

INSPIRATION FOR MODERN WOODMEN FRATERNAL LEADERS

# Impact

M A G A Z I N E

WINTER 2022



## brain health

*Keep it top of mind*

*Leader encouragement  
for this year's campaign*  
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across the  
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## What's new in '22?

What do the terms fraternal campaign, new resources and fraternal leaders have in common?

You guessed it! They're all ways Modern Woodmen chapters and youth service clubs will make a more widespread impact in 2022!

This year's **fraternal campaign focuses on brain and mental health**. Let's shine a light on the fact that needing a healthy brain is part of being human. Mental health impacts everyone, but perhaps in different ways. Because this topic is so relevant, we're asking chapter and youth service club leaders nationwide to:

- Acknowledge and partner with individuals and organizations that support positive mental health and those with mental health issues.
- Educate members about ways to maintain positive, healthy minds.

I'm excited to see the creative ways you discover to keep brain health top of mind throughout the year. (Read one leader's personal plea for everyone to get involved on Page 4.)

I'm also excited about **new tools we hope will make your life a little easier**.

- Fraternal Connect, the new way to electronically check in attendees at fraternal events, launched November 2021. This mobile application makes the check-in process easier, while helping you collect more information about who is attending your events.
- The new member fraternal welcome program launched in December. This program helps introduce members to your chapter or youth club. We'll automatically send new chapter members a welcome message in the mail on your behalf. And we'll email you a list of your new chapter/youth club members each month, with ideas to further cement your relationship.

Our fraternal leaders (**you!**) **are the reason our members can make a difference**. Your resilience during uncertain times, your ability to rally the troops and your fraternal spirit are appreciated and inspiring to so many.

Thank you for all you do. Get ready for exciting things in 2022!

*Abby Berntgen*

Abby Berntgen, operations coordinator



Abby (second from right) and other home office volunteers recently organized a holiday gift delivery for area seniors. Acts of kindness can improve brain health ... for the recipient and for you!

### IMPACT MAGAZINE

Official fraternal publication of Modern Woodmen of America  
1701 1st Avenue, P.O. Box 2005  
Rock Island, IL 61204-2005

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## Look inside | Winter 2022



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Club leader shares passion – and tips – for this year's campaign. (Plus, ideas to borrow from chapters and youth clubs nationwide.)
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Reminders, training and tips to make your role easier.

## Get to know ... Martha Nelson

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

I love to repurpose or refinish things that are destined to be pitched. This is probably more of a hobby than a talent.

#### Do you have a New Year's resolution?

I fail miserably with resolutions that have hard-and-fast rules. At the beginning of the new year, I try to think about one or two goals I want to accomplish. The goals may change a bit during the year, but they always help me to focus on what's most important.

#### In a few words, why do you think brain health is important?

A few words is hard for this one. Mental health is so important because it affects all areas of an individual's life.

#### What's a quick tip you could offer leaders?

Visit the Training Materials site on [imakeanimpact.org](http://imakeanimpact.org). There are so many resources available! Start the year by checking out the premier planning worksheet, the 2022 Fraternal Leader Handbook and the 2022 National Campaign page.



# Why I support brain health

For leader Anna Schuster, this year's national fraternal campaign is personal

Relief. That was my first reaction when I heard about the 2022 brain health campaign.

I'm so glad Modern Woodmen has asked us all to make mental health a priority. Since my son's death in October, mental health has become of foremost importance for my family. We want to be advocates. We want to help people – especially young people – get the help they need.

The brain is just one part of your body. You'd go to the doctor if any other part of your body hurt. Why wouldn't you place as much importance on your mental health as your physical health? The stigma surrounding mental health needs to be diminished.

## Our plans

Our youth club hopes to participate in a variety of activities throughout the year that support positive mental health. Some thoughts:

- **Kindness rocks** – This will be a fun project. We'll paint rocks with positive messages – you matter, you are loved, you are important. Then we'll leave the rocks anywhere they can be seen – at schools, along running trails and a number of other places.
- **Kindness kits** – For the first-quarter project, we're making kindness kits filled with supplies to make your own kindness rocks. Then we'll donate the kits to various groups to make and disperse around the community.
- **Educational event** – We plan to tour a local mental health facility. There's one in our community that's being renovated now.

- **"Give me 20"** – We'll support this local initiative that encourages kids to fill 20 minutes with positivity. One idea is to make a life box filled with positive affirmations, notes, pictures, phrases and other things that make you feel good. If you have a bad moment, you can reach into the box and grab something that could possibly save your life.
- **Matching Fund** – We don't have a specific project in mind yet, but there are plenty of organizations in Kansas City that we'd like to support. We may join a local race or walk.
- **Hometown Hero** – We already know who we want to honor – a suicide survivor who now talks to groups of kids about the importance of mental health. His message: We all have bad thoughts sometimes. It's what we do with those thoughts that matters.

The kids in my club were impacted by my son's death too. They agree that supporting mental health is a great fit for us. Probably more than half of our activities will be related to mental health in some way.

## Advice for leaders

There has been an alarming increase in suicide and mental health issues. I encourage leaders to motivate members to take their mental health seriously and to realize what a huge impact it has on our society and culture. Let's join together and do all we can do to promote mental health.

Ethan Schuster, Olathe, Kan., loved Legos and was a proficient builder and designer. This picture was taken October 2020 – one year before he took his own life at age 14.



Club leader Anna Schuster shares her family's story and offers advice for members in the spring issue of The Modern Woodmen magazine for members. Watch your mailbox in April.



# brain health

*Keep it top of mind*

**Healthy brains are important for all of us, yet the topic of mental health is often misunderstood. Let's make it a top priority in 2022. By coming together for a common cause, we can make a bigger collective impact ... improving brain health for fraternal leaders, members and communities nationwide.**

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

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

**Check out the campaign toolkit** in the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org) for ideas, how-tos and helpful resources for each activity. Remember, all activities count toward premier status in 2022!

## Tip!

Order branded cards to insert in your kindness kits this February! The cards have plenty of space to add a personal message or your members' signatures if desired. The back of each card features the brain health logo.



## Treat yourself!

Earn a chance to win a self-care subscription box. Five winners will be drawn each quarter from the pool of participating leaders. Participate all four quarters, and you'll automatically receive \$20 toward a subscription box.



**Family fun ... and learning too**

Educational event  
Jonesboro, Tennessee  
Chapter activities coordinator:  
Donna Bare

Members of Chapter 15098 enjoyed family fun at Doe River Gorge, including a tour, historical train ride, crafts and petting zoo. During the activity, one of the attendees dropped down to his knee and proposed to his girlfriend. Talk about building relationships through fraternalism!



**Movie night at home**

Community day  
Lincoln, Nebraska  
Chapter activities coordinator:  
Karla Johnson

Members of Summit Chapter 18199 watched the movie "Little Women" from the comfort of their own homes. Those who participated contacted leader Karla Johnson to pick up a DVD (purchased by the chapter for \$5 each). Later, members joined a Zoom meeting or phone call to discuss the movie as a group. Who says technology is only for the young!



**Enjoying a favorite winter beverage**

Educational event  
Gardendale, Alabama  
Chapter activities coordinator:  
Karen Holloman

Members and guests of Chapter 16402 learned to make chocolate bombs via Zoom in celebration of National Hot Chocolate Day last January. Little-known holidays can make for fun and unique activity ideas. See Page 7 for some ideas related to upcoming holidays.



**Offering comfort**

Service project  
Loganville, Georgia  
Chapter activities coordinator:  
Timothy Stovall

Members of Chapter 16810 made lap blankets for individuals in the memory care unit of a local senior center. The winter months can be an especially tough time for older adults. Reach out to senior centers, nursing homes and hospitals near you to see if your chapter or youth club could help meet their unique needs.



**Virtual raffle for teachers**

Matching Fund project  
Rogerson, Idaho  
Chapter activities coordinator:  
Trachelle Fullmer

Members of Chapter 367 participated in a virtual raffle, purchasing tickets to win a basket of supplies for a local teacher. The raffle raised more than \$3,000, plus a \$2,500 Modern Woodmen match. The funds helped offset costs for student activities at a local school. Remember, you can hold virtual, limited-contact or in-person events this year. Or use a hybrid approach – whatever works best for your chapter or club.



**Learn about our Facebook page**

Educational event  
Topeka, Kansas  
Club leader: Dianne Taylor

Members of Youth Service Club 536-1 joined a Facebook Live event, which helped familiarize the kids (and their parents) with the club's closed Facebook page. Familiarize yourself with Modern Woodmen's social media policy and get tips for running a successful closed Facebook group on the Training Materials site at imakeanimpact.org.

*Ideas to try this spring!*

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

**Brain Awareness Week (March 14-20):** Work with your members to keep brain health top of mind.

MARCH 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		

- **World Teen Mental Wellness Day – March 2:** Host an activity that encourages young members to practice self-care, be kind to themselves and recharge. Members could share their stories or what helps them to relax and recharge.
- **National Day of Unplugging – March 4:** Play board or yard games, make a craft, enjoy time at a spa, or plan another activity with no electronics involved.
- **National Plant a Flower Day – March 12:** Plant a community garden, spruce up a local area, or invite a master gardener to share tips with members as they prepare for spring.
- **National Shoe the World Day – March 15:** Host a shoe drive to give to those who need them. Work with local schools and other organizations to learn about their needs.
- **National Mom and Pop Business Owners Day – March 29:** Support your local small businesses by hosting an activity that encourages shopping and eating locally.

**National Month of Hope & National Volunteer Month:** Plan a service project to help spread hope to community members.

APRIL 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 Handmade Day – April 2:** Put your members' creative talents to work with a handmade gift. Try your hand at pottery, jewelry-making, baking, quilting, etc.
- **National Walking Day – April 6:** Plan a walk around town with several stops along the way at local businesses, parks, etc.
- **National Clean Out Your Medicine Cabinet Day – April 15:** Encourage members, especially older members, to clean out their cabinets and discard expired, unused and unwanted items. This could be a virtual event where you lead members through a scavenger hunt of sorts to help them clean out their cabinets.
- **National Picnic Day – April 23:** Plan a member picnic with food, games and prizes.
- **National Adopt a Shelter Pet Day – April 30:** Help out at a local animal shelter, host a supply drive for needed supplies, or raise funds for their cause.

**National Mental Health Awareness Month:** Host an educational event in support of the 2022 brain health campaign!

MAY 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				

- **Bird Day – May 4:** Enjoy local wildlife by visiting a park, zoo or wildlife refuge. Try to identify the birds, animals and plants members see. Make it even more fun and engaging with a wildlife scavenger hunt (National Scavenger Hunt Day is May 24).
- **National Fitness Day – May 7:** Get moving with a fun activity for all fitness levels to enjoy. (For example, a bike ride with a lesson about the physical and mental health benefits of biking, exercise and the outdoors. May is National Bike Month too!)
- **Do Something Good for Your Neighbor Day – May 16:** Create goody bags for members to leave on neighbors' doorsteps, to give to postal and delivery workers, or to drop off at a local organization or school.
- **International Being You Day – May 22:** Host an activity that encourages members to do something they've always wanted (but never dared) to do. Maybe a rock-climbing or horseback riding lesson or even a tap-dancing class. Be creative!

Most of the ideas on this page could serve as your second-quarter campaign activity. Just be sure to include an educational component that shares how the activity promotes positive brain health.

# How do you take attendance?

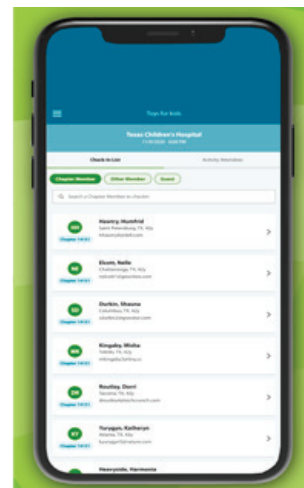
## Instead of this:

Uploading handwritten sign-in sheets to your activity report.

Name	Phone	Email	Check in
Jill Anderson	505-555-5555	jill@modern.com	<input checked="" type="checkbox"/>
Jill Anderson	505-555-5555	jill@modern.com	<input checked="" type="checkbox"/>
Abby Anderson	505-555-5555	abby@modern.com	<input checked="" type="checkbox"/>
Suzi Anderson	505-555-5555	suzi@modern.com	<input checked="" type="checkbox"/>
Ryan Matthews	505-555-5555	ryan@modern.com	<input checked="" type="checkbox"/>
Carl Anderson	505-555-5555	carl@modern.com	<input checked="" type="checkbox"/>
Carl Anderson	505-555-5555	carl@modern.com	<input checked="" type="checkbox"/>
Perry Brady	505-555-5555	perry@modern.com	<input checked="" type="checkbox"/>
Perry Brady	505-555-5555	perry@modern.com	<input checked="" type="checkbox"/>
Jack Taylor	505-555-5555	jack@modern.com	<input checked="" type="checkbox"/>

## Try this:

Use Fraternal Connect, the new mobile app that helps you check in attendees ... and much more.



## Because:

It makes the check-in process easy and professional. It gives you increased knowledge of your attendees/members. And it leads to more accurate reporting and tracking.

"I love Fraternal Connect! It took me a couple of events to get the hang of it, but I recommend it to all leaders. I love how it calculates members and guests for you. Also, no more papers!!" – Holly Blackhurst, fraternal leader from Utah

"It's super easy to use and very self-explanatory. The best part is how much time it saves! No longer do you need to keep up with the attendance sheets, scan them onto your computer and attach them to the report.

When you go into the reports section, the attendance is already there for you!" – Sandy Miller, fraternal leader from South Carolina

**Join Holly, Sandy and other leaders making the switch to Fraternal Connect!** Get step-by-step instructions on the Training Materials site at [imakeanimpact.org](https://imakeanimpact.org). And plan to use it for all your activities moving forward!

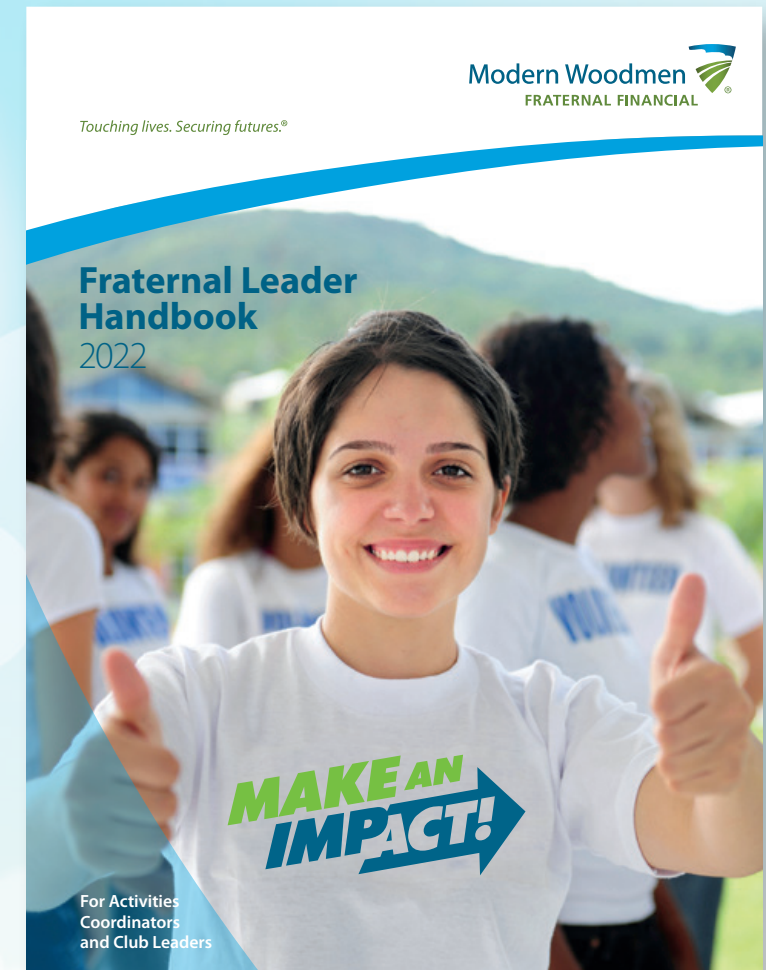
## Handbook HIGHLIGHTS

What's new? What's staying the same?

The 2022 Fraternal Leader Handbook is packed with new resources and information to help you host activities this year. A few highlights:

- Premier requirements and award amounts have returned to normal.
- Chapters and youth clubs can continue to host virtual, limited-contact or in-person events. Hybrid events are also acceptable.
- Postcards are required for all chapter activities except service projects. For youth clubs, Matching Fund projects require postcards. You must submit these activity requests at least 28 days in advance of the event.
- The Hometown Hero reimbursement amount for chapters and Summit chapters will remain a flat amount of up to \$100 per event permanently.
- New guidance is provided on the use of chapter and fraternal funds, including purchasing gift cards and door prizes. (See the Activities Categories and Key Policies sections.)

Access the full handbook on the Training Materials site at [imakeanimpact.org](https://imakeanimpact.org).



## Use Fraternal Connect NOW AND WIN

Early adopter reward deadline is Feb. 28

Use Fraternal Connect before the end of February, and you'll earn a \$10 PerkSpot gift card. (PerkSpot is an online discount hub for some of our members' favorite national and local merchants.)

To earn your one-time award:

- Complete the Fraternal Connect training module.
- Use Fraternal Connect to track and report attendance for at least one activity between Nov. 1 and Feb. 28.
- Report the activity within 28 days after it takes place.

Get instructions, find FAQs, take a practice course and more on the Training Materials site at [imakeanimpact.org](https://imakeanimpact.org).

## WELCOME new members

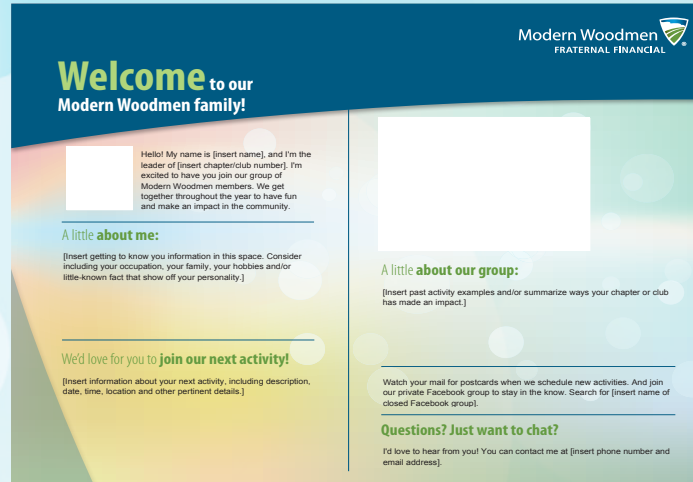
### New tools available to your chapter or club

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.

The monthly emails include:

- A list of new members.
- A list of ways you can personally welcome them and invite them to your next activity. Check out these tools, including phone scripts, a fillable flyer and Facebook templates on the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org). Go to Resources & Materials > Engage Members.

Additionally, members will receive a welcome message in the mail when they've joined a new chapter. The home office will automatically send the special postcard on your behalf, which includes contact information for the chapter activities coordinator and for the membership coordinator (if a Modern Woodmen rep).



## Are you MISSING OUT?

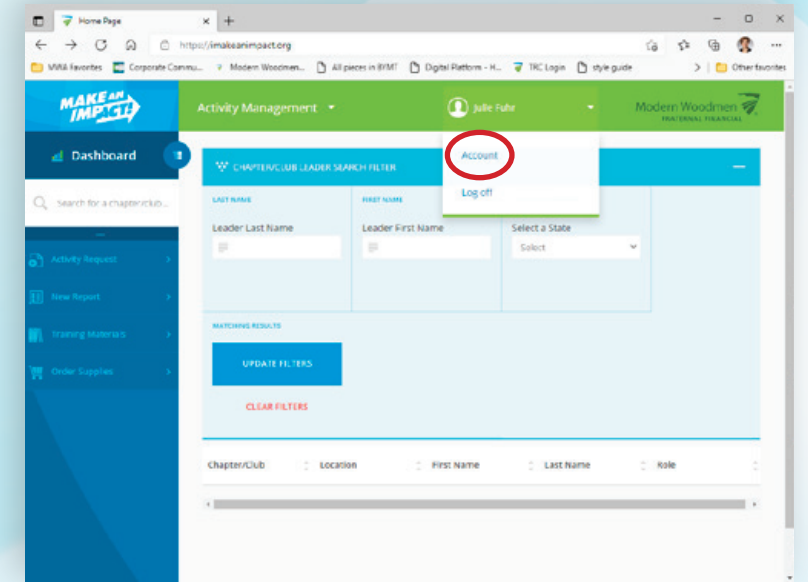
Make sure your contact info is up to date

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](http://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.

Also request to 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.



## A nod to TRADITION

Share the 2022 password with your members

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 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 2022 password. Deliver the password to your chapter president and share it with members at your January activity.

### 2022 password

@ ) \$ Π \* : \$ & ) \*

#### Official cipher

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

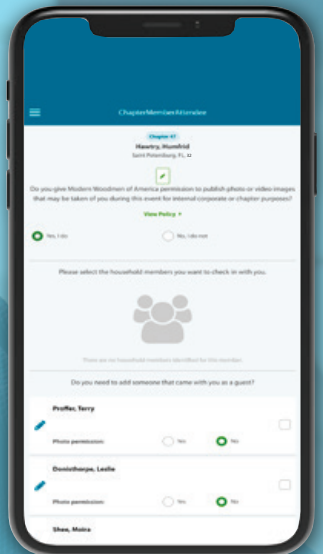
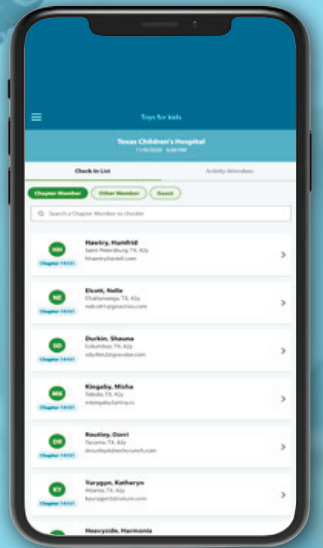
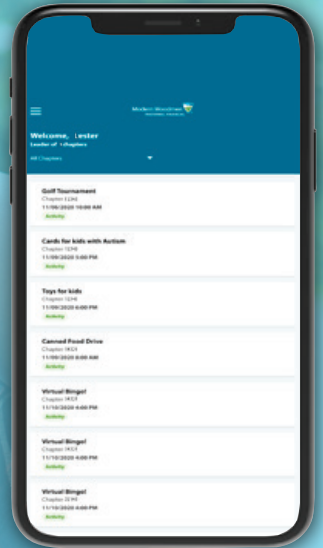
## GET TO KNOW your members

Find a wealth of information in your chapter roster

Did you know, Microsoft Excel can help you better use the information found in your chapter roster? Check out the roster guide on the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org). Go to Resources & Materials > Engage Members.

While you're there, also check out the member infographics, member interest survey and other helpful resources to encourage member participation in future activities.





# Have you used Fraternal Connect?

The new, improved and convenient way to track attendance

- Available as a mobile app in the Apple App and Google Play stores. (Or use the browser version.)
- Easy to use – step-by-step training available if you need some help!
- Allows you to check in entire member households at one time.
- Pre-populates guests who previously attended an event.
- Helps you analyze who is attending events.
- Helps you report attendance accurately.

**Make the switch!** Plan to use Fraternal Connect to track and report attendance for all of your activities moving forward. Learn more on the Training Materials site at [imakeanimpact.org](http://imakeanimpact.org).