

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

Impact

M A G A Z I N E

SUMMER 2021

CREATING THE NEXT NORMAL

**In-person activities
are back!** p. 4

**Commemorate 9/11
with good deeds** p. 5

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Award winners** p. 6

imakeanimpact.org





Let's come together again

We all have stories about where we were on Sept. 11, 2001. The many emotions we felt are still easy to remember. Disbelief that this could happen. Sadness for the loss of life. Fear of the unknown. Pride and amazement for the brave first responders. Grief for a world that would never be the same.

One memory I'll never forget is how people came together – to give comfort, raise money, give blood. To do something. Anything. Coming together is what brought us through that tragedy. Now we have a chance to do so again.

I encourage you and your chapter and youth club members to participate in the September event for the 2021derful campaign. Come together like we did 20 years ago. **Encourage your members to do acts of kindness** for your local firefighters, police officers, EMTs, military members and veterans. A list of good deeds is inserted in this issue of Impact, but don't be limited by these ideas. The simple actions of individual members will add up to a greater impact – one that can continue to honor the sacrifice and bravery we saw on that day.

While vastly different, **the easing of the pandemic gives us another chance to come together** following a difficult period in our lives. Many of us are re-emerging from our social distancing. Many are looking for a chance to connect with others in person again – whether to celebrate what is hopefully the end of COVID-19, to ease the loneliness and isolation, or to find deeper meaning through helping others.

The following pages offer many ideas for meaningful in-person gatherings. **This is a chance to create a "new normal,"** so consider trying something different from what you used to do. You might even engage members who haven't attended before. And remember that virtual or limited-contact activities are still OK if you or your members aren't ready or able to meet in person.

Coming together can happen in different ways, but we're always better together.

Melissa Gottwalt

Melissa Gottwalt, training & innovations manager

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Get to know ... Tammy Mielke

What's your favorite thing about your job?

Talking with coordinators and getting to know them. I've made many friends over the years just by talking to and helping leaders with their chapters and clubs.

Share a little-known fact about yourself.

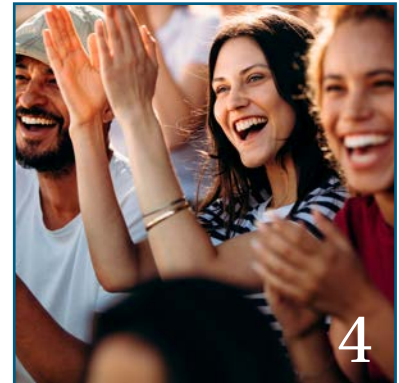
I love to bake for my family. I'm currently trying to perfect my mother's home-made cinnamon bread. She was a wonderful baker.

What's your favorite activity idea you've heard recently?

I don't know that I have a favorite. I think what really stands out is how our chapters and clubs worked so hard during 2020 to hold meaningful events. From service projects to fundraisers to social events, leaders worked really hard during the pandemic. It was a year that no one will forget.

How are you making 2021 wonderful?

By getting together with family and friends! I have three daughters and a son, and I love spending time with them. Our oldest daughter's wedding was this May. It was wonderful to be able to have her wedding where all our family and friends could attend. Her pictures haven't come back yet, but here's a family photo from another daughter's wedding in November 2019.



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What's your next normal?



They're back!

Yes, you can meet face-to-face again

Modern Woodmen chapters and youth clubs have been making an impact throughout the pandemic. Even with the modifications put in place for safety, you helped raise \$29.3 million through fundraisers for local causes and devoted nearly 195,000 hours in volunteer service last year. You also planned some creative events, as evidenced by the Impact Maker Award winners on pages 6 and 7.

Activities and impact have ramped up this year and are sure to explode with the recent reintroduction of in-person events. The future looks bright, and we're so proud of all you've done and continue to do for your members and communities.

Reopening highlights:

- Chapters and youth service clubs **can now host in-person (indoor and outdoor) activities** across all activity categories.
- It's critical that you **follow all local and state COVID-19 guidelines** when planning and hosting events. You should choose venues that follow local and state guidelines as well.
- Not all members are ready for in-person events. We recommend you **host traditional, limited-contact and virtual events** to appeal to members' preferences.
- These pandemic-related changes will remain:
 - Chapters are required to send postcards for all activities except service projects. Therefore, requests must be submitted at least 28 days in advance.
 - The 2021 premier requirements will remain. **Bonus!** Chapters and youth clubs that reach premier in 2021 will receive an additional \$100 in premier funds.
 - The 2021derful campaign is still happening. **Bonus!** Now 10 fraternal leaders will win a \$500 travel gift card each quarter, rather than three.

Learn more about reopening guidelines in the 2021 (July) Fraternal Leader Handbook. Find it on the Training Materials site at imakeanimpact.org.

Hats off (or on) to you!

Welcome members back to in-person events with a small reward – this heather-gray 2021derful ball cap.

- Submit an eligible activity request – any category – for an activity you'll hold between July 25 and Sept. 6.
- Set aside time during the activity to celebrate the return of in-person events. Thank members and welcome them back. (No need to add this information to your request form.)
- Help members mark this day by giving them each a ball cap.

You can order a small number of caps (15 for chapters, 10 for Summit chapters and 5 for youth clubs) at no charge. Order additional caps for just \$1.50 each. Look for **2021derful Ball Cap FREE (P 9875-F)** and **2021derful Ball Cap PAY (P 9875)** in the Supplies area of imakeanimpact.org or add them to the activity request.

Hats are for fraternal activity attendees (members and their personally invited guests) only. The activity should be held in person.



KEEP MAKING 2021 WONDERFUL!

Participate in the good-deeds service project this September



Remember the sacrifices and courage of first responders. Perform acts of kindness for them as the nation marks the 20th anniversary of 9/11.



When? Sept. 11 or anytime throughout September.

What? Ask members and their families to perform individual acts of kindness for firefighters, police officers, EMTs, military members and/or veterans. Track all of the good deeds completed.

How?

Request it!

1. Submit an activity request form
 - **Name of event:** Good deeds for first responders.
 - **Date:** 9/11/2021.
 - **Recipient category:** Special campaign.
 - **Recipient name:** First responders. (You can identify specific first responders, if desired.)
2. Use the fillable postcard on the Training Materials site or one of the postcard options available in the Supplies Area of imakeanimpact.org. Request RSVPs from members to help track deeds.
 - **Suggested message:** "Perform a kind act for first responders with your family/ household in honor of the 20th anniversary of 9/11. Contact me at [phone] or [email] for service ideas and to share your good deed. Or post to our closed Facebook group."
3. Mail the postcards to members.

Host it!

- Encourage and remind members to share their good deeds with you. *(Ideally, use the chapter or youth club closed Facebook group. That will help build excitement and give ideas to other members.)*
- Offer ideas, such as the good deeds listed in the flyer inserted in this issue of Impact.
- Keep track of members who participate and their acts of kindness using a paper sign-in sheet, Excel or other tool.

Report it!

- Use your good-deeds tracking sheet or a sign-in sheet as your attendance record. Add members' names to the electronic attendance tracking tool.
- Include expenses your chapter or youth club incurred (if applicable) in the cost area.
- Attach receipts in the receipt area.
- Include the cost of postage if postcards were mailed.

Win it!

- Submit your report no later than 30 days after your event to be entered into a drawing for a \$500 travel gift card! (Ten winners will be drawn in November.)

Tips to get members involved:

- Promote the good-deeds service project at your August event.
- Share the **flyer inserted in this issue of Impact** if your members are looking for ideas. A PDF is available in the 2021derful toolkit on imakeanimpact.org. Print it, email it, or simply share some of the ideas on your closed Facebook group.
- Encourage members to join your closed Facebook group for updates and ideas . . . and to share their acts of kindness. (Check out the 2021derful toolkit on the Training Materials site at imakeanimpact.org for social media templates you could use.)
- See more ideas from leaders on Page 8.

*Congratulations to the **2020 Impact Maker Award winners!** Consider modifying and replicating some of these creative ideas with your own chapter or youth club.*

Educational event winners



Chapter 11071
Anderson, South Carolina

This Zoom event was set up like a morning talk show. Leader Sandra Miller acted as host and had two guests – a realtor and a property and casualty insurance agent. Members enjoyed the banter and asked questions that the panelists answered.



Youth Service Club 13861-1
Graham, North Carolina

Young members wrote poems about famous Black Americans and read them to nursing home residents and families. This was before COVID-19 restrictions, so members visited in person. After the reading, members served the residents lunch.



Chapter 9970
Cumberland, Maryland

Members took a virtual tour of Antietam National Battlefield, where a deadly battle was held during the Civil War. A tour guide walked through the battlefield live on Zoom, gave the history and then answered questions.

Service project winners



Chapter 15456
Hagerstown, Maryland

Members made GOLF (going on low fuel) bags for 2,222 hospital employees – from janitors and café workers to the CEO. Members and guests assembled the bags in their homes. Leader Lynn Bibbee delivered them, along with newspaper and TV station reporters (who covered the event) and the hospital board of directors.



Chapter 10041
Provo, Utah

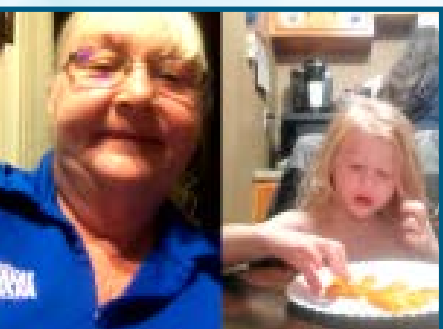
After learning child abuse increased during COVID-19, members wanted to make a difference for kids disclosing abuse. They found out what was needed, shopped for items and assembled kits to donate to the Children's Justice Center – a bag of goodies to make the experience a little less traumatic.



Summit Chapter 18322
Tampa, Florida

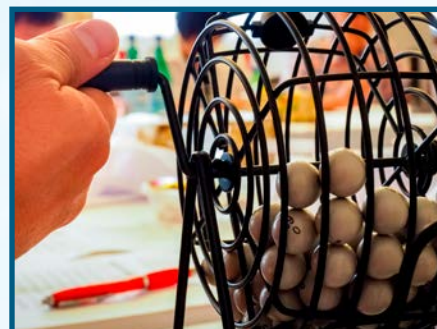
Members enjoyed bingo with residents of a living facility. Prizes included personal supplies, such as washing powder, soap, toilet paper and deodorant. Members prepared lunch, set up the prizes and game, assisted residents as they played, and brought a musician to play live music. Coincidentally, one of the residents was a famous former singer, so it turned into a mini concert!

Social activity winners



Chapter 15262
Dell Rapids, South Dakota

The chapter purchased pizza dough mix, sauce, cheese and pepperoni for each family. Members made their pizzas and then showed off their handiwork during a Zoom pizza party. The kids loved showing off their pizza art. Leader Judy Lindberg says making the dough was their favorite part!



Chapter 17353
Morrisville, North Carolina

Members participated in a happy hour bingo event on Zoom. Leader Jeffrey Sidney called out clues, and members found the answers on their bingo cards. All clues were related to Modern Woodmen. The event shined a light on some of the benefits of being part of Modern Woodmen, while members interacted with one another.

Matching Fund project winners

FUNDRAISER
Art & Teresa Bachtell's HouseFire Fund



LATE NITE FOOD EVENT
August 14th & 15th
8 pm - 10:00 pm
\$8.00 per meal (entree, side, drink)
email your order ahead for EZ PickUp
cocogrillmaryland@gmail.com

LOCATION
Ringgold Church
14420 Barkdoll Rd,
Ringold, Md.
(rear parking lot)

Modern Woo
Matching Funds Raise
for info call Lynn
301-991-0541 or Rick B
Coco's Grill 240-5



Chapter 11621 Westminster, Maryland

Members participated in a drive-thru food truck event to benefit a family whose home burned down in July. The oldest son died in the fire, and the family had no homeowner's insurance. With everyone's support, the chapter raised money for a down payment on a new home.



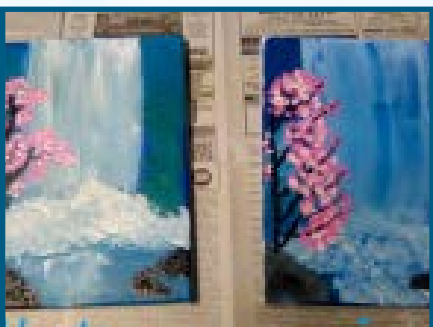
Chapter 8739 Portage, Michigan

Students made chili, and everyone who attended the pre-COVID cook-off voted on the best batch and donated to the program. The kids loved showing off their culinary skills and have asked if they can do this event again every year.



Summit Chapter 18305 Dell Rapids, South Dakota

Because of COVID-19, the local museum had not been able to be open or raise funds necessary to keep it open. Members helped by purchasing tickets for raffle items. The online raffle and matching funds provided enough money to sustain the museum during this difficult time.



Chapter 8983 Caro, Michigan

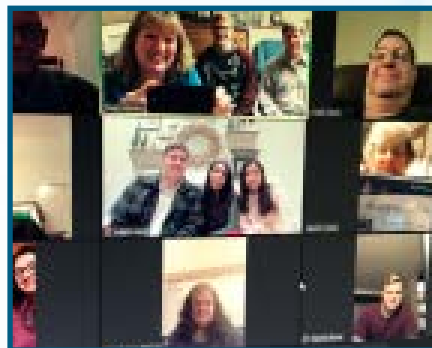
Members had fun at a virtual paint night. Leader David Janson delivered materials to interested members, and then everyone joined the Zoom meeting to watch a video and paint their own masterpieces.

Hometown Hero recognition winners



Chapter 12 Sterling, Illinois

The chapter recognized the director of Rock River Valley Self Help Enterprises, who was in her 45th year of serving the special needs/handicapped/disabled community in the county. Members distributed flyers, invited guests via phone and email, helped set up a banner, assisted with cleanup and seated attendees. They also shared personal stories of working with the honoree.



Chapter 385 Marshalltown, Iowa

The chapter honored an 86-year-old who became shut in by COVID-19. Instead of feeling sorry for herself and letting the lack of contact and connection with others affect her, she began making masks out of scraps of material. She stopped counting after making 14 dozen! Chapter members surprised her by inviting her family, her past piano students and other members to a Zoom meeting.



Summit Chapter 18262 Ellicott City, Maryland

The chapter recognized a woman who was hit by a car while volunteering during the Ellicott City floods. Attendees enjoyed a video of pictures and speakers who honored her and spoke about how she helped the community.

MODERN WOODMEN
IMPACT!
MAKER!

In case you missed it

Highlights from the Modern Woodmen Fraternal Leaders closed Facebook group

We loved to see and hear about all the ways you made 2021 wonderful for teachers this spring.



Stay tuned to the Fraternal Leaders closed Facebook group for more September 2021 wonderful project ideas and tips from leaders!

What are your September good-deeds project plans?

"I haven't finalized plans yet. I know I want my chapter members to be able to decide what they would like to do for the first responders rather than dictate what they should do."

– **Sheryl Duford, New Hampshire**

"Our chapter, Summit chapter and youth club are working together to recognize multiple first responders. Chapter members will perform acts of kindness for ambulance workers, Summit chapter members for police officers, and youth club members for firefighters. Members will post on Facebook or report details about the good deeds they completed to me. We'll compile the acts of kindness on cards, which will be included in fruit baskets that we'll deliver to the corresponding departments."

– **Janet Kuper, Missouri**

"Our youth club members will make cupcakes and signs for firefighters."

– **Karren Bascomb, California**

Upcoming holidays

You could plan any of these activities in person or offer a virtual/limited-contact twist, depending on your members' preferences and comfort level.



- **National Wildlife Day – Sept. 4:** Take a tour or volunteer at a local wildlife rescue.
- **National Read a Book Day – Sept. 6:** Donate and read books to children or seniors at local schools, shelters or nursing homes. Or host a read-a-thon where members and the community sponsor children reading for a cause.
- **Patriot Day and National Day of Service and Remembrance – Sept. 11:** Celebrate first responders with the third 2021derful activity!
- **National One-Hit Wonder Day – Sept. 25:** Host a “name that tune” trivia night that features one-hit wonders.
- **National Pancake Day – Sept. 26:** Help host a pancake breakfast fundraiser for a local organization.
- **National Family Day – Sept. 27:** Invite members to a family picnic potluck at a local park.



- **National Golf Lover’s Day – Oct. 4:** Host a golf outing or competition as a fun social or Matching Fund event. Or teach a golf basics class to beginners as an educational event.
- **National Kick Butt Day – Oct. 11:** Enjoy a karate or self-defense class.
- **National Stop Bullying Day – Oct. 13:** Purchase and hang inspirational signs in a local school.
- **National Pregnancy and Infant Loss Awareness Day – Oct. 15:** Invite a Modern Woodmen financial representative to teach members about member benefits, like the Newborn Benefit.
- **National Get Smart About Credit Day – Oct. 21:** Invite a Modern Woodmen financial representative to lead a MoneyMasters workshop for members.
- **National Food Day – Oct. 24:** Take a cooking class, do a recipe swap or host a cook-off.



- **National STEM/STEAM Day – Nov. 8:** Invite members to participate in a fun science experiment or activity.
- **Veterans Day – Nov. 11:** Place flags on veterans’ graves or invite a veteran to speak about his/her experience.
- **National Play Monopoly Day – Nov. 19:** Host a family game day. Members can bring their own games and snacks to share.
- **Thanksgiving Day – Nov. 25:** Host an in-person or virtual “Friendsgiving” social activity. Or provide a tutorial on how to cook/fry a turkey.
- **Small Business Saturday – Nov. 27:** Visit a lesser-known, family-owned restaurant for your next social activity.
- **National Day of Giving – Nov. 30:** Collect and donate wish-list items for a local organization.

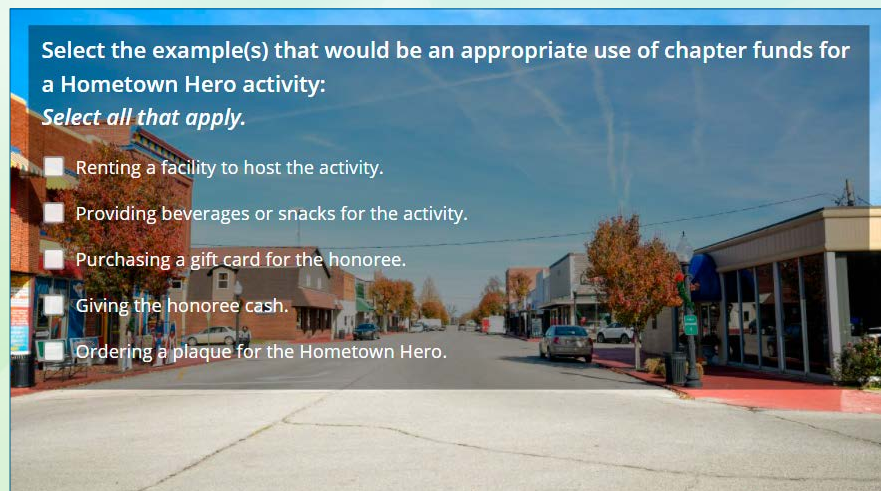
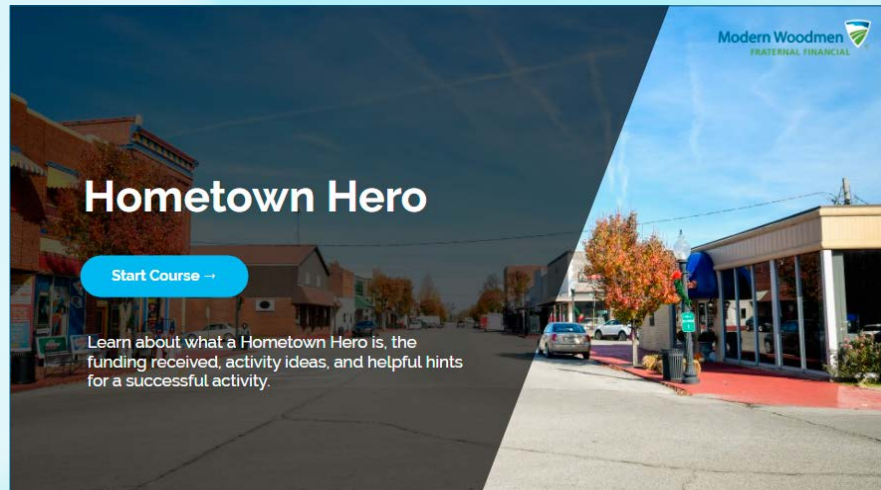
From the home office

Resources, reminders and FAQ

QUIZ yourself

Refresh your knowledge of chapter, Summit chapter and youth service club guidelines by accessing the training modules and quizzes on the Training Materials site. You'll learn about your role as a fraternal leader, the activity categories, increasing member engagement, the path to premier status and much more!

Take your knowledge to the next level and take the quizzes after each module to see what you've learned or already know.



BENEFIT SPOTLIGHT:

Final Wishes Resources

The majority of American adults (60%) think estate planning is “somewhat” to “very” important. However, the number completing a will and related documents has declined in all age groups. The biggest decrease is among those ages 55-plus – the ones who likely need to plan most!

Modern Woodmen’s recently updated Final Wishes Resources benefit helps you get your “house” in order and share your late-in-life/end-of-life wishes ... or help a loved one with this important task. Available exclusively to members, the free fraternal benefit includes two components.

- The **My Life, My Plan workbook** breaks end-of-life planning down into manageable, 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. (Note: Please allow four to six weeks for processing and delivery.)

Activity idea! Invite a Modern Woodmen representative to present on this important topic as an educational event. A Final Wishes PowerPoint presentation and script will be available to representatives this fall.

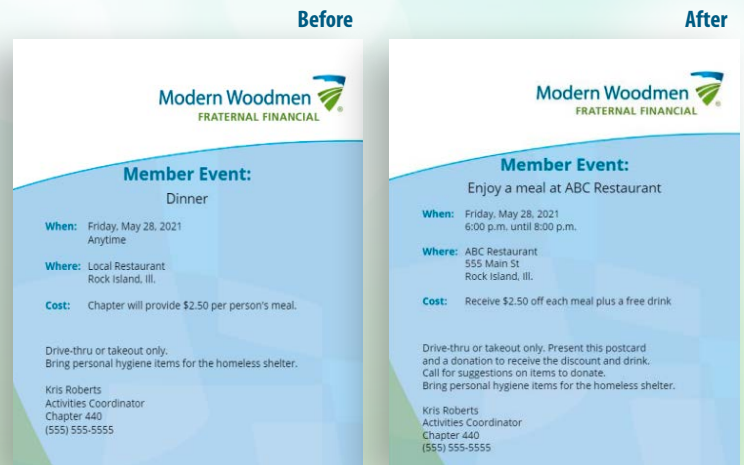


FAQ

Q How can I improve my postcard invitations to increase member participation?

A You’re providing information for two audiences when you fill out an activity request form for an educational event, Hometown Hero, Matching Fund project or social/community day activity – the Fraternal Department and members. It’s important to keep both audiences in mind when completing your activity request form.

- Remember, certain fields on the activity request form populate the postcards members will receive.
- View an image of the postcard before you submit your request. Make sure members have all the information needed to participate in the event.
- Ask members to call or email for details if there’s too much information to include on the postcard ... or if the details are too complicated or nuanced.



Click “preview postcard” in the left navigation to review your postcard before you submit your request.

make it **YOURS**

“I can’t wait until things go back to normal.”

– Just about everyone at some point over the past year



What’s your *next normal*?

The past year and a half has been a roller coaster for sure. Twists, turns and scary plunges have been abundant. But there have been high points too. It’s important not to lose sight of the ups. Simple pleasures. Aha moments. New skills learned and knowledge gained. Appreciation, pride, courage. Maybe even a few important conversations, unique experiences and/or changes of heart you may not have had if everything had stayed “normal.”

Do you really want to go back to the way things were in all facets of life?

As Melissa Gottwalt points out on Page 2, now’s your chance to create a new normal. Take a few moments and jot down a few “ups” you, your family, your chapter and/or your youth service club have experienced over the past year. What new knowledge, skills and ideas could help you make the next normal a little better than the last?