

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

# Impact

M A G A Z I N E

WINTER 2021

**MAKE**  
**2021 DERFUL**

*All about this year's fraternal campaign*

**Honor essential workers in March** p. 6

**2021 premier requirements** p. 7



Helene pumps up leaders at a 2019 Impact Institute. While in-person gatherings like this are paused for now, Helene looks forward to a 2021 derful year.

## My challenge for you this year

2020 was a challenging year. For you. For members. For your community. For everyone. You juggled unwelcome changes from the pandemic and the subsequent personal effects. And as a fraternal leader, you also adapted to changing requirements as you continued to support members and your community. You helped people feel less alone through the lockdowns, quarantines, sadness and stress that this pandemic has brought. I'm beyond impressed by your resilience, effort and continued devotion to your members and community.

The effects of the pandemic aren't yet in the past. **What we do and how we make people feel is even more important this year** as the country, our communities and our members start to bounce back from the challenges of 2020. Every time you hold an activity, you're making an impact on someone. We've learned our impact can expand beyond in-person events, and we can connect to members and build relationships in ways we might never have imagined.

2020 has taught us that trying new things can be a little uncomfortable or overwhelming, but if we don't let our circumstances limit us, the possibilities are endless. That's why **I challenge you to get a little uncomfortable** this year. Try something you've never done before. Call members on the phone. Use Zoom for an event. Connect to members via closed Facebook group. The outcome may just surprise you.

Remember, there are resources to help you along the way, starting with this issue of Impact! Contact our Operations team with any questions or concerns you have as you plan your year. We're here to help you make 2021 wonderful ... and even win some prizes along the way!

Helene DeVine, training specialist

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# Get to know ... Cynthia Flores

## What's your favorite thing about your job?

I absolutely love how family-oriented Modern Woodmen is. The flexibility and benefits are great, but what keeps me here is the way everyone cares for one another and is ready to help. That starts with my co-workers and supervisors and goes up the ladder to President Kenny Massey.

I've worked for companies that have claimed to have this family culture, but Kenny really leads by example. COVID has changed and canceled so much, but he has helped make sure we could transition our jobs seamlessly, providing everyone with all we need to work from home. And he's found new ways to still "treat" us.

## Share a little-known fact about yourself.

I'm super excited to take on the role of a fraternal leader for a youth service club!

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

After years of a nonexistent relationship with my sister and her battling a lot of health issues, I'm so happy to finally be able to mend that broken relationship and be beside her during this difficult time.

## What are you most looking forward to in the new year?

I'm hoping for in-person interaction – that this pandemic will slow down and allow for things to go back to normal.



Cynthia and her daughters are ready to start the year off right!



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A little inspiration to make 2021derful.

## Photo to remember

Service project  
Club 17312-1L  
Fargo, North Dakota



A recent youth service club project is bringing comfort to families facing the death of a pet.

"We unfortunately got the idea after my dog got hit by a car, and we had to use the animal ER," says Mackenzie Hamm, leader of the Fargo, North Dakota, club.

Club members realized how sad it was to put a dog to sleep. They wanted to think of something special they could give these grieving families.

The kids wrote sympathy cards and painted wooden picture frames the hospital could give to families as a remembrance. Club members and their parents also shopped online for a variety of items the animal hospital said were needed, such as:

- Laminating paper for pictures and footprints.
- Washcloths to clean up animals from accidents and after surgery.
- Blankets to bring comfort to the animals (and families) during final goodbyes.

Mackenzie dropped off the donations on behalf of the club.

"The children all felt so good to know they were bringing comfort to another family mourning the loss of a pet," says Mackenzie. "Everyone in our group has had to use the ER for a pet, so they felt this was a very deserving organization."

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**Mackenzie's family lost a second dog just a week after the club completed this project. When ER staff brought the dog into the room, the kids were comforted to see their pet wrapped in a blanket they had just donated.**



## Fun and virtual games

Social activity

Multiple chapters in Indiana

When faced with the challenge of getting members involved throughout the pandemic, several Indiana chapters decided to join forces.

"We often have brainstorming sessions to plan fraternal activities together," says Elaina Black, one of the local chapter activities coordinators.

One of the ideas: a Fibbage game night.

"We've played the game at parties in the past and figured we could just do it remotely," she says. "Those who joined had a blast."

Elaina was surprised how enthusiastic the players were and hopes to host a similar event in the future. She says the event is easy to plan and makes a great winter activity.

"Everyone can stay cozy in their pajamas, make snacks at home, and play right from their phone and laptop."

**Fibbage is a bluffing, fib-till-you-win multiplayer trivia party game.**



## How to eliminate unwanted pet behaviors

Educational event

Multiple chapters in Tennessee

Kristina Howard, a Tennessee chapter activities coordinator, recently added a puppy to her family that needed some professional training. That's when she met Kevin Duggan from All Dogs Go to Kevin. A chapter educational event was born. Why not offer home training, since more members are stuck inside with their pets?

While the Zoom event was not widely attended, it was helpful for those who logged on. Kevin offered a plethora of simple, yet effective methods that everyday people can incorporate into their daily lives to train their pets. One family planned to use the training information for their Jack Russell terrier.

"A tip I would suggest is to use a local trainer," says Karly Vittetoe, another Tennessee chapter activities coordinator who took part in this event. "Events like these can greatly improve the business of a local trainer and can provide a good point of contact for attendees who are further interested in their services."



**Many Modern Woodmen families welcomed new pets during the pandemic. Could you tailor a future project to meet the needs of these members?**

# Make your next Hometown Hero activity 2021derful!

*Honor essential workers in March*

It's been one year since the pandemic started changing life as we know it in the U.S. Let's all **honor essential workers as Hometown Heroes** for their commitment and sacrifice.

**When?** Week of March 14-20.

**What?** Provide members with yard signs to stake in the lawns of family members and friends who are essential workers. You can also order and distribute Everyday Hero pins to Modern Woodmen members who are essential workers.

**How?**

**Request it!**

Enter your activity request (by Jan. 31 is recommended, but no later than Feb. 14).

- **Name of event:** Honoring essential workers.
- **Date:** 3/14/20.
- **Multiple days question:** Select "yes" and enter 3/20/21 as the end date. Check "I would like to enter my own time." Add "Place signs by 3/20."
- **Recipient category:** Special campaign.
- **Recipient name:** Essential workers.
- **Need a Hometown Hero certificate:** Select "no."
- **RSVP option:** Use this option, found under postcard invitations. We recommend an RSVP deadline no later than Feb. 28.
- **Additional information for invitations:** "Place Modern Woodmen thank-you yard signs on the lawns of essential workers you know. RSVP with the number of yard signs needed."



**Host it!**

- Track the number of signs members request via RSVP.
- Order the number of signs needed in the Supplies area. Allow at least 10 days for processing and shipping.
- Work with a Modern Woodmen financial representative to identify members who are also essential workers. Order Everyday Hero pins for those members.
- Arrange drop-off to members who requested signs once you receive them. (One thank-you postcard will be included for each sign.) Remind members to place signs in yards beginning March 14, but no later than March 20.
- Give the pins to members you've identified as essential workers.
- Share the media release and social media posts. Encourage members to post on social media as well.

**Report it!**

- Use RSVP tracking for attendance numbers. Add this information to the new Fraternal Connect app (coming soon, see Page 7), or upload a copy of your RSVP tracking sheet in the sign-in sheet area.
- Include expenses in the cost area if your chapter incurred expenses beyond the signs. Attach receipts in the receipt area. Youth clubs should include the cost of signs in the total cost of the event.

**Win it!**

- Submit your report no later than April 20 to be entered into a drawing for a \$500 travel gift card! (Three winners will be drawn in May.)

**Learn more**

Check out the 2021derful toolkit on the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org) for complete details and resources.

# 2021 premier requirements

Rating period Jan. 1 - Oct. 31

Chapters	Summit chapters	Youth service clubs
• 1 educational event	• 3 community day events	• 1 educational event
• 1 Hometown Hero activity	• 1 educational event	• 1 Hometown Hero activity
• 1 Matching Fund project	• 1 Hometown Hero activity	• 1 Matching Fund project
• 2 service projects	• 1 Matching Fund project	• 4 service projects
• 2 social activities	• 1 service project	
• 1 board report	• 1 board report	

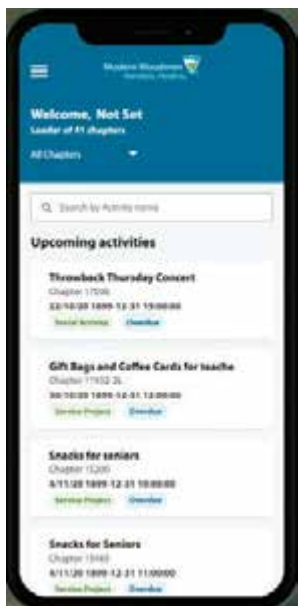
## 2021 activity guideline highlights

- Chapters and youth service clubs can continue to host all available activity categories.
- Postcards are still required for all chapter events, except service projects. For youth clubs, Matching Fund projects require postcards. Activity requests must be submitted at least 28 days in advance of the event.
- Virtual (online) events are allowed and encouraged. The approved virtual meeting tools are Zoom and certain features available in a closed Facebook group.
- No-contact and limited-contact events, such as drop-off or drive-thru events, are allowed for all activity categories. (Guidelines vary by category.)
- Tracking attendance is required for all fraternal activities, including virtual events.

**Get the full details** on the COVID-19 page of the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org). See the **2021 fraternal activity guidelines and premier requirements** document.

# Watch for Fraternal Connect

Coming to your favorite app store in early February



Fraternal Connect is Modern Woodmen’s first mobile app **created just for Modern Woodmen fraternal leaders.**

The free application for smartphones and tablets helps you track attendance in a more convenient, reliable way. It also:

- Is easy to use.
- Has offline capability. (Check in attendees even if you don’t have internet service at the event).
- Helps you report attendance accurately.
- Helps you analyze who’s attending events.
  - Filter your roster to know which attendees are guests vs. members.
  - More easily determine which types of activities attract which types of members.
  - Know how many unique members you’re engaging throughout the year.
- Is easily accessible from a web browser if you don’t have access to a tablet or smartphone.

Stay tuned for more information (including incentives for early adoption) coming to your email inbox in the coming weeks!

**Note:** Once released, Fraternal Connect will replace the current electronic attendance tool. Make using the app a habit and use it for all your fraternal events!

## Take action!

Complete the training (once available) and plan to use Fraternal Connect to track and report attendance for your March 2021derful Hometown Hero activity.

# In case you missed it

Highlights from the Modern Woodmen Fraternal Leaders closed Facebook group



Just wanted to share our last social activity for the year. I am picking up gingerbread houses to decorate and having a couple different Christmas games. We will join on Facebook Messenger to hand out prizes and show off our gingerbread houses. Another idea one of my members brought to us was hot cocoa and a movie. We're going to have a movie trivia night and show how to make cocoa bombs in January.

– posted by Sarah May-Trowbridge, South Dakota, Dec. 7.



When Ann Ross Held surveyed her Summit chapter members, many were interested in learning more about decluttering and downsizing. Ann invited Dr. Jill M. Bjerke to speak with them via Zoom about “aging in place” in their own homes. It was a very successful event!

– posted by the Fraternal Department, Dec. 8 (Log on to [hometransitionsolutions.com](http://hometransitionsolutions.com) to learn more about Dr. Bjerke’s organization. You might have a similar service in your area.)



**New Year’s resolution:**

## Join the group!

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

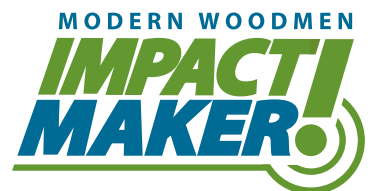
## Give your chapter or club some recognition!

2020 was a strange year, but we saw some exceptional fraternal activities. **Nominate your favorites for the Impact Maker Award!**

The winning chapter/club of each category will receive a recognition award, \$250 donation to a nonprofit of the chapter’s/club’s choice, and up to \$50 for a celebratory activity. As the leader, you’ll also receive a special apparel item.

**Submit your nominations by Jan. 31!** The form is available on the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org). As a heads up, you’ll need to include these items:


- Brief description of the activity.
- Number of members and guests who attended.
- How members were involved.
- How the activity impacted members and/or the community.
- Feedback from members and/or the community about the activity.





# Upcoming holidays


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



**MARCH 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	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			

- **World Teen Mental Wellness Day – March 1:** Raise awareness and provide education surrounding mental-health issues among teens.
- **National Read Across America Day – March 2:** Promote literacy by donating books, reading to children and the elderly, or creating a little free library.
- **National Plant a Flower Day – March 12:** Celebrate spring with a gardening project.
- **Honoring Essential Workers – March 14-20:** Place Modern Woodmen thank-you yard signs in the lawns of essential workers you know as part of the 2021derful campaign.
- **National Let's Laugh Day – March 19:** Plan a comedy show for or with members.
- **National Mom and Pop Business Owners Day – March 29:** Support local small businesses with a drive-thru social activity.
- **National Prom Day – March 31:** Volunteer to help make prom special at your local high schools, especially if it's a virtual event.



**APRIL 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				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	

- **World Party Day – April 3:** Movies, pizza, games, dancing, trivia, art ... whatever the theme may be, hold a fun virtual or drive-thru party.
- **National Banana Day – April 15:** Hold a recipe swap! Prepare recipes that include bananas, and then share the recipes for everyone to try and enjoy.
- **National Oklahoma City Bombing Commemoration Day – April 19:** Educate members about this tragic event with a speaker or documentary.
- **National Pet Parents Day – April 25:** Celebrate pet parents with a fun, pet-friendly event like baking treats or show and tell.
- **National Hairstylist Appreciation Day – April 30:** Show appreciation to your local hairstylists with handmade thank-you cards and goody bags.



**MAY 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 /30	24 /31	25	26	27	28	29

- **Teacher Appreciation Week – May 3-7:** Create a drive-thru appreciation event for local school staff this week (or anytime in May) as part of the 2021derful campaign.
- **National Space Day – May 7:** Learn more about astronomy with an educational event.
- **National Do Something Good for Your Neighbor Day – May 16:** Create goody bags to leave on your neighbors' porches.
- **National Rescue Dog Day – May 20:** Raise funds and gather essentials for the local animal rescue shelters.
- **National Senior Health & Fitness Day – May 26:** Invite a speaker to educate older members about their special health and fitness needs.

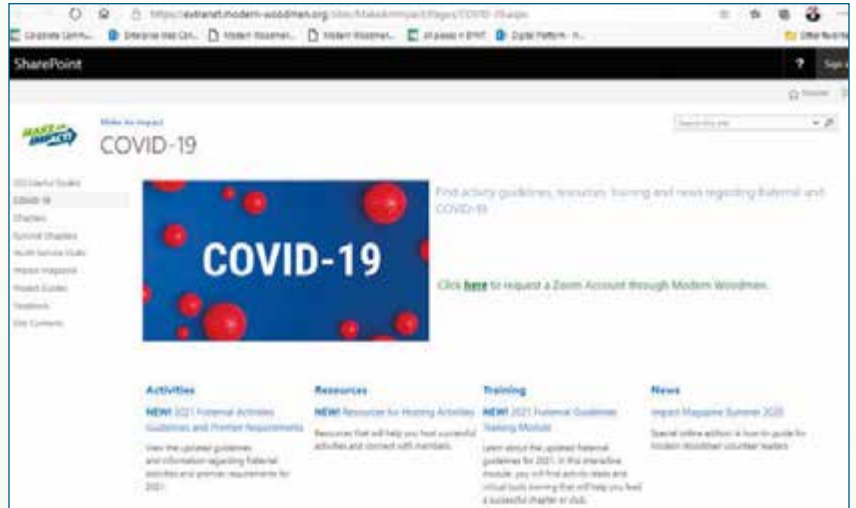
# From the home office

Tools to use, updates and important reminders

## Meet the challenge with these resources

On Page 2, Helene DeVine challenged you to get a little uncomfortable this year and try something you've never done before. These updated resources can help. (Find them on the COVID-19 page of the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org).)

- **2021 fraternal guidelines training module:** Learn about the updated guidelines for this year. Find activity ideas in the interactive module as well as virtual tools training that will help you lead a successful chapter or club.
- **Fraternal activity ideas:** Get inspired with these ideas that follow the new guidelines for virtual, no-contact or limited-contact activities.
- **Resources for hosting activities:** Learn about the many resources available to you and how to use them.
- **2021 fraternal activity guidelines and premier requirements:** Review the updated guidelines and important information regarding fraternal activities and premier requirements for 2021.



## Enjoy the perks

One of your many benefits as a Modern Woodmen member is access to discounts on hundreds of products, services and experiences.

PerkSpot is an exclusive online discount hub for some of our members' favorite national and local merchants. The benefit helps you (and your chapter and club members) save money and safely shop online. Members saved more than \$8,900 in November alone on purchases such as pet supplies, electronics, travel, apparel, holiday gifts and much more.

Remind members about PerkSpot at upcoming activities. They can go to [modernwoodmen.perkspot.com](http://modernwoodmen.perkspot.com) to set up an account and start saving today!





## Q What information do I need when requesting and reporting events this year?

**A** Please tell us:

- **What tools you're using.** The approved virtual meeting tools are Zoom and certain features available in a closed Facebook group.
- **How you plan to limit contact and have member households participate.** No-contact or limited-contact events, such as drop-off or drive-by events, are allowed for all activity categories.
- **Who/how many attended.** Tracking attendance is still required for all fraternal activities, including virtual events.

Also, remember **postcards are required** for all chapter events, except service projects. For youth clubs, Matching Fund projects require postcards. That means activity requests must be submitted at least 28 days in advance of the event. Include all the details members will need to participate in activities:

- How can members donate to an online fundraiser?
- Are there costs involved for a social event?
- Where do members find the Zoom meeting details?

## Q Do I have to reply to Fraternal each time I receive an email regarding requests and reports?

**A** The information provided in those emails will determine your response.

- You may receive a system-generated email reminding you to submit a report or to revise and resubmit a request or report. The email will tell you what we

need. You don't have to contact us.

- If we have a specific question, we may ask you to reply.

If you have questions regarding any email you receive, please contact us. We'll be happy to help.

## Q I'm feeling overwhelmed. What do you recommend?

**A** That's understandable and normal. A lot of changes have taken place over the past year. Remember, there are resources available to help you, and you don't have to learn everything at once. We recommend becoming familiar with the new guidelines first. Then view the resources to help your ideas come to life.

There are also materials available to help your members with the new guidelines, so you don't have to train them yourself. Find how-to documents for members (such as how to join a Zoom meeting or Facebook activity) on the COVID-19 page of the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org).

## Keeping traditions alive

In Modern Woodmen's early days, it was common for members to share secret handshakes, wear ceremonial attire or perform elaborate routines during activities and meetings. Of course, a lot has changed since 1883.

Today our chapters and youth service clubs opt for a more, well, low-key approach. However, we have kept one tradition. We've shared annual coded passwords with members for more than a century.

Use the official cipher below to learn the 2021 password. Deliver the password to your chapter president and share it with members at your January activity.

### Annual password

.() \$ ): () Π \$ & ? + Π Π : ? )

#### Official cipher

A	B	C	D	E	F	G	H	I	J	K	L	M
\$	@	?	!	:	.	,	*	⇒	\$	Œ	&	-
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Π	†	‡	[	()	]	)	'	"	(	°	[]	a

make it **YOURS**



## Who's essential to you?

Sure, 2020 was challenging. But, perhaps, it made us more appreciative of what's truly important. Perhaps, it revealed who is essential in our lives – those family members, friends and complete strangers who have helped us keep going on with life.

Together, we can spread positivity, show gratitude and make 2021 wonderful for these essential workers. Learn how in this issue of Impact magazine.

Who's an essential worker? We'll leave that up to you and your members to decide. Some possibilities include those who work for:

- Hospitals.
- Critical retail (grocery stores, hardware stores, mechanics).
- Energy and water companies.
- Nursing homes.
- Social services.
- Agriculture and food production.
- Critical trades (construction, electricians, plumbers, etc.).
- Childcare centers.
- Transportation.

*Use this space to jot down the essential workers you know.*