

A HOW-TO GUIDE FOR MODERN WOODMEN VOLUNTEER LEADERS

Impact

M A G A Z I N E

WINTER 2020

Youth club enjoys
"Adulting 101" class p. 4

Project
makeover! p. 6

Together for Good:
All about the 2020
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Ann (second from left) delivers a Matching Fund donation for Grow Quad Cities-Iowa. Through Summit chapter 18111, Modern Woodmen matched \$2,500 of funds raised at the group's Flood Fest event, bringing the total to \$31,693. These funds helped businesses and individuals affected by the record-breaking 2019 Mississippi River flood.

Happy 2020!

As activities coordinator of Modern Woodmen's home office retiree chapter, I'm always excited to start planning a brand-new year with my chapter board members. There are so many options when it comes to fraternal activities! It's like visiting Golden Corral on an empty stomach: **Where to begin?!**

On the other hand, making plans for an entire year can present some challenges – and be a bit scary. How can we best use our fraternal resources to support the wonderful organizations in our community? How can we make events so enticing no member can stay away? How can we plan the year so our chapters and youth clubs carry out the required activities with time to spare, achieve premier status and unlock those bonus premier dollars in 2021?

Last October, my chapter members voted on our annual theme. (All of our donations, service projects, Matching Funds, Hometown Hero and educational events will support this theme.) The group chose to help those with disabilities,

which fits in nicely with the Fraternal Department's 2020 campaign, **Together for Good**: Connecting those with and without disabilities. (Learn more about the campaign on Page 7!)

A treasure trove of fraternal opportunities awaits our chapters and youth clubs this year! As we volunteer our time, learn new things, honor local heroes and raise funds together, we'll benefit community groups related to sled hockey, mental-health awareness, autism, Down syndrome, children's emotional challenges and much, much more.

How will your chapter, Summit chapter or youth club come **together for good** in 2020? Share your activity ideas and plans on the fraternal leader closed Facebook group. (If you need inspiration, check out this issue of Impact!)

Wishing you a memorable year of making an impact,

Ann Held

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Get to know ... Amber Nichols

What do you like to do in your free time?

Fish, go boating with friends, garden, play volleyball and bowl.

What's something about you that people would be surprised to hear?

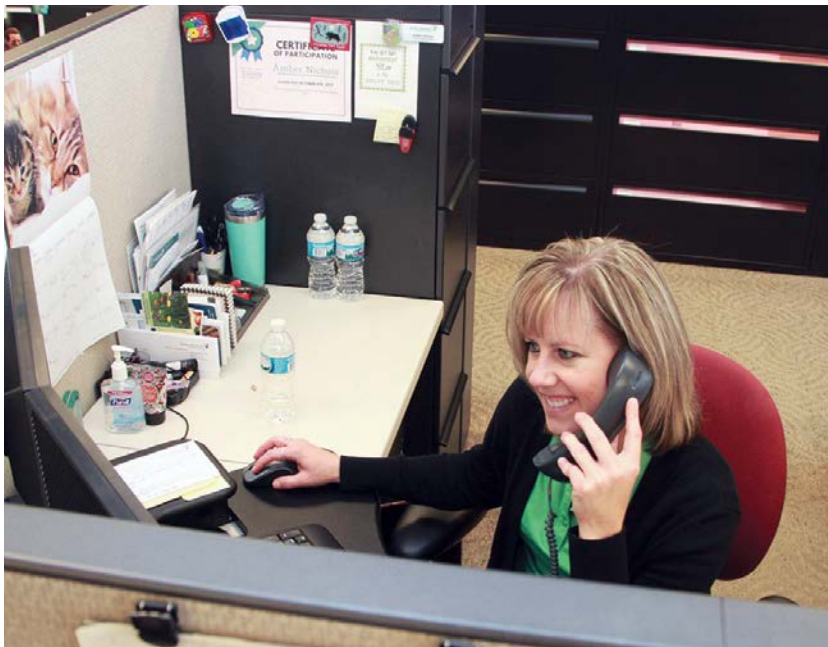
I love to bowl – and I hold a 182 average.

What's an interesting project idea you've heard recently?

Members making tie-dye birthday shirts and sending them to the local children's hospital to help them celebrate their special day.

What's your favorite thing about working in the Fraternal Department?

We're like a family and really work well together as a team! I love that my job is diverse here in Fraternal; we keep very busy.



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Adulthood 101

Educational event
Youth service club 15982-1
Houston, Mississippi

Youth service club leader and high school teacher Janelle Keith got the idea for a unique educational event when talking with a fellow teacher.

"Her students had expressed an interest in learning more 'real-world' life skills, so she created a few mini lessons," says Janelle. "The students showed such enthusiasm that she asked me to expand the idea on a larger scale."

Many of her colleague's students were also members of Janelle's youth club, so it seemed like a perfect fit.

She polled the students to figure out which "adult" skills they wanted to learn, which helped narrow the focus of the activity. Then she reached out to community members to teach the skills.

"The school district superintendent and two principals taught the students how to tie a necktie, and two local seamstresses showed them how to sew a button onto a shirt," notes Janelle. "Each of the community members brought their own handouts and supplies," making it an inexpensive activity.

The group used social media to request donations for ties, which students could take home to practice with. They got enough ties for the youth club and donated extras to a similar event, inspired by this one, that was held at a nearby community college.

"This activity connected our members to the community and helped them see the resources available to them right in their own town," explains Janelle. "Our members' parents bragged about the event on social media, and our school district posted about it on their page. It got a lot of great feedback!"

Janelle hopes to plan the event again – with different topics. "I'd like to have 'car care' stations set up in the parking lot to teach members how to check the oil and change a tire," says Janelle.



At the youth club's "Adulthood 101" event, members learned how to open a bank account, acquire car insurance, save and invest money wisely, tie a necktie and sew a button.

Planning for premier status

Community day
Summit chapter 18090
Newark, Ohio



Members from three different chapters were included in the discussion to get a wide range of ideas.

When Al Hyslip found out his Summit chapter achieved premier status (again!), he wanted to celebrate in a special way. So he invited members to a local restaurant to discuss what they would like to accomplish in 2020. (Even better, they each brought in canned goods to donate to a local food pantry.)

“I got the idea from the Modern Woodmen Fraternal Leaders Facebook group,” says Al. “Everyone seemed pleased to share their ideas, and it’s always great to give to local causes.”

Al scheduled a small space for the group to meet, so it was easy for members to communicate with each other. And he waited to kick off the discussion until after the group had eaten, so they could give it their undivided attention.

“I love it when I can get personal involvement from members,” notes Al. “It reminds them this is *their* chapter – not mine.”

Mary Fretwell knew some of her chapter members were interested in gardening. When one member suggested a garden event at a local food bank last fall, she saw the perfect opportunity.

“I reached out to the food bank directly, and they put me in touch with the production garden staff,” explains Mary. “We discussed what tools and supplies they needed; they were extremely grateful for our donation of time and supplies.”

The food bank’s garden serves fresh produce to communities throughout the state. The produce grown is also used in programs that teach food-insecure households how to prepare healthy, affordable meals.

The chapter purchased new gardening gloves, shovels and hoes for the food bank – and they immediately saw the need. “We used the garden’s older hoes to weed the garden, and two of them broke in the short time we were there,” remembers Mary. “We were so happy to have given them much-needed new tools.”

Mary learned a lot from the event, too; she admits she isn’t a gardener. She thinks it’d be fun to plan a similar event in the spring (rather than the fall), so the group can learn about planting seeds.

“It was a great event for all ages to get involved and help the community,” she says.

Chapter members helped a local food bank weed and clean a production garden for 2020 growing.

Preparing the garden at a food bank

Service project
Chapter 17157
Nashua, New Hampshire





Project makeover

Do's and don'ts for a bigger, better impact

The project: Someone in your community has a need for donations, and your chapter or youth club members would like to help.

Instead of this ...

Members could take a simple shopping trip or order items online for the person or family in need ... but this requires very little hands-on work and only involves a few members. Also, without asking the person what specific items they need, members could be shopping for items that aren't going to help.

... Try this!

- For a **high-impact service project**: Work directly with the community member to develop a list of specific items they need. Shop locally with all your members to find the item(s), and then, as a group, deliver them to the community member. Or identify multiple families in need and have members pair up to shop and deliver.

Even better: Encourage younger members to make "Thinking of You" cards and baked goods to add to the delivery. This makes the project more hands-on and personal, and it gets younger members directly involved.

- For a **high-impact Matching Fund event**: If there's a dire need – like a family losing belongings in a recent house fire – and you can't determine which specific items are needed, consider planning a Matching Fund project with your members. Some ideas: a trivia night, a bowling competition or a live concert benefit. The entry fee can go toward the fundraiser, and Modern Woodmen can match the money raised, up to the chapter/youth club's max.

Even better: Have members ask local businesses for raffle donations to be bid on during the event. Raffle ticket sales can help raise even more funds for the cause.



Your chapter or youth club doesn't need to pay for every part of the event. To help minimize your costs, ask for donations from members and local businesses, and seek discounts from the vendors you use for the event. A small portion of the funds raised could go toward event costs, too. Just be sure to report it as an expense; the event cost will be subtracted from the amount raised, and Modern Woodmen will match what remains.

All about the 2020 fraternal campaign



Every person has value. Yet sometimes people who seem “different” from us are overlooked as we go about the daily grind. Have you ever stopped to think about **what life is like for someone with a disability** – whether it’s a physical impairment, intellectual disability or another form of disability?

In 2020, Modern Woodmen’s Fraternal Department is sponsoring a campaign to bring awareness and assistance to people with disabilities. **Together for Good** is meant to help all of us recognize the needs that exist in our local communities and take small or big steps to make sure people with disabilities feel included and supported.

From Jan. 1 to Oct. 31, 2020, every chapter, Summit chapter and youth service club is encouraged to **plan at least one activity** that centers on supporting people with disabilities.

What can you do?

- **Learn** about the people living with disabilities in your community. Who are they? What are their challenges or needs?
- **Look** for individuals or groups you can support. How can your chapter or youth service club make their lives easier or brighter?
- **Mobilize** your chapter or youth club members into action. Plan to conduct at least one activity between Jan. 1 and Oct. 31, 2020, to support this cause.
Note: Be sure to select the “Special Campaign” category when submitting a request for a Hometown Hero, social activity or service project.

Come *together for good* in 2020 and participate in this initiative to show people with disabilities they’re a valuable part of our communities!



Learn more and find resources at imakeanimpact.org > **Training Materials.**



In case you missed it

Highlights from the Modern Woodmen Fraternal Leaders closed Facebook group

We asked ...

Who earned premier status this year? How are you and your chapter/club planning to use the extra funds you receive?

You answered ...

We use ours to make more events free for members – and it helps us get better attendance. We also use some for service projects and donations.
– Elizabeth C.

We use our extra funds to help the local communities – like purchasing supplies for schools, dinner for the local police department and their families, and blankets and other needs for the homeless ministry.
– Sue Ann A.

Helping fund a school lunch program.
– Celia M.

Purchasing raffle donations for benefits and fundraisers.
– Michelle O.

Helping families during the holidays.
– Mary B.

Donating to the Hope Foundation for a local school, which helps struggling families.
– Sandy M.

Keeping member costs down by funding events that are a bit more expensive.
– Maurine B.

Supporting upcoming benefits for a couple of community members with tragic medical issues in their families.
– Debra R.



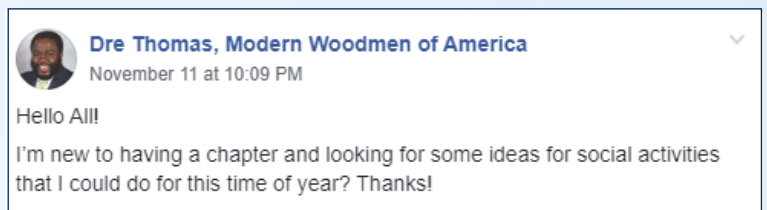
Join the group!

Request to join the group **Modern Woodmen Fraternal Leaders** on Facebook. The group is used by fraternal leaders and the Fraternal Department to share activity ideas, tips, inspiration, questions and more. Join today and connect with fellow fraternalists!

Leader to leader

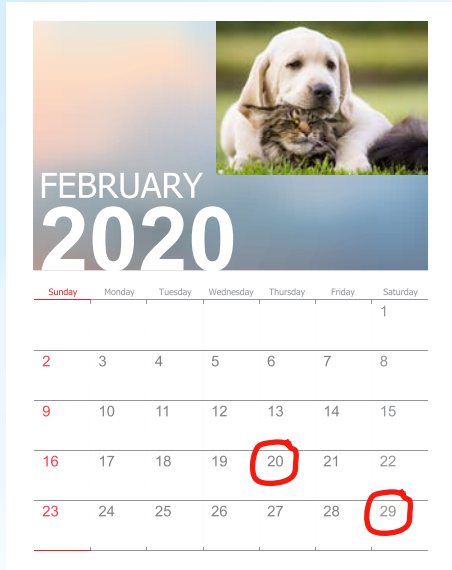
Dre T. used the Facebook group to ask fellow leaders for **social activity ideas**. Here are some of your responses:

- Host a bowling night.
- Go ice skating.
- Play bingo at a senior home.
- Plan a cookie exchange.
- Take a wreath-crafting class at a local greenhouse.
- Enjoy s'mores around the campfire.
- Go on a wine-tasting tour.
- Take a shopping trip to get gifts for local foster kids.

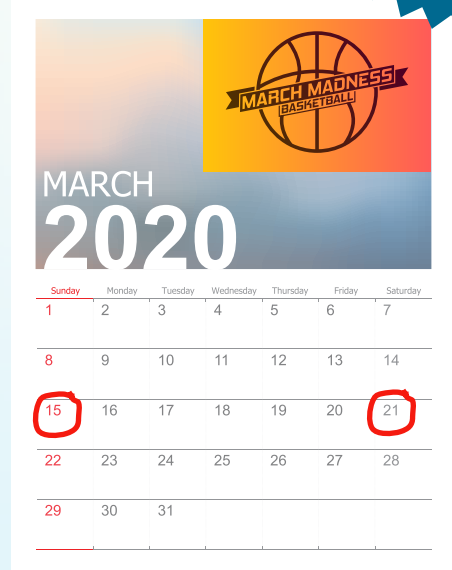




Upcoming holidays:



- **Feb. 20: Love Your Pet Day.** Plan a fundraiser or donation drive for an animal shelter.
- **Feb. 29: Rare Disease Day.** ★ Partner with a local health group or charity to educate members on the challenges faced by people with uncommon diseases and disorders.



- **March 15-April 6: March Madness.** Plan a just-for-fun basketball tournament with members.
- **March 21: World Down Syndrome Day.** ★ Coordinate a "Lots of Socks" event to support Down Syndrome awareness. (Learn more at worlddownsyndromeday.org.)



- **April 2: World Autism Awareness Day.** ★ Host a walk in your community to promote autism advocacy.
- **April 12: D.E.A.R. (Drop Everything and Read) Day.** Volunteer to read one-on-one with kids at a local library or elementary school.
- **April 30: Therapy Animal Day.** ★ Honor therapy animals in your town with a Hometown Hero award.



- **May 2: Join Hands Day.** Gather different generations of members for a common cause – like landscaping at a local nonprofit, cleaning up a park or delivering treats to emergency workers.
- **May: Small Business Month.** Plan a social or educational event at a local small business. Have members vote on which business to visit.

From the home office

Tips and updates for fraternal leaders

share
THIS

**Featured
benefit**

Birthday Book Club –

New name, same great benefit!

The 100 Percent Modern Woodmen Family Benefit is now the **Birthday Book Club!** With this benefit, qualifying member children aged 1 to 16 will receive an age-appropriate book in their birthday month each year. To learn more, talk to your local Modern Woodmen representative.



Q How should I track guest attendance?

A

A guest is defined as someone who does not have an active Modern Woodmen certificate or social membership. Members can invite guests to activities, but a guest shouldn't be a regular attendee without eventually becoming a member. Our recommendation: Keep the ratio to one guest for every three members for most activities (except for Matching Fund events).

As for invitations ... chapter and youth club activities are member events, so invitations should be directed to members – not the general public. (Matching Fund events are an exception.)

At your event, the online attendance tool offers a simpler way to take attendance. The app identifies members and guests for you. And the attendance information is automatically populated into your event report. (Find the attendance tool in the top drop-down menu on imakeanimpact.org.)

For more information about tracking attendance and member-focused events, read the policy section in the Fraternal Leader Handbook.

Q How can my chapter or youth club receive an Impact Maker Award?

A

The Impact Maker Award program recognizes outstanding, member-involved chapter, Summit chapter and youth service club activities from the previous year. In each of five categories (social, educational, Hometown Hero, Matching Fund and service project), the winning chapter or youth club will receive a \$250 donation to a nonprofit of their choice, up to \$50 for a celebratory activity and a special item for the leader.

Nominations are accepted Jan. 1 – 31. For full details, visit the Training Materials section on imakeanimpact.org.

make it **YOURS**



For inspiration, look around you

Find joy in the act of caring

“Caring about the happiness of others, we find our own.” – Plato

The 2020 fraternal campaign, Together for Good, encourages us to connect with people who are facing unique challenges – people who may be overlooked. When we take time to listen to others, we learn not only about them, but also about ourselves.

The concept is simple: Every person you meet has something to teach you. By showing compassion for the people around us, we

strengthen the bonds of our communities. And when our communities are strong, everyone thrives.

You know the feeling you get at the end of a successful service activity? Hold on to that feeling. Let it guide you – and your chapter or youth club members – to do more great things in 2020. After all, kindness is contagious. You may find that “giving glow” inspires others to get involved, too.

Describe a time when it felt great to give back.

Use the space below to write.
