

INSPIRATION FOR MODERN WOODMEN FRATERNAL LEADERS

Impact

M A G A Z I N E

SPRING 2022

*7 tips to
increase
attendance*

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Don't worry about attendance!

The question I'm asked most by fraternal leaders: How do I get more members to attend my events?

Try not to think about attendance as a number to be achieved at each event. Instead, focus on getting more members to participate at least one time during the year.

If you offer a variety of events and at different days and times, your attendance may ebb and flow from month to month. That's OK! Would you rather see the same members every month or see 50% or more of the members on your roster over the course of the year? I encourage you to focus on the year.

Set a goal for how many members you're going to connect with this year. With Fraternal Connect, our new attendance tool, you can keep track of who's coming to activities. You can also use it to see who's not coming. Personally invite a member who hasn't attended an event. Or ask your membership coordinator to reach out. A personal invitation could make the difference between that member disregarding your activity or choosing to attend.

Enlist the help of your chapter board or the most active members and parents in your youth service club. I'm confident the ideas you brainstorm together will appeal to a wider variety of members. You could also use the member interest survey (found in the Training Materials site at imakeanimpact.org) to ask members about the types of activities that appeal to them. Plus, this issue of Impact contains lots of ideas to help you reach more members.

If you focus on seeing more members on your roster at least once during the year, your event attendance number will take care of itself. No worries!

Jill Lain Weaver

Jill Weaver, chief fraternal officer



Members may choose to (or not to) attend your activities for a variety of reasons. Jill likes local events that allow her to volunteer with her husband, Steve. This winter, she and Steve helped deliver meals to seniors in need.

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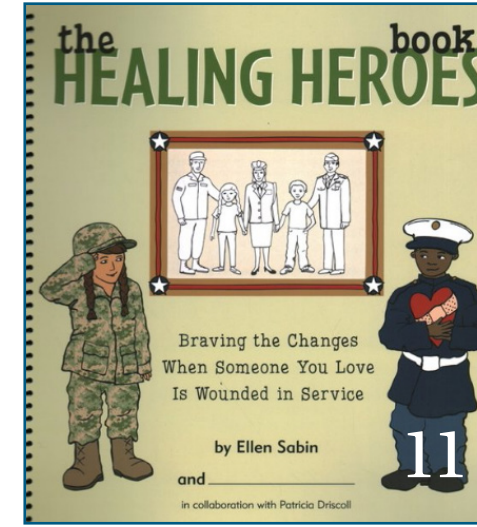
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Try one or more of these ideas in the coming months.
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Reminders, training and tips to make your role easier.

Get to know ... Karen Mizner

What secret (or not-so-secret) talent do you possess?

My husband and I have remodeled our home in addition to our two rentals. I love demolition! Let me use a sledgehammer, and I'm happy.

Why do you think brain health is important?

A healthy brain makes for a happier life.

Share a favorite fraternal memory.

Several years ago, Modern Woodmen home office employees partnered with Habitat for Humanity to build a house for a community member. It was great to swing a hammer and work with other home office employees I didn't get to see often or had never met.

What's your favorite spring/summer activity? How could leaders turn that into a fraternal event?

I love to do yardwork. You could get your members together and help out neighbors who are unable to do their yardwork. Or go to the park or other public area to pick up trash and/or plant flowers.





Beyond the postcard

7 tips to increase chapter/club attendance

If you plan it, they will come. Sounds good in theory, but perhaps not so practical in real life. If you're not satisfied with your attendance at activities, consider this advice from fellow leaders.

1. Plan ahead

Give yourself enough time to inform members about events. Last-minute activities can be stressful and limit the ways in which you can promote them.

2. Involve others

Discuss ideas for events at chapter board/youth club impact team meetings. Talk to members at activities and ask for their input ... and their help in getting more members to attend.

"Ask your regulars to reach out and encourage one or two member families to join them at the next event," says Vera Ann Myers, a fraternal leader from Bulls Gap, Tennessee.

She also recommends building relationships with your local Modern Woodmen representative and other fraternal leaders in your area.

"Build a strong bond and work together to promote fraternalism."

3. Become well-known

Fraternal leader Angie Willman lives in the small town of Brussels, Illinois. She says people are very familiar with her personally and with what Modern Woodmen is all about.

"Word gets around quickly," she says, "and people trust me because they know me."

If you're not as blessed as Angie in the familiarity department, be sure to introduce yourself, especially to new members. The Fraternal Department now notifies chapter activities coordinators via email when new members join their chapter. We'll email youth service club leaders when members have been added to their parent chapter. (See tip 7 below for tools to use.)

Vera Ann leans on her local representative for help explaining fraternalism to new members. Then she reinforces that explanation when members come to activities and encourages them to attend again.

"I've been known to make some personal phone calls, too," she says.

You can also take advantage of the media release templates in the Training Materials site at imakeanimpact.org to promote the good your chapter/club does in the community. (Go to Resources and Materials > Impact Your Local Community.)

4. Embrace traditions

Angie knows certain activities are very popular with her members and always draw a crowd. For example, her members enjoy steak dinners or fish fries for Matching Fund projects.

"We live in a close-knit community that likes to support good causes," she says. "And not having to cook is always a plus!"

Another activity Angie routinely plans is collecting used books that members have at home and no longer read. The chapter/club then donates the books to local school libraries and their public library.

"We usually collect quite a few, and this project doesn't cost us anything."



Youth club members from Brussels, Illinois, loved getting their hands dirty during a cupcake-making tutorial. As leader Angie Willman has found, adding an element of fun can be key to repeat attendance.

"The main thing is to choose activities your members are going to like."

- Angie Willman, fraternal leader

5. Think outside the box

"Old standbys" are wonderful, but be sure to add some creativity and variety to your events ... especially over the course of the year. You may attract different members.

In February, Angie invited someone to teach her youth club members how to decorate cupcakes. The kids loved this activity.

"The main thing is to choose activities your members are going to like," she says.

Vera Ann recommends planning a fun, free activity to show members the value of attending. Maybe a swimming party or a member appreciation picnic. (This could be a good way to use your premier funds!) If members enjoy that activity, they may be more likely to come in the future, even if some cost is attached.

She also likes to plan activities at local businesses.

"Members will see that you're supporting locals ... and those business owners and employees are potential new members."

6. Vary your times, days and weeks

If you hold all your activities at the same time of day, day of the week or week of the month, you may automatically exclude those with recurring work/school/extracurricular conflicts.

"It can be hard to work around everyone's busy schedules," admits Vera Ann. "I try to change things up based on the season."

Angie has found Sunday activities work well for her members, especially in the winter. And she always works around baseball schedules in the spring and summer.

"If I don't," she says, "I pretty much guarantee low attendance."

7. Use available resources

On the Training Materials site at imakeanimpact.org, go to Resources and Materials > Engage Members, where you'll find:

- **New member welcome tools** – Find messages/scripts/flyers to introduce yourself, welcome members to your chapter or club, and personally invite them to your next activity. (Hint: Personal invitations are nearly always the most effective.)
- **Activity ideas** – Check out this list. So. Many. Ideas.
- **Fraternal volunteer sign-up sheet** – Ask members to provide information if they'd like to volunteer for service projects and help with other activities.
- **Member interest survey** – Find out what types of activities appeal to your members.
- **Postcard best practices** – Learn how to improve your invitations to encourage attendance.
- **Fillable activity flyer** – Hand out or display at your events to promote upcoming activities.
- **Roster Excel guide** – Learn where to find the chapter roster and how to use Excel to better understand who is in your chapter.



Random acts of kindness

Service project
Wilkesboro, North Carolina
Club leader: Angela Shimel

Youth Service Club 15111-1 purchased roses for Valentine's Day, then members presented them to random people in their town. The club members love making people smile and feel special – it's a project they ask to repeat each year. If you're planning a random-acts-of-kindness project, this is a great example to follow. Purchase a meaningful/timely item and engage your members in distributing it.



Boardwalk clean-up

Service project
Gardiner, Maine
Chapter activities coordinator: Janie Greenleaf

Members of Chapter 13000 picked up litter along the boardwalk at Gardiner Waterfront Park. What local parks, playgrounds and community spaces could use a little TLC from your chapter or club? A local nonprofit may need some help with outdoor tasks, too.



Cemetery beautification

Service project
Colome, South Dakota
Chapter activities coordinator: Marsha Risseuw

Members of Chapter 14368 joined with the Rotary Club to plant trees at the cemetery. Local cemeteries are often forgotten or don't have funds available for landscaping tasks, whether planting trees and flowers, spreading mulch or pulling weeds. Nonprofit organizations, senior centers and other community spaces are other good recipients.



Museum tour

Educational event
Villa Rica, Georgia
Chapter activities coordinator: Terry Henley

Chapter 16220 explored the Gone With the Wind Museum. Members took a tour and learned how the movie was made. It's easy to forget about attractions available in your own community. And indoor events, like museum tours, could be a draw for members looking for a fun respite from summer temperatures.



Canning class

Educational event
Ozark, Missouri
Club leader: Thomas Pluth

Members of Youth Service Club 12081-1 and their families learned to can applesauce. Gardening, bike safety, fun Frisbee techniques – what new skills could you introduce to members this year?



Supporting youth theater

Service project
Alpine, Utah
Club leader: Bonnie Dixon

Youth Service Club 10588-5 provided volunteer support for a nonprofit community theater organization. Members helped take tickets and distribute programs before a youth theater production. They also cleaned up the outdoor amphitheater after the performance. Reach out to youth programs and summer camps near you. They may love your help with extra projects.

Send us your pics!

Remember to post pictures of your members in action to the Fraternal Leaders closed Facebook group and/or attach them to your report. We may be able to feature them in Impact, The Modern Woodmen magazine or elsewhere.

Ideas to try this summer!

Celebrate one (or more) of these little-known holidays

National Great Outdoors Month: Take members for a nature walk, clean up park trails or plant a community garden.

JUNE 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- **National Running Day – June 1:** Encourage members to participate in an in-person or virtual walk or run. Share your experiences in your closed Facebook group.
- **National Drive-In Movie Day – June 6:** Host a social activity at a local drive-in. Or create your own drive-in with a projector, a large blank wall, and a grassy area or parking lot.
- **National Children's Day – June 12:** Host a fun activity for member children or for children at a local nonprofit.
- **Random Acts of Light Day – June 13:** Surprise local cancer patients with acts of kindness.
- **National Go Fishing Day – June 18:** Invite members to learn fishing basics or host a fun social outing for fishing enthusiasts.

National Grilling Month: Host a member potluck/picnic with grilled favorites and outdoor games.

JULY 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- **National Hawaii Day – July 5:** Celebrate with a luau-themed activity.
- **National I Love Horses Day – July 15:** Volunteer at a local equestrian nonprofit organization.
- **National Pet Fire Safety Day – July 15:** Host an educational event focusing on tips for preventing accidents pets could unintentionally cause.
- **National Get to Know Your Customers Day – July 21:** Get to know your members by asking them to complete the member interest survey (available on imakeanimpact.org). Enter participants into a drawing for a prize.
- **National Parents' Day – July 24:** Plan a fun adults-only activity for members. Provide volunteer babysitters for the parents who need them.

National Wellness Month: Host a Matching Fund project in support of the 2022 brain health campaign!

AUGUST 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- **National Coloring Book Day – Aug. 2:** Enjoy a relaxing activity that's not just for kids.
- **National Friendship Day – Aug. 7:** Invite members to bring a guest to this month's activity. Or help members make a special gift to take home to their best friends.
- **National Happiness Happens Day – Aug. 8:** Spend the day doing something happy – see a comedy show, enjoy the outdoors or have a spa day.
- **National Garage Sale Day – Aug. 13:** Encourage members to donate items and help organize a community garage sale. Donate earnings to a local cause or nonprofit that supports brain health.
- **National Grief Awareness Day – Aug. 30:** Invite a counselor to share what to say to (and do for) those who are grieving. Your Modern Woodmen rep could also share more about the Final Wishes Resources member benefit (see Page 10).

Unite for brain health in August!

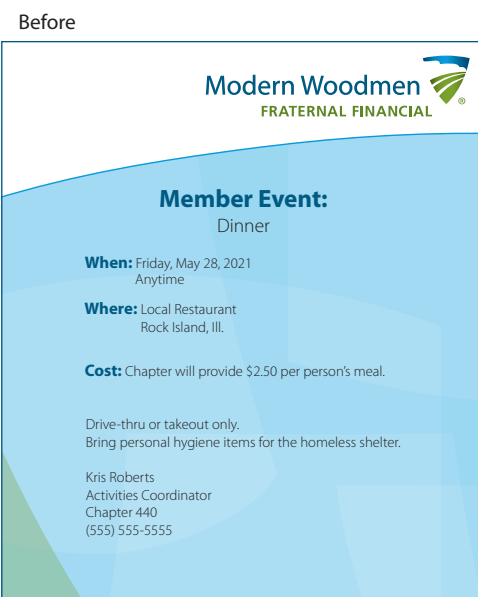
The third-quarter brain health campaign activity is a Matching Fund project. Raise funds for a local organization/individual that supports mental health. Visit the Training Materials site at imakeanimpact.org to learn how to request, host and report the event. Plus, get even more activity ideas, including a special brain health trivia kit (coming soon)!



Make your invitations **more inviting**

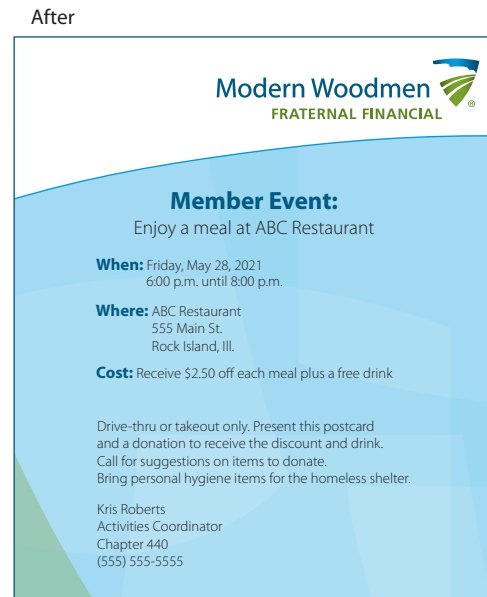
Instead of this:

Sending postcards with few details and generic wording.



Try this:

Get creative with your event name and offer the info your members need to know.



Because:

Members are more likely to pay attention to your postcard ... and be enticed to come.

Remember, certain fields on the activity request form populate your postcard. Keep your audience in mind when you submit your request. And be sure to view an image of your postcard before you submit your request. (Click "preview postcard" in the left navigation.)

- Would your title and description make **you** want to attend this event?
- Will your members have all the information they need?
- Are there too many details for the available space? Or, are the details too complicated? (If so, ask members to call or email you for more information.)

Coming soon: electronic invitations!

Starting mid-May, your members could start receiving text, email and/or voice messages (in addition to your postcard invitations) informing them about upcoming chapter or youth service club activities. This new system is yet one more way to encourage attendance, and it will be automatic when you submit your activity request. Look for an email in late April to learn more.

Note: Members will only receive electronic invitations if Modern Woodmen has their correct contact information on file – either through Fraternal Connect or through their registration on member.modernwoodmen.org.

TREAT yourself!

Earn a chance to win a self-care subscription box

Work with your members to hold an easy-to-implement activity supporting brain health each quarter.

- **May:** Brain health educational event.
- **August:** Matching Fund to support brain health.
- **October:** Hometown Hero recognition for brain health champions

Not only will you impact your members and the community, you could earn personal rewards. Five participating leaders will win a self-care subscription box each quarter! If you support the brain health campaign all four quarters, you'll automatically receive \$20 toward a subscription box.

Check out the 2022 National Campaign section of the Training Materials site at imakeanimpact.org for ideas, how-tos and helpful resources for each activity. Remember, all activities count toward premier status in 2022!



brain health

Keep it top of mind

WHY DO IT alone?

Ask members to help you run an effective, relevant chapter or club

Need more ideas? Feeling overwhelmed by life? Frustrated by low attendance at activities? It might be time to reach out for help. Creating a chapter board (or an impact team for youth clubs) could be the answer. By involving more members in planning, you spread out the workload and gain new ideas and connections that can lead to more successful, impactful activities.

Chapter leader tip: Consider asking your local Modern Woodmen representative to serve as your chapter's membership coordinator. This position is the ideal role for reps! It allows them to focus on what they do best – building relationships with members and growing membership.

See the online module on the Training Materials site at imakeanimpact.org for tips on creating a chapter board. Remember, chapters and Summit chapters must have a board with at least three elected officers to earn premier status. And you're required to submit at least one online board report each year.

Get your **BANKING QUESTIONS** answered

Remember these Axos Bank resources

Did you know Axos Bank has a designated team that handles Modern Woodmen chapter bank accounts? The Commercial Banking team should be your first contact for all things related to your chapter bank account. That includes ordering checks and resolving transaction issues.

Contact the Commercial Banking team at **CommercialBanking@axosbank.com** or 866-747-4472. *Note: If sending an email, don't include the chapter bank account number or tax identification number. Only provide your full name and chapter number.*

You can see your balance and manage your chapter bank account using these options:

- **Online banking:** www.axosbank.com.
- **Mobile app:** Search for "Axos Bank" in the Google Play Store or Apple App Store.

Looking for a **UNIQUE EDUCATIONAL EVENT?**

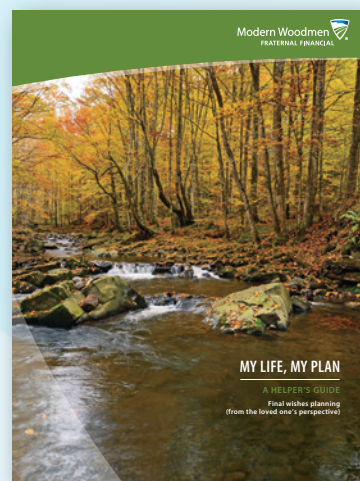
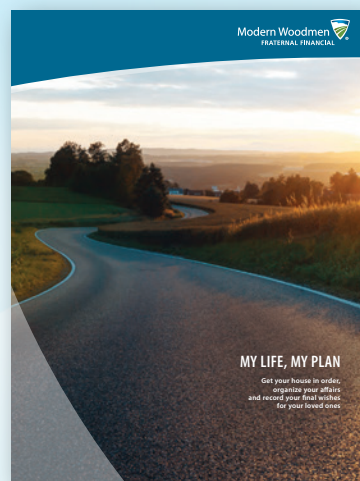
Help members get their 'houses' in order

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

Organize a "Getting your house in order" educational event sometime this year. Invite a Modern Woodmen representative to present on this important topic. All representatives have access to a PowerPoint presentation and script that shares key topics members should consider when preparing their end-of-life/late-in-life plans and promotes Modern Woodmen's Final Wishes Resources member benefit.

An activity guide on the Training Materials site at imakeanimpact.org offers tips and resources to help you organize the event.

Tip: You can host up to two educational events each year. If you already have an event planned to support the brain health campaign in May, consider hosting a second educational event later in the year. It could attract a different subset of members.



Feeling **PATRIOTIC?**

Order flags for an upcoming activity

Summer is a great time to focus on the American flag. You can order handheld flags, indoor flags (with stand) and outdoor flags from the Supplies section of imakeanimpact.org.

Activity ideas:

- Replace tattered American flags around town, deliver small flags to local businesses and community centers, or place flags on graves of military members at a local cemetery.
- Hold a youth club educational event about the symbols on the flag and their meanings. If you offer door prizes, members could win a larger flag to keep or donate to a local organization of their choice.
- Order handheld flags to wave on Independence Day.
- Sing patriotic songs with nursing-home residents as a service project – they'll know all the words!



Bonus brain health **ACTIVITY IDEAS**

Support those with PTSD ... and those who love them

War veterans aren't the only ones who experience post-traumatic stress disorder. According to the National Center for PTSD, about 7 or 8 out of every 100 people will experience PTSD at some point in their lives.

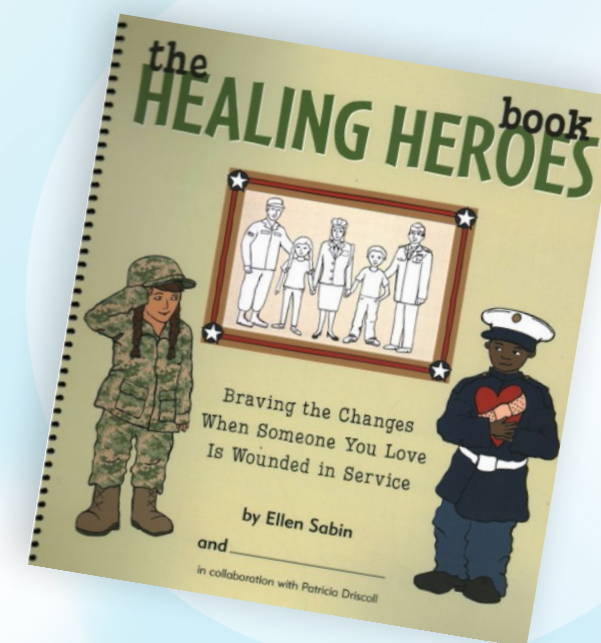
June is National PTSD Awareness Month. In support of brain health awareness, you could invite a speaker to educate members about PTSD or volunteer at an organization that helps those with PTSD.

The Fraternal Department also has a limited supply of "The Healing Heroes Book," now available for order in the Supplies area of imakeanimpact.org (P-9601).

This workbook helps children ages 6-12 deal with feelings, changes and challenges due to a service member's injuries, including PTSD, wounds, brain injuries, burns and amputations. Kids learn to express their feelings, ask questions and find healthy ways to cope.

Since this book has a very specific purpose and intended audience, keep these tips in mind before placing your order.

- Donate the book to a local nonprofit organization that works with veterans and their families. It's not intended to be donated to a specific individual or family.
- Reach out to the organization first. Describe the book and discuss its purpose. Ask the organization if it would be a good fit for their families.
- Order up to five books from the Supplies section (P-9601). Contact the Fraternal Department if the organization needs more books.



NEED MORE activity ideas?

Take advantage of these resources

Check out the ideas in the premier planning calendars, which are updated each year for chapters, Summit chapters and youth service clubs. You can find quick links to these calendars at the bottom of the 2022 National Campaign page of the Training Materials site at imakeanimpact.org.

Find more great activity ideas on the Training Materials site in the Chapters, Summit Chapters or Youth Service Clubs sections. Click on Resources & Materials and then Engage Members.

And join 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.

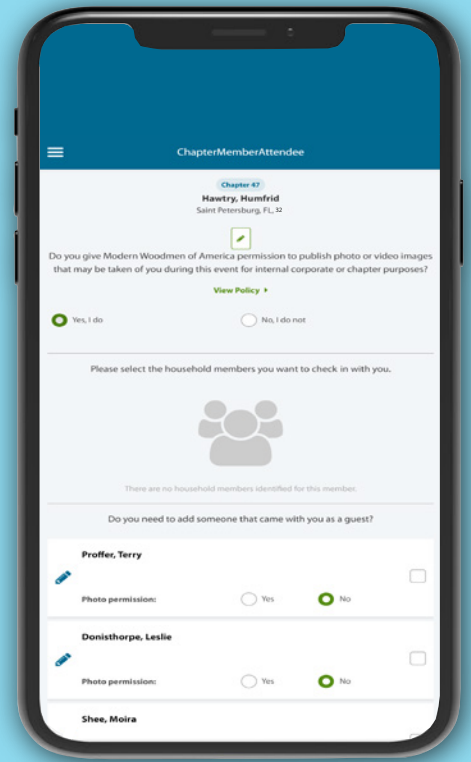
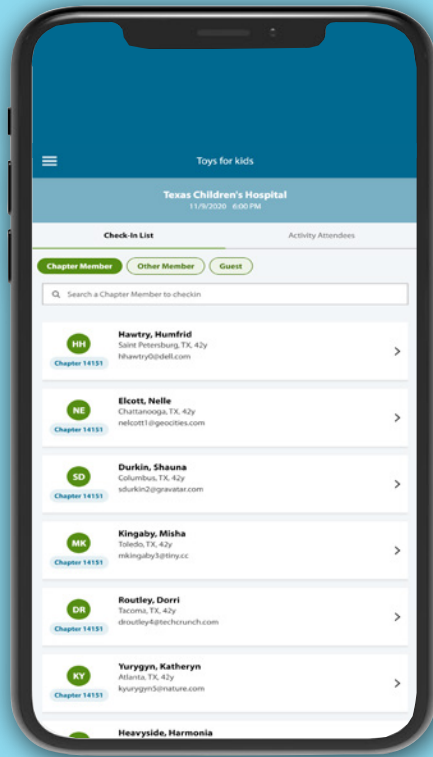
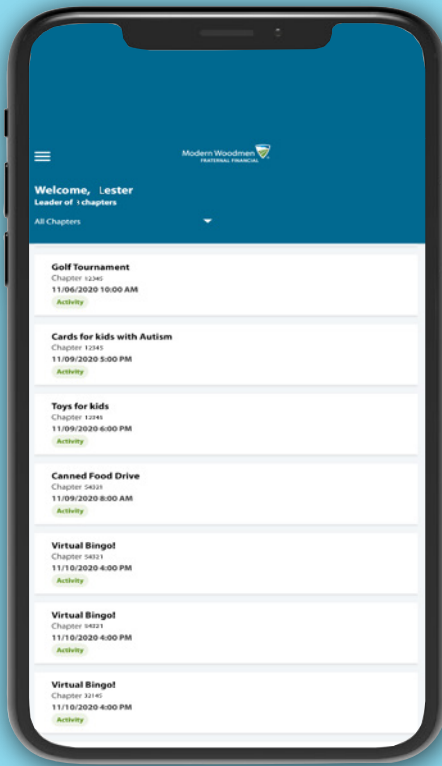
Are you **MISSING OUT?**

Make sure your contact info is up to date

The Fraternal Department sends a number of reminders, updates and tips to make your role as a fraternal leader easier. It's important that we have your correct contact information, especially your email address, to keep you informed as quickly as possible. (Note: Some information is ONLY communicated via email.)

Please log on to imakeanimpact.org now to ensure your contact information is up to date. If it's not:

- Click on your name in the upper right corner.
- Select **Account** and then update your information as necessary.



Make the switch to Fraternal Connect

The new, improved and convenient way to track attendance

Join the growing group of leaders enjoying the benefits of Fraternal Connect.

- No more keeping track of physical sign-in sheets.
- No more reading illegible phone numbers and email addresses.
- Easy to check in members of the same household and repeat guests.
- Easy to navigate between more than one active activity.
- Easy to filter the attendee list.

Rewards! Be a consistent Fraternal Connect user this year, and you'll earn a \$20 gift card to Amazon, Shell or Starbucks. Plus, you'll be entered into a drawing for an iPad or tablet!

Access incentive details, FAQs, a practice course and more on the Fraternal Connect section of the Training Materials site at imakeanimpact.org.

