

## Friendly Fifth Friday News August 4, 2017

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!**

Darlene Arneson, District 5 Secretary

**Send all web posting info to [inputd5@sonsofnorway5.com](mailto:inputd5@sonsofnorway5.com)**

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### **President's Conference- October 20-22**

President Andy Johnsen had proposed an idea to the District Board to have a President's Conference in the off-convention year to help lodges with strategic planning, leadership training, and sharing of resources, ideas and other useful information with each other.

Many thanks to Treasurer Mike Palecek who has secured the venue, worked on the logistics and presenters, and helped to organize the event.

We strongly encourage all lodges to send their president or another lodge leader to this conference. The purpose is to help lodges with issues they are facing, develop a resource base for our District, and to help address the challenges all lodges face. For lodges who are struggling, this is especially an important opportunity for you.

Mike has worked with Andy and the Board to develop some financial resources to help offset costs. Please put this on your lodge's agenda. The early bird registration is August 11 and materials were sent to your President. If you need another set, Mike can provide those.

It will be held October 22-22 at Camp Wonderland in Salem (southeastern Wisconsin).

## **NEW- Resource**

If SN has your email, then you got this new tool that will replace/combine several others. If your email is not registered, please update that on the Membership Profile at [www.sofn.com](http://www.sofn.com) after you log in!



# Resource

July 2017

*Welcome to the new Resource, a newsletter that combines the content of the now retired Viking Resource and Recruitment & Retention newsletters. Within the convenience of one monthly newsletter, Resource will include timely administrative information and tips along with the tools and guidance for effective member recruitment and retention. Be sure to keep your login combination handy when reading every issue, as most content will provide links to more detailed information.*

*Enjoy this issue, and please let us know what you think of the content by sending an email to [resource@sofn.com](mailto:resource@sofn.com).*

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## **Enhance Your Member Recruitment and Retention Skill Set**

There's a new [Training and Presentation Resources section](#) on the Sons of Norway website that provides tools to better equip your lodge to meet the expectations of both current and prospective members. Here are the current offerings, all of which include a helpful script to help facilitate positive group dynamics.

**About Sons of Norway** - Two versions are available; the first will help give lodge leaders a better idea of *how* to talk to prospective members about what Sons of Norway is and what we

have to offer. The second is the same presentation for prospective members, ideally in a recruitment setting like a Membership Dinner.

***Recruitment and Retention Resources*** - This presentation explains the various tools and resources available from Sons of Norway and how to leverage them for improved recruitment and retention efforts.

***Member Timeline*** - Walks leaders through the ways lodges can connect with prospective members through their first year of membership using the resources found in the *Recruitment and Retention Resources* presentation.

***Coming soon: Creating a Facebook Page and Using Facebook Effectively.***

## Using the Correct Mission Statement

Is your lodge using the correct Sons of Norway mission statement on printed materials and online? The following statement is the official version that should be used whenever referring to the mission of Sons of Norway.

*The mission of Sons of Norway is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and provide quality insurance and financial products to our members.*

Please replace any outdated mission statements with this version.

### ***Update on Sons of Norway's***

## **Simplified Dues Structure**

Are you starting to hear questions about the updated dues structure going into effect on Jan. 1, 2018? Here are some resources that can provide answers to most questions members in your district or lodge may have.

**Website** - The [Simplified Dues Structure page](#) is now updated with a detailed membership chart and dues information. The Frequently Asked Questions section is expanded, and the history of how the dues changes came about remains on the site. Online information will be supplemented on an as-needed basis.

**Publications** - Informative articles will continue to be featured in our communication channels. These include Viking magazine, August issue; Newsletter Service, Sept/Oct issue; and in future issues of Resource.

**Email** - An easy way for members to get their questions answered is to submit them to this dedicated email address: [2018dues@sofn.com](mailto:2018dues@sofn.com). Staff will respond to inquiries in a timely manner.

## Golden and Life Members, and Simplified Dues

Many people have questions about the difference between Golden and Life Membership categories and how they will be impacted by the new dues structure.

Scroll down to the Golden and Life Members section in the [Frequently Asked Questions](#) category.



### [In-the-know about Lodge Liability Insurance](#)

Each summer, Sons of Norway renews its Lodge Liability Insurance.

Here is some general information about this important program. (Detailed information about coverage will be included when the invoice and insurance certificate are sent in mid-August.)

[Read More](#)

## Foundation Update: Check out New Grant and Scholarship Opportunities!



The Sons of Norway Foundation has exciting news about changes to the grant and scholarship offerings:

- Lodge Culture & Heritage Grant is only available to Sons of Norway lodges.
- Community Partnership Grant accepts applications from non-members.
- A new grant has been added to promote lodge vitality.
- Helping Hands to Children Grant no longer requires that an award be matched.
- A scholarship has been added for adult learners.

[Read More](#)

## Mark Your Calendars

### **August 15, 2017**

Lodge liability certificate and invoice will be mailed to lodges.

### **September 30, 2017**

Lodge liability premium is due to Sons of Norway Headquarters.

[See full calendar](#)

If you have questions about any of the topics in this issue, or if you would like to share a programming/recruitment tool that your lodge uses, contact us at [resource@sofn.com](mailto:resource@sofn.com).

Fraternally,

Sons of Norway

## **2017 Sons of Norway Zone 3 Picnic (But all are welcome!!!)**

**Sunday, August 13, 2017 at 12:30 PM**

**John and Darlene Arneson home  
2056 Skaalen Rd., Stoughton, WI 53589**

Join members from our neighboring lodges for some food and fellowship at the home of John & Darlene Arneson. **Please bring a dish to pass!** Tableware, coffee, juice and other beverages will be provided. You are welcome to bring along yard games if you'd like. There will be Kubb available so you can test out your Viking skills! All members of your lodge, prospective members, and Masse Moro campers (past and present) are encouraged to attend. Bring along items for "Remarks for the Good of the Order". For more information, call Darlene Arneson at 608-873-7209 or email arnesonfamily5@gmail.com

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### **From Madison via Interstate:**

Go east from Madison going towards Chicago on the Interstate 39-90. Exit 147 on Hwy N and turn right. Go about 2-3 miles and you will come to a 4-way stop. Turn left on Skaalen Road and go about 1 ½ miles. We are the first long drive way on the left after you pass the housing development. We have a Norwegian farm sign at the end of the driveway.

### **From Madison via Hwy 51:**

Go south on Hwy 51 from Madison, through McFarland and almost to Stoughton. Before you get to town, take a left on Hwy B by the Evergreen State Bank. Stay on Hwy B until you come to the 4-way stop sign at Hwy B and Hwy N (the county garage will be on your left). Go straight and the road turns into Skaalen Rd. Go about 1 ½ miles. We are the first long drive way on the left after you pass the housing development. We have a Norwegian farm sign at the end of the driveway.

### **From Oregon: (2 options)**

- ✓ Come to Stoughton on Hwy 138. You can go all the way through town on Main Street and continue out of town on Hwy 51. After about 1 ½ miles, turn left on Pleasant Hill Road. Come to a t-intersection with Skaalen Rd, take a right and we're the first long drive way to the left. We have a Norwegian farm sign at the end of the driveway.
- ✓ **Or** when you come into Stoughton on Hwy 138, take a left on Hwy 51. Go out to Hwy B and take a right on Hwy B (by Evergreen State Bank). Stay on Hwy B until you come to the 4-way stop sign at Hwy B and Hwy N (the county garage will be on your left). Go straight and the road turns into Skaalen Rd. Go about 1 ½ miles. We are the first long drive way on the left after you pass the housing development. We have a Norwegian farm sign at the end of the driveway.

### **From the South (Janesville):**

**Starting April 21st, the I-39/90 northbound ramp, Exit #156 at the US 51 interchange for Coachman's will be closed until August 1, 2017. Please use Exit #160 for Hwy 73. Left off exit, take a right onto Albion Road/Cty A. Coachmans will be located 4 miles up.**

Go about 2 miles and take a right on Pleasant Hill Road. Come to a t-intersection with Skaalen Rd, take a right and we're the first drive way to the left. We have a Norwegian farm sign at the end of the driveway. . Go about 2 miles and take a right on Pleasant Hill Road. Come to a t-intersection with Skaalen Rd, take a right and we're the first drive way to the left. We have a Norwegian farm sign at the end of the driveway.

## **2016-2018 Biennium District 5 Lodge Calendar and Other Deadlines (new this week in red)**

### August 2017

- August 13- Zone 3 Picnic at Arneson's farm, 2056 Skaalen Road in Stoughton

### September 2017

- September 30- **Lodge liability premium due** to International SN office

### October 2017

- October 20-21- District 5 Local Lodge President's Conference and District 5 Board Meeting
- Nominating Committee report due to Lodge

### November 2017

- Elect Lodge Officers for coming year (unless you have two-year officer terms)

### December 2017

- December 1 – SN Foundation **General Heritage and Culture** grants due
- December 15 –SN Foundation **Local Lodge Partnership and Helping Hands to Children** grants
- December 15- **D-63 Report of Elections** due. Send one copy to International Headquarters and one to District Secretary.

### **Note:**

- **Check correspondence from the International and District and the International ([www.sofn.com](http://www.sofn.com)) and District ([www.sonsofnorway5.com](http://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.
- The District 5 Convention will be June 27-July 1, 2018 at Hotel Radisson in La Crosse, Wisconsin.
- The International Sons of Norway Convention will be August 16-18, 2018 in Minneapolis, MN.

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