

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

# Impact

M A G A Z I N E

SUMMER 2019

THE  
SERVICE PROJECT  
ISSUE

Ditch the  
paper! p.9

Plan a  
memorable  
project p.8

Celebrate  
National Dog Day p.11

## connect with **STAFF**

What's the most selfless, rewarding way to be a better, happier person? **Serving others.**

That's why being a part of Modern Woodmen's fraternal team is so valuable. As fraternal leaders, you have the power and responsibility to connect members to each other and their community. You make a difference in their lives while *they* make a difference in others' lives.

Service projects are so important. The projects you plan and the way you communicate them helps members connect to those rewarding, selfless opportunities. Without you, members may not know how they can make a difference in their community. They may not understand the full impact of their actions.

So, make those connections for your members. Help them see the difference they make. Encourage new or inactive members to volunteer for upcoming events.

**Service** is the focus of this issue of Impact. As a fraternal leader, how can you ...

- Be of service to others?
- Connect to members of your chapter, youth service club or community?
- Get members connected to the community's needs?
- Show members their impact?

**As you read this issue, take note of new ideas and use them when planning your next service projects. Think about how to reach members**



**Hannah's favorite service projects are those she can do with her husband and daughters. She loves spending time as a family while teaching her daughters the importance of helping others and giving back to the community.**

**you haven't reached in the past.** Set a goal to invite at least five inactive members to your next service project activity. A personal phone invite may be all it takes to bring a member you haven't seen before to your next event.

Happy serving!

Hannah Glaub

## **IMPACT MAGAZINE**

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What's your favorite thing about service projects?



*"I love knowing that whatever project I do, I'm making a difference! My favorite quote right now is from Maya Angelou: "Each one of us has a chance to be a rainbow in the clouds." Service projects allow us to be a rainbow in someone's life."*

### **Find us on:**

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## Frequently asked questions

### Do members and guests need to sign in at every chapter/club event?

Yes. This information helps us calculate the reimbursement for each attendee. The exception to this rule is Matching Fund events that include community members and public officials. For these, only members and their personally invited guests have to sign in. For an easier way to keep track of attendees, try the Attendance App on [imakeanimpact.org](http://imakeanimpact.org). (Learn more on Page 9.)

### How do I report my activity if my chapter/club worked with another chapter/club?

When you collaborate with other chapters or youth service clubs, write on the receipts that you submit with your reports which chapters or youth clubs were involved.

### Who can attend chapter/club activities, and who is considered a "guest?"

Chapter and youth service club activities are for members only. Members can invite guests to accompany them to events, but repeat guests should consider membership if they plan to continue attending. The general public should not be invited to events – except for Matching Fund fundraisers, where community members may be invited.



Share this great benefit

#### Help build a child's reading list

With the 100 Percent Modern Woodmen Family Benefit, children age 1-16 can receive a free, age-appropriate book each year during their birthday month to help develop their love of reading. The books range from classic tales to contemporary fiction to educational resources – and they're mailed directly to the child's home.

To qualify, all parents/legal guardians and children under age 18 in the household must be beneficial Modern Woodmen members. Contact your representative for details.



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meet fraternal leader | **BARB ALTMAN**



**Barb's Summit chapter recognized 91-year-old volunteer Bernita Preston as a Hometown Hero last year.**

**City:** Topeka, Kansas

**Occupation:** Retired (previously worked for Westar Energy)

**Family:** Husband Frank, four adult sons, two adult stepchildren and several grandchildren.

**What's your favorite fraternal memory?**

It's hard to choose! My three favorites so far: (1) A Hometown Hero event we held in August 2018. We honored Bernita Preston, a humble 91-year-old lady who has served people all her life, most recently through the prison ministry of a local correctional facility. (2) A Matching Fund event in June 2018 where we raised a total of \$1,350.30. The event was a garage sale, and both the funds raised and items not sold were donated to the Topeka Rescue Mission. (3) Our Harvey House Girls educational event. *(Editor's note: Read about this event on the next page!)*

**What inspires your activity planning?**

I'm a people person. I love interacting with people I know and people I don't know. So I plan events to get people involved.

**What's your biggest challenge?**

I like to plan interesting events to reach new members while also appealing to our regular attendees. Sometimes events have an attendee minimum, so I work hard to reach that.

**What do you do in your free time?**

Volunteer and spend time with family, especially my grandkids. In addition to being an activities coordinator, I facilitate a women's Bible study group and monthly ministry at a care home. I also love music, being outdoors and learning new things.

**What's your personal motto?**

I can do all things through Christ who gives me strength.

**What would people be most surprised to learn about you?**

I'm a people person ... but I love having quiet time alone.





**HOW-TO GUIDE:**

Explore a **local treasure**



Summit chapter activities coordinator Barb Altman was always impressed by the majestic Great Overland Station in Topeka, Kansas.

When she learned that the historic station holds tours and luncheons inspired by the Harvey House Girls (servers at Harvey House restaurants, which were stationed along the Santa Fe Railroad line from the 1880s through the 1950s), she suggested the event to her members.

**Setting the stage**

“Our premier status funds paid for everyone’s meals,” explains Barb. “The presenters dressed in Harvey House and depot agent attire, gave a history lesson of the Great Overland Station and Harvey House Girls, and offered a tour of the beautifully restored railroad station.”

Barb was able to find upcoming luncheon dates by checking the station’s website and working with the staff. The station requires a minimum of 25 attendees to plan the luncheon, so getting members interested was crucial.

**Destination: Fun**

After the event, Barb got great feedback from her members – and to this day, it’s one of her top three favorite fraternal events.

“We gained a greater knowledge of the history of the railroads and Harvey House Girls – and the station was able to reach possible donors.”



**Barb and her Summit chapter enjoy lunch and a tour at a historic railroad station and museum in Topeka.**

meet fraternal leader **BARB ALTMAN**

## SERVICE PROJECT SPOTLIGHT: Youth clubs and seniors

Get inspired by these creative, impactful projects planned by your fellow fraternal leaders.

### DOUGLASVILLE, GEORGIA

#### Young members plant a garden

After learning that the local senior center has a garden club, Terry Henley gathered youth club members to help. The group brainstormed with the residents, then worked together to plant the vegetables.

**HOW TO:** Terry began by meeting with the residents and the center's activities coordinator to decide which vegetables to plant. Then they visited the local garden center to narrow the list down to vegetables that were in season. They purchased their supplies, picked a day in April that worked for the club and the residents, and planted the garden.

**WHAT WORKED:** Working with the right people – the center's activities coordinator and the garden center staff – from the beginning helped keep the group on the right track. It was also helpful to plan a project for a group Terry's youth club was familiar with; they had done other projects for seniors before, so the youth club members understood the impact of their efforts.

**NEXT TIME:** Terry plans to adapt the project idea for other groups, and the youth club is currently planning a gardening project for adults with special needs. Next time, the group hopes to include more adult members to make the workload a bit lighter and easier.



Youth service club members helped residents of a local senior center plant a vegetable garden.



Youth service club members sang songs and delivered cards to nursing home residents

### FARGO, NORTH DAKOTA

#### Club delivers songs and smiles

Mackenzie Hamm's youth service club has done a number of events for nursing homes – like ice cream socials, Bingo tournaments and talent shows. This time, they planned something simple and sweet: the kids made cards for nursing home residents, then hand-delivered them and sang songs.

**HOW TO:** Mackenzie worked with the nursing home to find a day and time that worked for the residents. The group then prepared for the event by buying and customizing cards and practicing the songs they planned to sing.

**WHAT WORKED:** The youth club took time to visit each room separately, which made each resident feel special and appreciated. And the adults in the youth club took time to explain the event to the young members. "We talked to the children about how special their interactions with the residents are – and we prepared them for unique situations, such as meeting a resident who can't hear or speak well, or talking to someone with Alzheimer's, which helped keep the kids from feeling nervous."

**NEXT TIME:** After this event, Mackenzie says, the kids act less shy around adults and seniors, which leaves lots of opportunities for more one-on-one interactions in the future. Mackenzie would dedicate a little more time to the event next time so the group doesn't feel rushed toward the end of their visit.



Steal this project idea for World Smile Day on Oct. 4! Details on Page 11.

# Resources for you

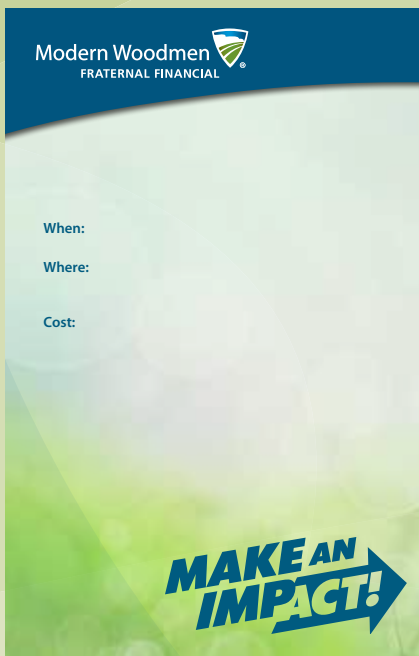
Materials to support your chapter or youth service club



Find these (and more!) on  
[imakeanimpact.org](http://imakeanimpact.org)

> Training Materials

> Support Materials



### Fillable activity flyer

Quickly share key details about your upcoming event. Simply download the PDF, fill in your information and print or email the document.

## Looking for more?

We also have fillable gift certificates to encourage new members to attend your next activity. To learn more, contact the Fraternal Department at 309-558-3080 or [Fraternal@modern-woodmen.org](mailto:Fraternal@modern-woodmen.org).



### Fraternal report card

Share the great work you and your members are doing! Fill in the stats and project highlights, then share the document with your members and local community leaders.

do it **DIFFERENT**

# Leave an impression

## Tips for planning a memorable service project

Service projects are meant to be hands-on experiences for members. The goal: Bring them together to make a difference in their community.

To hold a successful service project ...

1. **Communicate the activity** – so members have all the information they need. (See Page 10 for tips on this).
2. **Build excitement** – so members want to participate.
3. **Leave a lasting impression** – so members want to participate in the next one. (Bonus: They'll tell others how great the experience was, which will bring *more* attendees to your event.)

**To BUILD EXCITEMENT, you need ...**

- **Variety.** Keep your service projects fresh and different, rather than doing the same thing each month.
- **Feedback.** Ask for input, and listen to what members want to do.
- **A twist.** Make your activity unique.

**To LEAVE A LASTING IMPRESSION, make it ...**


- **Hands-on.** Get members directly involved with the people and causes they're helping. Some ideas: volunteer for a mobile food pantry, or hold infants in the NICU at a local hospital.
- **Insightful.** Schedule a speaker to talk about the organization or cause your members are supporting, or arrange a tour of the organization.
- **Personal.** Find and share a story that relates to the project and shows why your efforts are important. For example, if your members are helping an organization that benefits children with special needs, and one of your members has benefitted from that organization, ask him/her to share their story with the group.

**Acrostic** (noun): A poem in which the first letter of each line spells out a word.

## Brainstorming challenge!

Spell out what **SERVICE** means to you using each letter of the word. (Example: Selfless, Engaging, Responsible, etc.)

S \_\_\_\_\_  
E \_\_\_\_\_  
R \_\_\_\_\_  
V \_\_\_\_\_  
I \_\_\_\_\_  
C \_\_\_\_\_  
E \_\_\_\_\_



**Idea!** Add a competitive element to your next donation drive. Divide your chapter/youth club into teams and see who donates the most items, then give a prize to the winners. Or team up with another local chapter/youth club for a friendly, impactful competition.



## Ditch the paper – and go electronic!

### Web app brings attendance sheets online

Did you know you can track member and guest attendance electronically at your events? It's easy! All you need is a mobile device and internet access.

#### Perks:

- No more printing, saving and scanning paper forms.
- Use the tool at your event and you don't have to include attendance sheets in your report.
- Easily track attendance to see who has come to your events.
- Measure which events are most popular and which attract different members.
- Access attendance logs to plan future events that attract a variety of members.

#### Get started:

- **Access the Attendance App** in the top drop-down menu on [imakeanimpact.org](http://imakeanimpact.org).
- **Bring a mobile device or tablet** with internet capability to your next event, and use it to access the tool.
- **Try it at least twice!** The first time may take longer, since you'll need to add members and guests to your records. But their information will be saved for quick, easy entry at the next event.
- **Watch the Attendance App training video** on [imakeanimpact.org](http://imakeanimpact.org) > Training Materials > Support Materials.



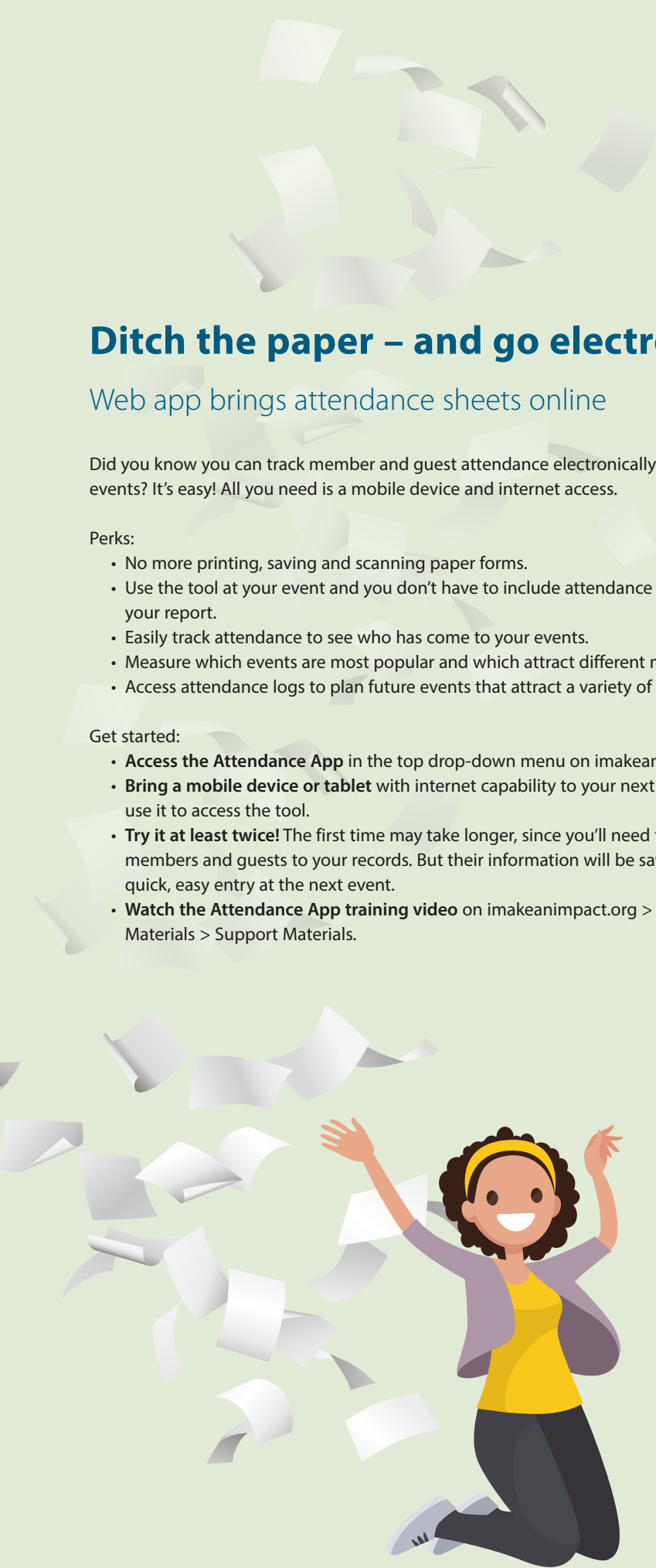
## Win an iPad!

Tell us what you think of the attendance tool and you could win a free iPad! We know the tool will need some tweaks, so we want your feedback, positive or constructive.

To enter the contest ...

1. Use the Attendance App at your next event.
2. Log into Facebook and join the "Modern Woodmen Fraternal Leaders" closed group (if you haven't already).
3. Comment on the Attendance Tool Contest post.
  - Provide feedback on the tool. Perhaps identify one thing you like about the tool and one thing you would change.
  - Be constructive but courteous.
4. Stay tuned for the winners to be announced.

The winner will be drawn at random and announced on September 24.



# Creative with **COMMUNICATION**

## Tips to share service projects with members

When you submit a request for a service project, you don't have the option to distribute a postcard ... so what can you do to spread the word? Here are ideas to **get people aware, involved and excited.**



**Mail.** Use premier status funds to mail an invitation to members. (Note: Only youth service clubs can be reimbursed for postage.)

**Facebook.** Schedule a Facebook event in your chapter or youth club's closed Facebook group. Invite your members.



**Phone calls.** Reach out to members who you think will be interested and those who haven't been to an activity recently. (Remember: your goal is to have each chapter/club member attend at least one activity throughout the year.)

**Piggyback.** Add a short heads-up about your service project to the bottom of your social event postcard(s).



**Email.** If you have email addresses for your members, send them a personal message inviting them to the project.



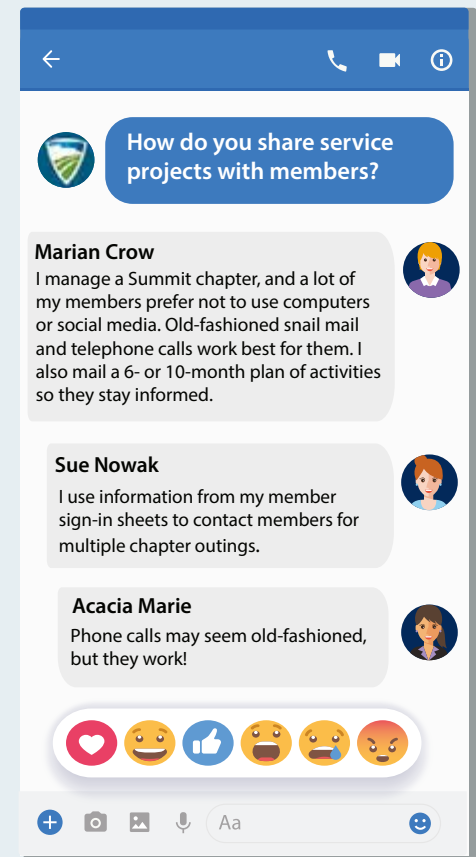
**Handouts.** Plan ahead and hand out flyers at activities leading up to your service project. Want a head start? Visit [imakeanimpact.org](http://imakeanimpact.org) > Training Materials > Support Materials to find a fillable flyer you can personalize and print.

**Reps and board members.** Ask the financial representative associated with your chapter/youth club, your chapter board members or parents in your youth service club to hand out flyers or make phone calls to reach more members.

**Sneak a peek on Page 7!**

## Your suggestions

From the fraternal leaders Facebook group



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



# Summer and fall activity ideas

Aug. 26: National Dog Day

## Fundraiser for your furry friends

*Project type:* Matching Fund

Gather members to make matching friendship collars and bracelets (for the pooch and pet parent, respectively) to sell to the community. Below is a step-by-step crafting guide adapted from The Broke Dog. Check Pinterest for more ideas.

### Materials needed:

- Dog collar (any size)
- Smaller dog collar (for wrist)
- Embroidery floss in different colors
- Glue
- Chalk pencil or marker
- Ruler

### Step 1: Plan your pattern

Test out the pattern by wrapping the embroidery floss around the collars, creating stripes in the color order you'd like. Use the pencil or marker to mark where the color changes.

### Step 2: Glue and wrap

Use a dab of glue to attach the end of the embroidery floss onto one collar, then wrap the floss around the collar. When you're done with one color of embroidery floss, cut the floss and dab glue on the other end.

### Step 3: Repeat

Repeat the pattern on the other collar so the two match. Wait for the glue to dry, then wear – or sell!

Source: [www.thebroke dog.com/diy-friendship-bracelet-collars](http://www.thebroke dog.com/diy-friendship-bracelet-collars)



Oct. 4: World Smile Day

## Laugh it off

*Project type:* Service

Bring smiles to a local assisted living facility with a day of fun! Gather members to organize a comedy or talent show for residents, and/or bring activities and games to the residents. (Some ideas: tabletop bowling, a beanbag toss, puzzles or cup stacking)

For extra impact, collect donations like socks, hygiene products and sugar-free candies from members and the community in advance, then give them away as prizes during your day of fun. Work with the assisted living facility staff to determine what types of donations the residents need and coordinate the comedy/talent show and activities.

### Step by step:

1. Decide on the type of event – comedy or talent show, games and activities, or a combination of the two.
2. Gather member volunteers to organize and run the event.
3. Contact the assisted living facility's activities coordinator to finalize details.
4. Gather supplies and donations. Practice together for the show, if needed.
5. On the day of the event, get everything set up and have fun!



make it **YOURS**



# The power of *together*

## Pay it forward

*"Alone we can do so little; together we can do so much."* – Helen Keller

It's true that you can make an impact with just one person, but imagine if a volunteer shared a vision for a brighter future with someone else. Imagine if that volunteer's friends passed the vision on to *their* friends.

Before long, you've got a movement. A movement of positive impact.

As a leader, you are the catalyst. You are the one who motivates,

supports and empowers your members to get involved with important local causes. One voice becomes many. And progress is made.

Take a moment at your next chapter or youth club activity to remind your members why togetherness is important, how the team's efforts can be amplified, and how thrilling it is to be part of a group of rock stars taking action to make the community better.

**Who first inspired you to make an impact? How can you pass that feeling on to your members?**

**Use the space below to write your thoughts.**

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