

Friendly Fifth Friday News

June 23, 2023

Send all web posting info and calendar dates/events directly to our webmaster at inputd5@sonsofnorway5.com. Feel free to share this with your lodge members!

Check out these training resources on the International website (you must log in to access them!)-

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

Media Training

Lodge leaders have asked for guidance on partnering with media to build awareness of their activities and how to work with reporters and media. In response to that request, Sons of Norway has assembled a series of guides to help leaders understand the role of reports, what is newsworthy, how to focus an interview, how to control an interview, general do's and don'ts and more.

- [Chapter 1](#) – Interviewing with Attitude & What is Newsworthy
- [Chapter 2](#) – Understanding the Role of Reporters & Focusing the Interview
- [Chapter 3](#) – How to Prepare & Avoid Weak Messaging
- [Chapter 4](#) – Conducting the Interview & Controlling the Interview
- [Chapter 5](#) – Tips, Dos and Don'ts & Media Relations Response Process

Social Media Tips

Use these social media tools to help you put tactics in place to efficiently get your messages out to a wide audiences.

[View Tips](#)

To help you prepare for your membership drive-

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

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](#)

Membership Drive!

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
District 5 Vice President

Task Force Sub-Committees being formed

There was a suggestion that the task force form sub-committees that can work to focus on particular areas:

1. Population and membership- using maps and membership lists to get a geographical and membership numbers view of our District. Jim Herman had volunteered to work on maps.
2. Role of the Board- Board Structure- What do board members do? What can be done virtual vs. in-person? Role of the various board members and officers. Esther Charlton is interested in being on this committee.
3. Current ways to support lodges- what can we do in the meantime to support lodges?

If you have an interest in serving on a sub-committee (even if you're not on the task force), send Darlene Arneson your name, lodge and email address by this Sunday, June 25, so they can start their work!

Deadlines and Dates! Changes in red!

- June 25- Deadline to sign up for Task Force Sub-Committees (send to Darlene)
- July 5- Photo submissions for the Viking to LaVonne Wier at 2nor1rus@gmail.com
- July 16-29- Masse Moro Camp
- August 1- October 31- District Membership Drive
- August 5- Task Force Call 9:00 AM CST
- August 13- Zone 3 picnic at John and Darlene Arneson's farm in Stoughton
- 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

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 Tuchenhagen (ATuchenhagen@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