

A **HOW-TO** GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

Impact

M A G A Z I N E

FALL 2020

HOLIDAY IN YOUR HEART

Ideas to add a smile to your year

**Meaningful ways to
use premier funds** p.6

**Tools to build your
confidence** p.7





Be the light this holiday season

The holidays will be here before we know it. I think we all can agree, some holiday cheer is needed this year! As we prepare for celebrations to look and feel a little different, take comfort in knowing one thing will always remain the same – our passion to make a difference.

People need help and support now more than ever. Modern Woodmen has always stepped up to be there for people who need us, and this year is no exception. You've done an amazing job making an impact in your communities throughout this time of uncertainty. You've been the much-needed light for many during these challenging times.

In this issue, find ways to continue to be the light for others. You'll read about:

- Meaningful ways to use your hard-earned (and much deserved!) premier funds to celebrate your members and thank them for staying engaged and fraternally active.
- Ideas for socially distanced service projects and virtual events to keep the impact going through the end of the year. (I see some virtual ugly sweater parties in the future!)
- New fraternal leader training on imakeanimpact.org that will equip you with everything you need to be successful.

Your success means more opportunities and more quality events that make an even bigger difference in your local community. Thank you for being the light for others all year long and for continuing to spread your fraternal cheer throughout the holiday season.

Abby Berntgen

Abby Berntgen

(Pictured front row, second from left, with other Fraternal staff last December)

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1701 1st Avenue PO Box 2005
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CHIEF FRATERNAL OFFICER

Jill Lain Weaver

EDITOR

Julie Fuhr
Corporate Communications

DESIGNER

Jodi Spurling
Corporate Communications

EDITORIAL ADVISOR

Hannah Glaub
Fraternal Department

FRATERNAL DEPARTMENT STAFF

Abigail Berntgen
Helene DeVine
Cynthia Flores
Melissa Gottwalt
Ann Held
Britney Holst
Melissa Mayers
Tammy Mielke
Karen Mizner
Martha Nelson
Amber Nichols
Kristen Roberts

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800-322-9805

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Get to know ...

Karen Mizner

What's your favorite thing about your job?

I like the fact that my job changes from day to day. I do a variety of tasks – from PowerPoint presentations and monthly and quarterly reports to budgeting and taking Summit Celebration reservations.

What do you like to do in your free time?

I like to read, take walks, do yardwork, watch hockey and travel (though that's been put on hold for a while).

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

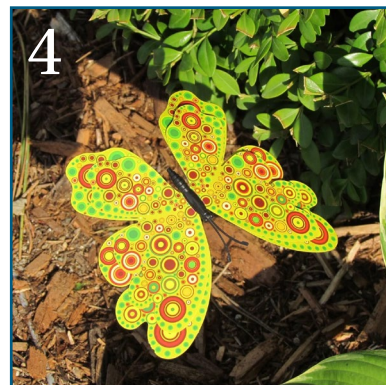
During the COVID-19 Relief Program, one of my jobs was to keep a list of the projects each chapter, Summit chapter and youth service club did. I was blown away by the creativity and thoughtfulness of each project. It makes me proud to tell people I work for an organization that donated nearly \$1.1 million to help local charities nationwide during the early days of the pandemic.

What's your favorite holiday tradition?

I love Hallmark ornaments! My Christmas tree is decorated only with Hallmark ornaments. Anyone in my family who gets married or has a baby knows what they're going to get from me for Christmas!



Karen wishes you and yours a happy holiday season.



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Day of remembrance

Service project
Chapter 15262
Dell Rapids, South Dakota



Each fall for the past decade, members in Dell Rapids, South Dakota, have partnered with the local Mothers Healing Garden group to host a special community event.

The day of remembrance features music and a speaker, who reads off the names of loved ones attendees want to acknowledge. Families remember those they've lost and enjoy the beautiful garden. Some years, attendees decorate ornaments they can take home or leave at the garden as a memorial.

"This is a healing activity for our members and beyond," says fraternal leader Judy Lindberg. "The event creates a great sense of community."

According to Judy, local chapter, Summit chapter and youth service club members look forward to the day of remembrance every year. Judy tries to get every one of her members to "take on part of the event," so they feel involved. For example, last year chapter members helped serve refreshments. Attendance is always high – even when the weather isn't great.

"Members always invite friends and other family members," she says. "I think they love that their pain is understood. It's a great event for younger members too."

A twist this year

COVID-19 placed restrictions on the community event this year, but chapter members weren't deterred. Judy ordered butterfly garden stakes online and made them available for families to pick up. Members visited the healing garden on their own time and left the butterflies as a remembrance. Judy also gave families bottled drinks to take to the garden with them as they reflected.

"Most people spend a little time when they go. It's such a lovely area and so very peaceful," Judy says. "We were sad we wouldn't be able to have our event, so this was a way members could still be a part of it. The butterflies were amazing and really spruced up the garden as well."

A twist for the future

Want to host an event like this with your chapter or club? While COVID restrictions may prevent an in-person event for the coming months, Judy says the spring could be a wonderful time for a day of remembrance – however you choose to do it. Your members could plant a flower in honor of their loved ones. And, as Judy says, the kids will love the dirt!

The Mothers Healing Garden in Dell Rapids, South Dakota, was created by a group of mothers in memory of the children they've lost. Every fall, they host a day of remembrance with help from local Modern Woodmen members.

"Fraternalism is my complete passion," says fraternal leader Karla Twork, Michigan.

When the pandemic hit, she became determined to find activities that would allow her chapter members to:

- Practice social distancing.
- Still have that "servant heart we all love."

Two recent activities allowed members to have some fun too!

In August, they showed appreciation to local mail carriers by writing thank-you cards and leaving wrapped treats in/on their mailboxes. A chapter member shared her experience with Karla following the project.

"Her mail lady was brought to tears with the thoughtfulness of what she did," Karla says. "That right there is why we do what we do!"

In October, the chapter tied their service project to the 2020 Together for Good campaign. She gave members items needed to make s'more packs, which families assembled in the comfort and safety of their individual homes. Each pack included a marshmallow, two graham crackers and a chocolate bar and was individually wrapped with a cute bag topper Karla designed.

Karla collected the packs and then donated them to a local school that serves children with cognitive impairments.

"Even though we've all had to be flexible, adjust and learn to maneuver through this year, we've done it!" Karla says. "It makes me even more grateful to be a part of this AMAZING team!"

Bundles of thanks ... and s'more fun

Service projects
Chapter 198
Ravenna, Michigan

"That right there is why we do what we do!"

– Karla Twork, fraternal leader from Michigan



Struggling to think of good project ideas? Karla encourages you to reach out to Fraternal Department staff and other leaders through the Modern Woodmen Fraternal Leaders closed Facebook group. And don't forget your members.

"We're all truly here to help one another," she says. "Your members LOVE feeling included and can be a great asset to planning."



Member families from Michigan (such as the one pictured to the left), showed appreciation for mail carriers and packaged s'more kits for disabled kids in the comfort and safety of their individual homes.

Make an even **BIGGER IMPACT** using premier funds!

Whew! You made it through 2020, adapted to the changes thrown your way, and still earned premier status. Way to go! Now, how do you spend those premier dollars in a meaningful way for members? Consider one of these ideas.



Member swag

Use your premier funds to purchase T-shirts or other items for members who attended at least one of your chapter/club activities this year. Hand them out just in time for the holidays with a special handwritten thank-you note.



BIGGER door prizes

Get more members in the virtual door by enticing them with bigger-ticket items as door prizes.



Virtual partayyyy!!

Buy or create party boxes for members with fun supplies and goodies. Gather on Zoom or Facebook to eat, chat and play games.



Splurge on a virtual activity or event

Have some cool virtual activities or events caught your eye but been too pricey to plan for your members? Now's the time to splurge on an event that will really get members excited!

Whether it's a virtual tasting (consider chocolate, cheese, or coffee and tea), escape room, mystery game, city tour, webinar, concert or speaker, you're sure to find something that will be fun and different for members and their families. Check out <https://watsonadventures.com/> for some ideas to get started.



Holiday crafts-in-a-box

The holidays are coming up and may look a little different this year. Bring some extra cheer to members' homes with wreaths, ugly sweaters, ornaments or another Pinterest-inspired craft. Use premier funds to purchase the supplies for members, and then host a virtual event to demonstrate how the craft is made. Members can choose to keep their creations or donate them to a local organization.

New training, fresh look

Check out the new training modules and more on the Training Materials site

The Training Materials site at imakeanimpact.org recently had a makeover. We've adjusted the layout to be more user-friendly. And we've added all-new training to help you become more confident as a fraternal leader.

Chapters, Summit chapters and youth service clubs now have sections dedicated to:

- Training modules & quizzes.
- Materials & resources.
- Discussion points.

The new training modules are fun, interactive exercises that will help you:

- Learn the basics.
- Gain more in-depth training on the fraternal leader role.
- Be reminded of important things to know after you understand the basics.

After you review the modules, test yourself by taking the corresponding quizzes. No matter how long you've been part of Modern Woodmen, this new training can boost your confidence, refresh your fraternal spirit and give you new ideas.

Check out the site today or contact the Fraternal Department's Operations team for more information.

Note: Remember, some requirements have changed temporarily due to the pandemic. Visit the COVID-19 page for current requirements and updates.



Chapters

In this section you will find resources on how to run a successful chapter.



Training Modules & Quizzes

Follow along with the learning path that will help guide you to running a successful chapter.



Resources & Materials

Templates and documents that can help you engage members and run a successful chapter.



Discussion Points & Scripts

View discussion points and scripts to use when talking about Modern Woodmen, chapter activities, and more.



Find printable forms, support materials, and unique resources available that will help lead a successful chapter, engage members, and impact your local community.

Click on the links below to view the available resources.



LEAD A SUCCESSFUL CHAPTER

Resources to help your chapter earn premier and work with a team.



ENGAGE MEMBERS

Documents and materials to help increase member engagement in your chapter.



IMPACT YOUR LOCAL COMMUNITY

Resources that will highlight the impact your chapter has in the local community.



FORMS AND POLICIES

Documents and forms regarding our policies for leading a chapter.

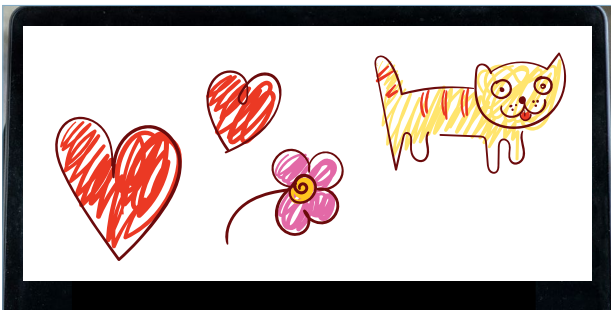
In case you missed it

What fun things have you been doing with members lately?



"My youth service club really enjoyed learning new techniques to tie-dye shirts during our recent virtual lesson."

Autumn Collins, Tennessee



"We played Pictionary on Zoom using the whiteboard. Worked great!"

Nicole Janas, Minnesota



"We did a paint night on Zoom. I found a painting video on YouTube and delivered paint supplies to members who RSVP'd. Then I played the video on the Zoom meeting."

Christina Hammac, Michigan



"Via Zoom, we're having a local author read part of the first chapter of her new book. Then she'll send the book to the participants for free. The author is a member and is in the top 100 of international authors!"

Jenny Gonzalez, Wisconsin



Join the group!

Find more (and share more) on Facebook!

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

Upcoming holidays

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



- **National Day of Giving – Dec. 1:** Contact local organizations and shelters to find out how you and members can help make the holidays special for those they support.
- **National Mutt Day – Dec. 2:** Host a virtual event where members make treats for their furry friends or for the residents of a local animal shelter.
- **National Gingerbread House Day – Dec. 12:** Host a virtual gingerbread house-making day!
- **Christmas – Dec. 25:** Host a Secret Santa gift exchange. Randomly assign participating members another member to surprise with a gift on their doorstep. Gather virtually to take turns opening the gifts.
- **New Year's Eve – Dec. 31:** Host a virtual Noon Year's Eve party for members and their families with snacks, noisemakers, balloons, streamers and a countdown to noon.



- **National Technology Day – Jan. 6:** Do you have members who'd like to learn more about technology? Coordinate a virtual lesson to help them learn some essential skills.
- **National Vision Board Day – Jan. 9:** Plan a virtual vision board party for members. Reflect on the previous year and look ahead to the new year by setting specific goals. Use the board to visually represent the goals you set for yourself.
- **Get to Know Your Customers Day – Jan. 21:** Learn more about your members by planning a virtual show and tell. Consider sending a survey to gather their interests and input for the activities your chapter/club will be doing throughout the year.
- **Inspire Your Heart with Art – Jan. 31:** Plan a virtual art project activity. Members can either keep their creations or donate them to a local organization.
- **National Hot Chocolate Day – Jan. 31:** Prepare hot chocolate goodie bags to deliver to a local organization.



- **National Homemade Soup Day – Feb. 4:** Ask members to prepare their favorite soup in time for your virtual social activity. During the virtual event, ask members to take turns sharing the ingredients while other try to guess what kind of soup it is. This is a fun way to swap recipes!
- **Global Movie Day – Feb. 13:** Instead of soup, play a similar game with members' favorite movies and TV shows. During a virtual event, ask members to describe the movie/show without using any names or specifics that would give it away. The members who guess the most correct, win a small prize.
- **National Caregivers Day – Feb. 19:** Caregivers give so much of themselves for others. Honor them through a Hometown Hero event or by giving them small gifts and handmade letters.
- **National Floral Design Day – Feb. 23:** Ask a local florist to teach a virtual class on simple floral designs. Members can either keep their creations or donate them to a local organization.

From the home office

Tools to use and important reminders

Virtual event **how-tos**

Due to COVID-19 restrictions, fraternal leaders nationwide have turned to Zoom and Facebook to host virtual activities with members. Find help with these tools and more on the COVID-19 page of imakeanimpact.org (found on the Training Materials site).

- Familiarize yourself with Zoom and Facebook by reading the **Virtual Tools Training** document. It includes links and tips for using the virtual options currently available to you.
- Check out the **Requesting a Zoom Account Instructions** document to learn how to request an account and sign on for the first time.
- Get ideas for virtual activities that will involve and excite members with these helpful resources:
 - **Fraternal Guidelines for Phase III Training Module.**
 - **Fraternal Activity Ideas** document.
 - **Resources for Hosting Activities** document.
 - Recent issues of **Impact magazine** and **Impact Lite.**
 - Multiple **activity guidelines** documents.



\$\$\$ for young volunteers

Do you know any members who are high school seniors? They could be eligible for our Make An Impact® Scholarships competition. Modern Woodmen will award 198 college scholarships in 2021, totaling \$450,000.

We removed the ACT/SAT test score requirement this year, so more members will be eligible to apply. This change is in line with the application requirements of many colleges, which are no longer requiring test scores (especially this year, due to COVID-19 complications).

Who's eligible?

- ✓ Class of 2021 graduating high school senior.
- ✓ Covered by Modern Woodmen life insurance since Jan. 1, 2019.
- ✓ At least 40 hours of volunteer experience in the past two years.
- ✓ Minimum 3.5 GPA (for Track 1) or 2.5 GPA (for Track 2).

Encourage your members to apply at learnmore.scholarsapply.org/impact. Applications open Nov. 1 and close Feb. 8.





Q How long will Phase III last? Is there an end date?

A Modern Woodmen's Phase III fraternal response to COVID-19 began July 1. The home office continues to monitor the situation and will phase in activities with more contact when appropriate.

Q My state relaxed social-distancing and shelter-in-place requirements. Why can't we meet in person?

A Modern Woodmen's primary concerns are the health and safety of our members, fraternal leaders, field representatives and home office staff members. We're taking a measured approach to the COVID-19 situation. This provides a consistent, more uniform way for all chapters, Summit chapters and youth service clubs to help in local communities throughout the country.

We're also sensitive to the fact that some members may still want to proceed with caution. In-person gatherings with their chapter/club may not be in their best interests at this time.

This approach is in line with the decisions of other fraternal benefit societies.

Q Can my chapter donate premier dollars to local organizations?

A You can choose to use a limited amount of the funds to help your community. Please consult with your chapter board. We encourage you to save premier dollars for activities you'll hold with members in the future. See Page 6 for ideas.

make it **YOURS**

*“Maybe Christmas,” he thought, “doesn’t come from a store.
“Maybe Christmas ... perhaps ... means a little bit more!”*

– Dr. Seuss, “How the Grinch Stole Christmas!”

What size is your heart?

This year, it seems, is a lot like The Grinch.
It’s chipped away at our spirits ... inch by inch.

It’s taken traditions. It’s taken our health.
In-person gatherings, vacations and wealth.

So many changes and many new projects.
We get frustrated and yell at inanimate objects.

But then, as always, the true meaning shines through.
And we gain the strength of 10 volunteers (plus 2).

We remember the good we’ve seen all these days.
What we’ve said and done matters, in so many ways.

We keep moving forward ... inch by inch.
And our impact grows bigger (like the heart of The
Grinch).

- Julie Fuhr, Corporate
Communications, 2020

Wishing you and yours a blessed holiday season!

