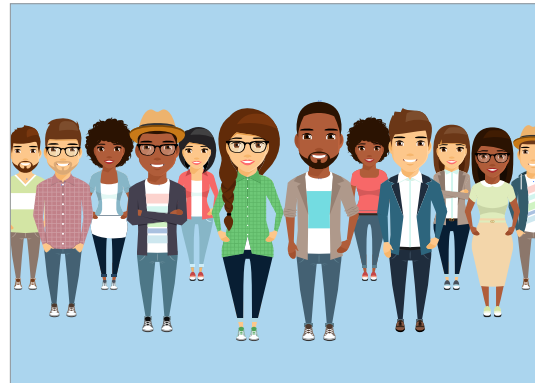
## Instead of this:

Completing service projects by yourself (or with a very small group).



## Try this:

Find ways to involve more members (even if it's not during the "main event").



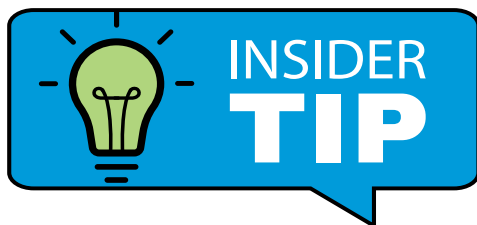
**Because:** **Member involvement is a guideline for all fraternal activities.** For certain activities, such as service projects, it's key. Consider all the steps/actions that need to be taken to prepare for and host the service project. What about after the activity?

**Example:** You're hosting a teacher appreciation lunch and only a few members are allowed on the school premises during the school day. To get more people involved, you could:

- **Ask** members to sign and send thank-you cards for teachers. Or have them send the cards to you/the members serving the meal to present to the school staff in person.
- **Organize** a school supplies drive. Ask members to send or drop off supplies at your home or the local Modern Woodmen office. The members serving the meal can present the school supplies to the school staff.
- **Set up** a candy buffet for the lunch. Members can donate different types of candy to include on the table. Don't forget the to-go bags for teachers to use! For a more hands-on experience, members could assemble candy goody bags to share at the lunch.

- **Host** the event on an in-service day when students aren't at school. It could provide opportunities for more members to be involved on-site. Members could clean, organize and/or decorate teachers' classrooms or perform other needed tasks while teachers are in meetings.
- **Make** it a two-part service project. One group of members decorates the teacher's lunch area with motivational or appreciative messages, balloons, etc. A separate group of members delivers or serves the lunch the next day.
- **Adjust** the service project to span multiple days. For example, adopt a school for a month. Ask members to volunteer to drop off coffee and donuts or snacks for the teacher's lounge weekly or every day rather than hosting one lunch.

Incorporating these ideas helps illustrate the power of fraternalism – bringing members together for a common cause. "It's not just me. I bring the care/concern/support of 200 Modern Woodmen members with me." How powerful is that?



If you're looking for new and different ideas for service projects, the [Training & Resources section of imakeanimpact.org](https://www.imakeanimpact.org) is a great place to start. A wealth of possibilities are gathered together under the Activity Ideas link. While you're there, you can also peruse past issues of Impact magazine for inspiration.

Another great idea source is the [Modern Woodmen Fraternal Leaders closed Facebook group](#). Your fellow leaders across the country and the Fraternal Department use this group to stay connected and share ideas, inspiration, FAQs and more.



## E-invitation ENHANCEMENTS

Have you noticed recent changes?

The Fraternal Department continues to enhance the electronic invitation system, making it easier for you and better for your members.

- You can now **choose when the initial e-invitation is sent** to members.
- More information, including **RSVP dates and other instructions**, is included in voice invitations and emails for service projects and youth club activities.
- The **caller ID for voice invitations changed** from an 800 number to 309-793-5694, a Modern Woodmen number.

Additional changes will be released soon, including a new format for text messages and offering you direct access to the e-invitation system. This optional feature will allow you to notify members about last-minute event changes, request feedback on past activities, and send ad hoc messages.



## Matching Fund **TIPS**

Points to remember for upcoming projects

Does your chapter or club have a fundraiser coming up? Keep in mind:

- The Fraternal Department sends Matching Fund checks to the designated contact, **payable to the recipient** organization or family. Remember to provide the recipient's name at the time of your request.
- If multiple chapters or clubs participate in the same project, **split the amount raised** among the participating chapters/clubs. Don't report the total amount raised on each chapter's or club's report.
- While your chapter/club is allowed to join with a larger community fundraiser, **homegrown projects can often have a larger impact** on those involved ... and provide increased recognition for your chapter/club. Check out Page 4, and ask your members for more fundraising ideas.





## Hosting a **HOMETOWN HERO EVENT?**

Include the charity's address on your report

Hometown Hero checks are no longer sent to the heroes. The Fraternal Department now sends the check directly to the charity your hero names. Please include a full and correct address on your report form.

## FRATERNAL CONNECT FAQ

Learn more about this new, preferred way to track attendance

**Q:** Who all is included as part of a member's household in Fraternal Connect?

**A:** All individuals who share the same address in Modern Woodmen's member database (the address listed on their certificates) are considered part of a household. That means a family member of the person you're checking in will only show up in Fraternal Connect if:

- **The individual is a current Modern Woodmen member** on your chapter/club roster. *(Some households include nonmembers. Those individuals will not show up in Fraternal Connect.)*

• **The individual's address is listed exactly the same** as other family members in Modern Woodmen's system. *(Slight differences in the way the address appears could cause the member to be left out of his/her proper household. Members can update their addresses by logging in to their online account at [member.modernwoodmen.org](http://member.modernwoodmen.org).)*

**Don't wait!** Paper attendance sheets will be discontinued at the end of 2023. Start learning Fraternal Connect now.





# Member program SPOTLIGHT

## Talk about Final Wishes Resources

Late-in-life and end-of-life planning is important. You and your chapter members may be reluctant to discuss the topic with loved ones, but doing so can clear up confusion and anxiety.

Modern Woodmen's Final Wishes Resources can help. Available exclusively to members, the free member program includes two components.

- **The My Life, My Plan workbook** breaks end-of-life planning down into bite-size chunks. Users work through defined steps to help get their houses in order, organize their affairs and record their wishes.
- **My Life, My Plan – A Helper's Guide** provides advice for members who want to help a parent, spouse, relative or friend prepare their final wishes. The guide offers tips for holding end-of-life planning conversations and helps prepare members for the eventual loss of a loved one.

Encourage your chapter members to contact a Modern Woodmen representative to order one or both of these valuable booklets.

**Activity idea!** Invite a Modern Woodmen representative to present on this important topic as an educational event. An activity guide on the Training & Resources section of [imakeanimpact.org](http://imakeanimpact.org) offers tips and resources to help you organize the event. Go to Activity Ideas > Project Guides > Educational Presentations.



**Attention Modern Woodmen reps:** You can find a PowerPoint and script for the "Getting your house in order" presentation in the Fraternal section of The Resource Center, under Final Wishes Resources.

ONLY  
**7 DAYS'**  
notice required  
Make your activity requests a week in advance

Requests for chapter and youth service club activities must be submitted seven days in advance. The 28-day notice requirement enforced because of the pandemic was lifted at the end of 2022.

Keep in mind, it's best practice to let members know about activities more than seven days in advance. And if you choose to send postcard invitations (now optional), you must still submit the request 28 days in advance.

# ADOPT A...

Help support our 2023 children's literacy initiative. In the third quarter, adopt a classroom, library, children's literacy organization or related community group.

Work with members to:

1. Ask what's needed (books, supplies, cozy reading corner, money, etc.).
2. Go shopping, host a community drive, do a hands-on project or organize a Matching Fund project to benefit your adoptee.

Go to the **2023 National Campaign page** on the Training Materials site at [imakeanimpact.org](https://imakeanimpact.org) for tips, supplies and fun ideas for hosting this activity.

## Participate and win!

You could be one of 30 winners to receive a 12-month Amazon Prime subscription or gift card this quarter.

- **Hold** a service or Matching Fund project in July, August or September.
- **Report** it within 30 days of your activity. (Be sure to categorize it as "Special Campaign.")
- **Complete** a short survey to share how many children your chapter/club activity reached.

We'll automatically add your name to the quarterly drawing, to be held in November.



**RAISING  
READERS**

