

Friendly Fifth Friday News
August 18, 2023

2023 District 5 Lodge New Member Recruitment Contest

Sons of Norway District 5 is pleased to announce the launch of our 2023 recruitment campaign.

Starting August 1, 2023, all lodge members are asked to recruit new members to their local lodge. For every new member (not Heritage Member) recruited, the lodge will receive \$10 for an individual or \$20 for a family membership. This does not include adding adults to an existing Adult Family membership. The money awarded will be sent to the local lodge of the recruiting member to be used as the lodge would like.

This campaign is an opportunity for all members to get involved and support their local lodge in meeting their membership goals. As well, it helps continue to grow the Sons of Norway organization.

The contest will begin August 1, 2023 and go until October 31, 2023.

Please turn in all paper membership applications to Headquarters by October 31, 2023. This will ensure that they are processed by the deadline. New members who are signed up online via <http://www.sofn.com> should also be entered by October 31, 2023.

If you sign up a new member online, please email District VP, Wendy Winkelman, advising of that new membership (wendyathadeland@yahoo.com).

Contact wendyathadeland@yahoo.com with any questions.

Wendy K Winkelman
President and Editor
Shawnee Skogen 5-689

District 5 Vice President

**What is your lodge doing to increase
membership?**

Resources to help you with your membership drive (must log in to access the files)- https://www.sofn.com/member_resources/

Member Resources

[Home](#) > [Member Resources](#)

The value of membership

As a member of Sons of Norway, you're invited to enjoy the numerous benefits we have. Whether your interests lie in financial products, travel, culture or heritage, Sons of Norway has a lot to offer, including the assistance of Financial Benefits Counselors and the fellowship and philanthropy opportunities of your local lodge.

Discover all that's here for you at Sons of Norway:

> [Lodge Leadership Resources](#)

All of the resources you needed for lodge management, programming and successful recruitment and retention initiatives.



Scholarship Programs

The Sons of Norway Foundation awards approximately 25 scholarships to promising students each year. These programs promote cultural exchange and support higher education.

Recruitment and Retention Archives-

https://www.sofn.com/member_resources/lodge_leadership_resources/recruitment_retention_archive/

Welcome to the Recruitment & Retention (R&R) newsletter archives! If you aren't familiar with R&R, it's Sons of Norway's monthly publication for lodge leadership. In each issue, you can expect to find three articles with topics ranging from new programs to lodge success stories you should know about. In addition, R&R is the place to find up to date information about recruitment contests and other campaigns throughout the year.

In the R&R archives, you'll have access to several years' worth of past newsletters, chock full of great resources for you to explore.

Membership Moment

https://www.sofn.com/resource_blog/membership-moment/

Have a recruitment event coming up? Like to be ready to encourage new members? The website is ready! Take a peek at the different things you can do with the red "Join/Renew" button in the upper right-hand corner of the website.

First, **new** members can sign up with the "Join" button. Potential members have the option to find a lodge or join the Central Lodge. Depending on location and number of lodges, potentials can select a lodge to join instantly online or contact for more information.

The second button helps to **renew or re-activate a membership**. There is the option to pay monthly (from a checking account) or annually (from a credit card.) It is important to have your seven-digit membership number for this step.

The third button helps to **add household members** to your existing membership. You will need the new member's birthdate with the year for this step and an email address is helpful.

A last note, membership forms are available to download from the website (there is a [US form](#) and a [Canada and Norway form](#)), if you prefer hardcopy forms. Some events may be outside or in areas without Wi-Fi, so online access may not be available. As things move away from paper, it's important to consider how to embrace online efficiencies. Please note: Headquarters will soon discontinue printing and mailing out enrollment forms. Lodges who still want to hand out paper applications can download the forms from the site and print them locally.

Please note that the content held on the Recruitment and Retention Archives can now be found on the [Resource Blog](#)

Where to get forms as International is no longer printing hard copies of membership forms:

https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/lodge_forms/

Membership Forms

— Heritage Membership Enrollment Form

As a member in good standing you are entitled to sponsor FREE Heritage membership for young relatives age 15 and under.

[Heritage Membership Enrollment Form](#)

— Membership Enrollment Forms

For New Members in the U.S.

[U.S. Member Enrollment Form](#)

For New Members in Canada and Norway

[Canada and Norway Member Enrollment Form](#)

— Transfer Request Form

For anyone choosing to transfer from one Sons of Norway lodge to another.

[Transfer Request Form](#)

Training and Presentation Resources-

https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/training_and_presentation_resources/

Looking for a way to introduce Sons of Norway to prospective members? Want to know how to use Sons of Norway's member benefits to keep your members happy and recruit new ones? These presentations and trainings will walk you through some of the essential aspects of Sons of Norway.

In addition to the presentations below, here is a **customizable PowerPoint template** that you may use to create your own lodge presentations.

Presentations

About Us (for Sons of Norway Leaders)

With more than a century of history, there's a lot to know about Sons of Norway. This presentation will guide leaders through talking about our organization and provide highlights about new resources available through Sons of Norway Headquarters

- [Click here for Google Slides](#)
- [Click here to download PowerPoint Presentation](#)
- [Click here for Presentation Script](#)

About Us (for Non-Members)

It's been said in the past that Sons of Norway is the best kept secret. Not anymore! This short presentation will introduce prospective members to Sons of Norway and its history and mission, along with the benefits of being a member.

- [Click here for Google Slides](#)
- [Click here to download PowerPoint Presentation](#)

[Click here for Presentation Script](#)

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Recruitment & Retention Resources

This presentation will help lodges use the benefits of membership to attract new members and keep existing members active, including ideas for community events and lodge programs.

- [Click here for Google Slides](#)
- [Click here to download PowerPoint Presentation](#)
- [Click here for Presentation Script](#)

A Member Timeline

This presentation will take leaders through the first year of membership. Included are approaches to member recruitment, steps to ensure membership renewal and strategies for keeping members engaged with the lodge.

- [Click here for Google Slides](#)
- [Click here to download PowerPoint Presentation](#)
- [Click here for Presentation Script](#)

Training Resources

Creating a Facebook Page

A Facebook page is a simple and free way to promote your lodge to a wider audience. This training is designed to introduce you to creating your first Facebook page and will guide you through the basic process of creating a page.

- [Click here for Google Slides](#)

Using Facebook Effectively

Your lodge has a Facebook page – now what? This intermediate training will walk you through the best approaches for creating an engaging page that connects with current and potential members alike.

- [Click here for Google Slides](#)

Leader Training Series-

https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/leader-training-series/

Module 1

- Short history of Sons of Norway
- Sons of Norway today
- What is a Fraternal Benefits society?
- Structure of the organization
- Membership and recruitment
- Member benefits
- Leader reporting

[Click here for Google Slides](#)

Leadership Resource Videos

https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/training_and_presentation_resources/leadership-resource-videos/

Logging onto sofн.com

This step-by-step video will help users log on to the Sons of Norway website and access a leader's Profile page. You can also download a [PDF](#) and [Powerpoint](#) presentation to use at your convenience.

[Watch video](#)

Membership Materials Update

There are two parts to this video. In the first part Amy talks about February Friluftsliv, and the second part includes an important message about membership materials.

[Watch video](#)

Navigating the Sons of Norway Website

Tips and tricks for navigating the Sons of Norway website from Angie Eckel, our Digital Strategist.

[Watch video](#)

Deadlines and Dates! **Changes in red!**

- August 26- Task Force Conference Call at 9 AM CST
- September 5- Viking photo submissions due to LaVonne Wier
- October 5- Viking photo submissions due to LaVonne Wier
- October 7- Zone 2 Meeting in Blair
- October 13-14- District 5 Board Meeting in Mt. Horeb, WI
- October 27-29- District 5 Adult Heritage Camp and Destination Stoughton Weekend in Stoughton, WI
- November 5- Viking photo submissions due to LaVonne Wier
- December 5- Viking photo submissions due to LaVonne Wier

Who to contact at the home office when you need help

- You can email cbs@sofn.com for any member updates that need to be made.
- For anything fraternal- Connie O'Brien (COBrien@sofn.com) or Amy Tuchenhausen (ATuchenhausen@sofn.com). Sherry Gorse is no longer employed at Sons of Norway.
- For matter like submitting a death, a change to a members address or other info please email cbs@sofn.com
- For issues with passwords or website use ithelp@sofn.com.
- The 800 number to call in for member support is 800-945-8851
- If you need something related to sales, you can use sales@sofn.com

Viking Chest / Immigrant Trunk Schedule

Apr 2023 to Oct 2023:

Chest--zone 4 – Contact Connie Aiello and Judy Ghastin to reserve them

Trunk--zone 3 – Contact Scott Wegner and Cheryl Wille-Schlesser to reserve them

Oct 2023 to Apr 2024:

Chest--zone 6

Trunk--zone 5

Apr 2024 to Oct 2024

Chest--zone 2

Trunk--zone 1

Oct 2024 to April 2025

Chest--zone 3

Trunk--zone 4

Note:

- Check correspondence from the International and District and the International (www.sofn.com) and District (www.sonsofnorway5.com) websites for any updates and changes.
- Additional deadlines for the District 5 and International Conventions/Lodge Meetings will be added as those dates are established. Watch for future mailings and the District 5 website.

Compiled by Darlene Arneson, SN District 5 Secretary (arnesonfamily5@gmail.com or 608-873-7209)

FFFN Basics

In an attempt to help our lodge leaders become more familiar with resources, changes, deadlines and other information, I will compile a weekly "Friendly Fifth Friday News" email to our leadership. Some of the information you might already have, but hopefully it will be a good reminder for all of us (me included) of all the great resources that Sons of Norway has to offer. **Please feel free to cut and paste any of this information for your lodge's use!**

Send all web posting info and calendar dates/events directly to our webmaster at inputd5@sonsofnorway5.com

With our new arrangement, I actually send the FFFN pdf to our webmaster on Thursday morning before I go to work. So if you have anything you'd like me to consider putting in, please send it by 4 am on Thursday morning. Please do not send pdf's as I have a hard time cutting and pasting them. The Word Document works best for me. Don't forget that lodge events should be submitted to inputd5@sonsofnorway5.com as I have a hard time keeping track of all lodge activities. I'll put some in but that is more the role of the website event calendar.

If you would like to get the MS Word document, just shoot me an email and I'll add you to the list. I send it out right after I send the email to the large group.

Darlene Arneson – arnesonfamily5@gmail.com