

INSPIRATION FOR MODERN WOODMEN FRATERNAL LEADERS

Impact

M A G A Z I N E

SUMMER 2022

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the country** p. 5

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for fall** p. 7

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new** p. 8

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premier funds*
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imakeanimpact.org

Transforming for the future

Late last year, we released Fraternal Connect, a more modern and user-friendly means of tracking attendance at fraternal events. (If you haven't used it, you're missing out!)

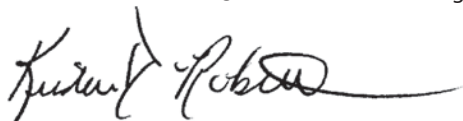
In May, we took another HUGE step toward digital transformation. Members are receiving voice, email and text message invitations and reminders about chapter and youth service club activities. These electronic invitations (e-vites) are a game changer!

Of course, Modern Woodmen will eventually see the benefits of lower printing and shipping costs as we transition away from printed postcards. But, **more importantly**, this digital transformation means members:

- **Will be kept in the loop** about what's happening with their chapters and youth clubs.
- **Can learn about fraternal activities via the method they prefer.** Individual members can opt out of certain electronic communication methods and continue to receive others.

We're not done! The next phase of fraternal e-vites allows you to send ad hoc, fraternal-related messages to members. Imagine you're hosting a picnic and the forecast shifts, calling for rain. You'll be able to send a message letting members know the event will be moved indoors. You'll also be able to ask members to vote on a list of potential Matching Fund recipients, gather feedback on members' experiences after an event, and so much more.

We're excited to continue modernizing the way members, fraternal leaders and Modern Woodmen representatives engage with fraternal programs. If you have any suggestions, please send them to fraternal@modern-woodmen.org.



Kristen Roberts, operations manager



Kristen (second from bottom) with her fraternal team.

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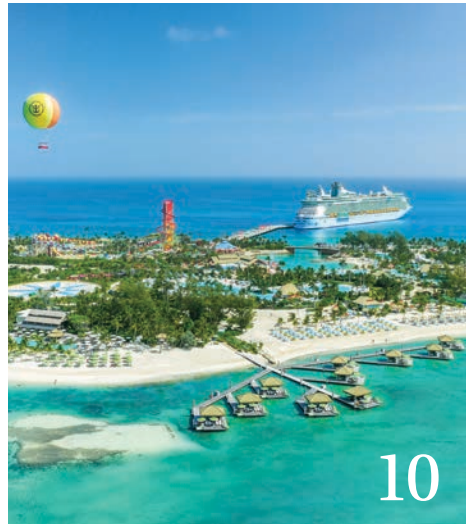


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9 ways to use premier funds. (Plus, ideas to borrow from chapters and youth clubs nationwide.)
- 7 Plan a project**
Try one or more of these ideas in the coming months.
- 8 Do it different**
Try a twist on an old standby ... or plan something new.
- 9 In case you missed it**
Reminders, training and tips to make your role easier.

Get to know ... **Melissa Mayers**

Why do you think brain health is important?

The brain is what controls your whole body, not just what you think.

What's a good activity idea you've heard recently?

Chapter members in Michigan held a "Bunny Brunch" – an Easter meal for homeless individuals in the city. In addition to the meal, they gave out Easter treats in ball caps instead of baskets. This gave the recipients something to eat ... and wear. (See picture, below right.)

Share a favorite fraternal memory.

My favorite fraternal activity was working on a Habitat for Humanity house. It was amazing to show up and see a pile of boards on the ground and then four walls standing by the end of the day. I never thought I'd be able to do that type of work. The best part was seeing the new owner's reactions.

What's your best tip for leaders right now?

Ask members to update their contact information on member.modernwoodmen.org. This is important to ensure they receive the new electronic invitations. The mail is slow right now, and postcards aren't always arriving in time. E-vites help make sure your members are notified of activities.



How will you spend premier funds?

9 leader ideas

Thank you for working hard to ensure your chapter or youth service club earns premier status this year. (Reminder: You have until the end of October to qualify.)

Hitting this goal helps ensure your chapter/club is active and your members and communities are benefiting. It also means **more money** to make an even **bigger impact**.

Here's how fellow leaders like to use their premier funds. Start thinking how you might use yours!

Tip! Check out the Fraternal Achievement area of your imakeanimpact.org dashboard for a reminder of premier requirements and to view your progress.

"We give extra money off throughout the year at our chapter events."

– Michelle Sheesley, South Dakota

"We offer deep discounts on chapter activities. For example, we're offering half-off river cruise tickets in August."

– Ann Held, Illinois

"Catered meal."

– Sandy Madden, Iowa

"Once, we donated funds to the Red Cross when they were installing smoke detectors in community members' homes."

– Diane Gearlds, Kentucky

"I supplement events most of the year to make them free or very discounted to help get more people to attend. I have also used premier funds to purchase extra door prizes."

– Elizabeth Call, Utah

"I like to use premier funds to send flowers for member funerals."

– Celia McCord, Georgia

"We always use some of our premier funds to adopt families for Christmas or meet other service project needs in the community."

– Jamey Bachman, Mississippi

"An extra service project, extra money off per person at a social event, or buy fun things to give to members at events."

– Lisa Risvold, Iowa

"I have used premier funds to pay for folding chairs, table, E-Z Up tent and strand lights. We use them all the time, so we can have a shady/lighted place for outdoor social events."

– Dana Manuel, Missouri



For the birds (and those who love them)

Service project
Canton, Illinois
Club leader: Donna Bennett

Youth Service Club 295-1 made birdseed ornaments to hang in trees and bushes outside the windows of elderly community members. This is an easy, inexpensive project for kids or adults. For extra impact, set aside time to visit with the recipients and brighten their day.



Meal prep for busy families

Service project
Walnut Creek, California
Club leader: Jody Sicheneder

Youth Service Club 13525-5 prepared meal packets designed to be easily cooked in a crockpot later on. Cooking projects like this help kids learn valuable food-prep skills. And the recipient possibilities are endless. Donate to a shelter or group home. Deliver to local shut-ins. Or just do something nice for a busy neighbor.



Feed the helpers

Service project
Starkville, Mississippi
Chapter activities coordinator: Donna Burkett

Chapter 16017 fed the volunteer crew working on a local Habitat for Humanity house. This is a great way to get people of all skill levels involved in hands-on service projects. Some members may not have the ability or desire to do manual labor, but they could help prepare and/or serve a meal, snacks and/or drinks to those doing the heavier lifting.



Picnic project

Service project
Valparaiso, Indiana
Chapter activities coordinator: Rebecca Boyd

Chapter 12274 built picnic tables for a local nonprofit that provides shelter and support to victims of domestic violence. Looking for a hands-on, outdoor project? Nonprofits often need help with building, repairing and/or painting. Other such community projects include ballpark dugouts, concession stands, school grounds, playground equipment and park shelters.



Raptor rehab

Service project
Rapid City, South Dakota
Chapter activities coordinator: Lisa Tutsch

Chapter 4836 provided support to the Black Hills Raptor Center. Members bought and delivered lamps, lanterns, bowls, dishes and other supplies needed for raptor rehabilitation. Remember, the recipients of your service projects don't have to be people. By varying the types of organizations and causes your chapter helps, you spread the impact throughout your community. (You may also attract new and different members interested and willing to participate – maybe for the first time!)



Carrots, radishes and onions, oh my!

Service project
Douglasville, Georgia
Chapter activities coordinator: Terry Henley

Chapter 16681 purchased vegetable plants, and members helped plant them in the community garden. Members can enjoy the fruits (or, rather, vegetables) of their labor for months to come, knowing they played a big part in making this community project a reality.




Swimsuit drive

Service project
Antioch, California
Chapter activities coordinator: Karren Bascomb

Chapter 422 held a swimsuit drive, donating suits, goggles and other items to the community pool. The project is allowing kids who don't have access to proper swim gear to take advantage of the pool.

Ideas to try this fall!


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



National Read a Book Day – Sept. 6: Donate and read books to children or seniors in your community.

SEPTEMBER 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 Food Bank Day – Sept. 2:** Support your local food bank with donations, a Matching Fund event or volunteering.
- **National Tailgating Day – Sept. 3:** Host a tailgating party with barbeque and yard games.
- **Dear Diary Day – Sept. 22:** Donate writing journals to a local organization that helps at-risk teens.
- **National Ghost Hunting Day – Sept. 24:** Take a haunted tour around your local community.
- **National Family Day – Sept. 26:** Invite members for family fun at a park, pool or bowling alley.



Positive Attitude Month: Support the brain health campaign this month. (See box below.)

OCTOBER 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 Get Funky Day – Oct. 5:** Plan a disco-themed dance party. Invite an entertainer to play some funky tunes and encourage members to dress in costume.
- **World Mental Health Day – Oct. 10:** Learn about an aspect of mental health and surprise your speaker with a Hometown Hero Award.
- **National Farmer’s Day – Oct. 12:** Take a tour of a local farm.
- **National Train Your Brain Day – Oct. 13:** Invite members to challenge their brains with an escape room or some other problem-solving activity.
- **Global Cat Day – Oct. 16:** Volunteer at a local animal shelter.



Thanksgiving Day – Nov. 24: Serve a meal at a homeless shelter or deliver food to shut-ins.

NOVEMBER 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			

- **Saxophone Day – Nov. 6:** Invite members to a local jazz concert.
- **Veterans Day – Nov. 11:** Place flags on veterans’ graves or invite a veteran to speak about his/her experience.
- **World Kindness Day – Nov. 13:** Encourage members to do random acts of kindness for a certain population in your local community.
- **National Play Monopoly Day – Nov. 19:** Host a family game day. Members can bring their own games and snacks to share.
- **National Day of Giving – Nov. 29:** Collect and donate wish-list items for a local organization.

Celebrate a brain health hero October!

The fourth-quarter brain health campaign activity is a Hometown Hero project. Honor individuals or community organizations that encourage brain health and/or impact those with mental health issues. Visit the Training Materials site at imakeanimpact.org to learn how to request, host and report the event.



Spice up your next activity

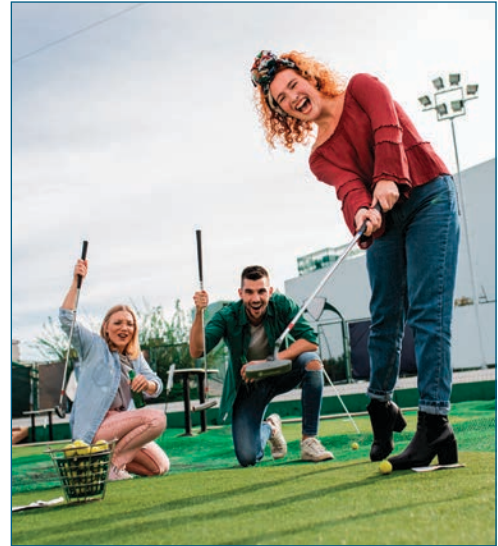
Instead of this:

Repeating the same activity year after year (or multiple times in one year).



Try this:

Add a twist to an old standby or plan something new and different.



Because:

Tried-and-true activities are great, but **it's important to shake it up every once in awhile** ... especially over the course of the year. By adding some creativity and variety to your events, you'll help:

- Renew energy and build excitement for your chapter or club.
- Appeal to a wider variety of members.
- Create memorable experiences that encourage repeat attendance.

For example, turn that dinner at ABC restaurant into an outdoor barbecue, swimming party or mini-golf adventure. Remember, if you achieve premier this year, you could use the extra funds you earn to spice up a future activity and reward your hard-working members.

Ideas, ideas, ideas!

Find activity ideas throughout this magazine and in the Training Materials site at imakeanimpact.org. 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 successful activities, inspiration, FAQs and more.



E-vites ARE HERE

Will your members receive them?

As of May, the Fraternal Department started sending text, email and/or voice messages to members (in addition to your postcard invitations) informing them about upcoming chapter or youth service club activities.

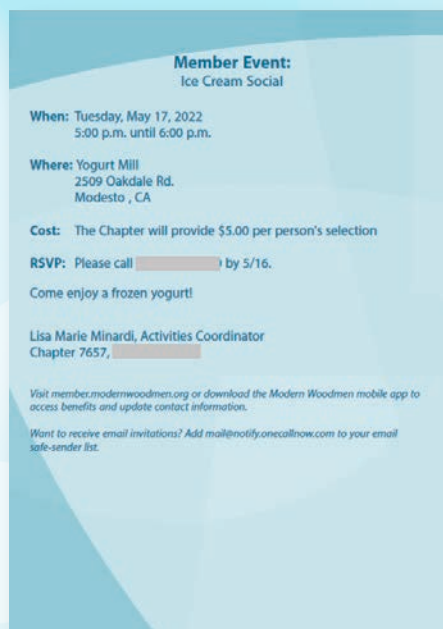
Members will only receive these electronic invitations if Modern Woodmen has their correct contact information on file. We use phone numbers tied to certificates and email addresses associated with online member accounts. Encourage your members to register for an online account at member.modernwoodmen.org if they haven't already.

Members asking you about e-vites?

Check out the Training Materials site at imakeanimpact.org for answers to frequently asked questions. Or contact the Fraternal Department at 800-322-9805.

CHECK IT out!

Postcard invitations have a new look



All postcard invitations you send now encourage members to update their contact information on **member.modernwoodmen.org** and to add **mail@notify.onecallnow.com** to their email safe-sender list. (That's the sender of our new electronic invitations.)

COMMAS are OK!

Punctuation issue fixed on electronic invitations

When e-vites were first introduced, using commas in your messages sometimes caused information to shift and become jumbled.

Good news! This bug has been resolved. No need to rewrite your sentences or find other creative ways to avoid that common punctuation mark.

Thanks for your patience and flexibility as the home office continues to make improvements to this new system.

Note: Please continue to omit quotation marks ("), apostrophes (') and ampersands (&) from your messages, which can cause issues for printed postcards.

Try this **FUN WAY TO FUNDRAISE**

Use the brain health trivia kit

Still looking for a way to raise funds in August? Consider using the Unite for Brain Health Trivia Kit. Created to support the 2022 brain health campaign, the kit makes conducting a fundraiser fun and easy. It includes:

- Easy-to-use PowerPoint presentation.
- Brain-health related trivia categories.
- Virtual guide with instructions.
- Digital files for category sheets, table tents, answer sheets and rule sheets.

Access the trivia kit on the 2022 National Campaign page of the Training Materials site at imakeanimpact.org. You can also find recipient and other fundraiser ideas, messages you can share on your Facebook group and more.



SAVE the date!

Trip for members 25-40 this February

Tell your chapter members and youth club parents ages 25-40 about an upcoming member experience they won't want to miss – a cruise to the Bahamas!

Modern Woodmen Travels are special trips to exciting destinations, hosted and planned by Modern Woodmen. Each trip is targeted to a specific member group and offers:

- A discounted rate.
- Exclusive events with other Modern Woodmen members (and their guests).
- A unique community impact experience that ties to the culture of the destination.

Your chapter and club activities bring members together locally. These trips bring members together nationwide!

Just announced is a **four-night, all-inclusive cruise to the Bahamas**, aboard Royal Caribbean's Freedom of the Seas, Feb. 6-10, 2023. This adults-only cruise is open to **all members 25-40 years old** and their guests. (That includes you if you're in that age group!)

Registration and more information available soon at modernwoodmen.org/modern-woodmen-travels.



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.

- **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 a box.

Remember, all activities count toward premier status in 2022!



brain health

Keep it top of mind

Looking for a **UNIQUE EDUCATIONAL EVENT?**

Help members learn about fraternal member programs

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. The presentation also promotes Modern Woodmen's Final Wishes Resources for members.

An activity guide on the Training Materials site at imakeanimpact.org offers tips and resources to help you organize the event. Go to Project Guides > Educational Presentations.

Coming soon! Look for a new, interactive presentation to help members learn about all of the fraternal member programs available to them. This could be another great option for a future educational event.

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

What leaders are saying . . .

"It streamlines the reporting process. When you leave your event, the attendance report has already been uploaded!"

— Sandy Miller, South Carolina

"I like that I can do all of the attendance in one place. I don't have to fax or scan an attendance page and upload it. Once you get the hang of it, it's so easy to use."

— Christina Hammac, Michigan

"Like anything new and different, I had to learn, but it gets easier each time I use it. If you're hesitant to use it, don't be."

— Mary Thorn, Missouri

"I love how fast it is to check someone in to events. I also love that it keeps guest information in the system. If we have guests return, they can just click on their names."

— Louise Jones, Tennessee

- 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.

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

