

# Friendly Fifth Friday News

## March 1, 2019

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 to [inputd5@sonsofnorway5.com](mailto:inputd5@sonsofnorway5.com)

### **Due today**

**March 1, 2019**

Sons of Norway Foundation deadline for Scholarship applications for study in the United States are due to the Sons of Norway Foundation: Astrid G. Cates/Myrtle Beinhauer Scholarship\* and Orel and Marie Winjum Memorial Scholarship

### **Due March 15- District Scholarships!**

[www.sonsofnorway5.com](http://www.sonsofnorway5.com) and click on Benefits- District Scholarships to get the forms!

The screenshot shows a web browser window displaying the Sons of Norway District 5 website. The page title is "Scholarships from District 5". The main content area features a news item about a scholarship recipient, Jonathan Grinde, who is a member of Idun Lodge, 5-074, Madison, WI. The text states that Jonathan was also awarded the Olav J. Eide Book Scholarship from Fosselyngen Lodge, 5-082, in Milwaukee, WI. Jonathan will return to his studies at Carlton College in Northfield, MN in the next few weeks where he will be a sophomore. The page also lists three other scholarships: 2019 D5 Lodge Book Scholarship, 2019 District 5 International Summer School Scholarship, and 2019 District 5 Scholarship - Folk High School. The website header includes the Sons of Norway logo, the text "The Friendly Fifth", and navigation links for Wisconsin, Illinois, Indiana, Michigan, Ohio, and Tennessee. The footer of the browser window shows the Windows taskbar with the date and time as 5:44 AM on 3/1/2019.

# Has your lodge updated your lodge history lately?

**SONS OF NORWAY**  
*The Friendly Fifth*  
Wisconsin Illinois Indiana Michigan Ohio Tennessee

District 5

SEARCH:

Home About Us **Lodges** Programs News & Events District Conventions Benefits Photo Galleries Links JOIN

## History of Lodges

Select a lodge from the list on the left to view its history.

**LODGE HISTORIES**

- Askeladden 610
- Østestaden 642
- Birkebeiner 611
- Bjørnstjerne Bjørnson 97
- Christian Radich 568
- Circle City 614
- Cleng Peerson 525
- Dovre 353
- Edvard Grieg 657
- Elvedal 556
- Elvesund 593
- Fosselyngen 82

# Are you traveling and want to visit lodges during your trip?

You can look up lodges on the international website by going to <https://members.sofn.com/lodgeDirectory/>. It will give you a list of states and then you can scroll down to the towns closest to your travels. The lodge meeting dates and contact info is listed. It's best to contact them first to make sure they are having a meeting as posted!

**SONS of NORWAY**

## Find a Lodge

This information is for official Sons of Norway business use only. Use of this information for solicitation or commercial purposes is a violation of the Sons of Norway privacy policy and is strictly prohibited.

Select your state or click a district below:

- <Select>
- Alaska
- Arizona
- California
- Colorado
- Connecticut
- District of Columbia
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota

(States are displayed only when there are lodges in that state.)

DISTRICT 7  
DISTRICT 4  
DISTRICT 2  
DISTRICT 6  
DISTRICT 1  
DISTRICT 5  
DISTRICT 3  
DISTRICT 8 (Norway)

**From the International Office- emailed on Feb. 28, 2019**

# It's a fresh new year...let's invite new members to join our growing Sons of Norway family

Your outstanding efforts made the 2018 new member campaign a great success! I truly appreciate everything you and your fellow members did to invite new members to join our Sons of Norway family and make a difference in our communities.



**The Growing to 2020 goals established by Sons of Norway International Board of Directors for 2019 include acquiring 3,900 new lodge members.** That means all lodges are asked to recruit 5% more new members than the final 2018 year-end member count, with a minimum goal of 4 new members per lodge.

How you can get involved? *The short answer:* Just invite someone new to join our growing family each month. *The longer answer:* More than a numbers game; inviting new members is about **connecting and welcoming folks to Sons of Norway. Please let me explain...**

## Why do new members join? What they tell us...

New members seek a deeper connection to their Scandinavian roots. It's their #1 reason for joining. *Connection* may mean something slightly different for each person; overall, they tell us they value:

- Help with hands-on exploration—researching a family tree, making traditional and modern foods or recipes, learning Norwegian crafts, customs and even travel to Norway.
- Learning about the history of Scandinavia from Viking times to modern day Norway.
- Friendly, like-minded fellow members who share an appreciation for Nordic heritage and caring values. They are excited to join the fun by celebrating culture at lodge, community and regional gatherings, festivals and events.

## Heritage and Genealogy

Do you know someone who gave or received an ancestry kit for Christmas? With the huge popularity of Ancestry.com and DNA testing services, researching family stories, history and genealogy is a new-found interest that fascinates thousands.

Genealogy makes a great conversation starter with prospective members, because of our exclusive benefits and content related to genealogy. Check out the March 2019 issue of *Viking*, page 38. *Q&A: Tracing Roots* features genealogy expert Jerry Paulson from the Norwegian American Genealogical Center & Naeseth Library in Madison, Wisconsin. This is a quick and easy sample of the information available to members who are curious about their family history.

**DO THIS >>>** If you participate in the members-only cultural skills Genealogy unit or your lodge offers special speakers, programs or classes with “how-to” on researching your family tree, showcase it at public events and within your wider community. Mention genealogy when you talk to prospective members. Consider building a special genealogy display at your lodge, library, school or church and update it frequently to keep garnering attention. Be sure to include a contact card for those looking for more information about Sons of Norway.

## You make the difference. How?

*Positive word of mouth.* It costs nothing. But, it is your **single most powerful tool to attract new members.** When happy, engaged members share their experiences, people listen!

**DO THIS>>>** Share what you love most about being a member. Ask the prospective member what he or she is most interested in. Is it a particular cultural skill or making (and eating) traditional foods like their Grandma’s fondly remembered lefse and meatballs? Maybe they are new in town and want to connect with new friends who share their interest in Norwegian customs or heritage? Focus on the positive aspects of membership to build excitement and interest in joining Sons of Norway.

## 2019 Rewards and Recognition

### Recognition for recruiting members

- Members will be entered in a monthly **\$25 gift card** drawing. Winners will be drawn based on enrollments received at headquarters for that month. Gift cards are mailed directly to the winners.
- An exclusive **2019 Recruiter Pin** sent directly to members after they recruit their first new member.
- After the campaign ends, **achievement certificates** for recruiting lodge members will be sent to their lodge for presentation, along with a list identifying who they recruited.



Recruiting lodges meeting the goal will be recognized with a special 2019 prize packages sent to the lodge:

- **2019 Founders Award Certificate** for recruitment
- First access to a unique new **lodge program**
- **Achievement certificates** the lodge will present to recruiting lodge members, along with a list identifying who they recruited.

I encourage you to spread your positive Sons of Norway experience with everyone you meet. Please speak up about what you enjoy! Then commit to inviting at least one new friend, neighbor or coworker to your next lodge meeting or event. That's how we can share our Norwegian values and create more caring, welcoming communities for all.

Sincerely,



Linda Pederson  
Fraternal Director and Sons of Norway Member

P.S. I look forward to hearing about your successes, as we grow toward the 125<sup>th</sup> Anniversary of Sons of Norway in 2020. Below are a few FAQs about this year's campaign.

## **2019 New Member Campaign Frequently Asked Questions**

*How do I know what the lodge goal is for 2019?*

Each lodge secretary received a report with the membership total at the end of 2018. The lodge goal is 5% of that number, with a minimum goal of 4 new members.

For example, if your lodge had 111 members at the end of 2018, 5% would be 5.55, which rounds up to 6 new members as the goal. Or, if your lodge had 59 members at the end of 2018, 5% would be less than 4, so the minimum goal of 4 new members applies.

*How can a lodge track its progress?*

Regular monthly reports for each lodge show the number of new members joining the lodge.

*What constitutes a new member?*

A new member is completely new-to-Sons-of-Norway due paid member-who joins with either an individual or family membership. Former members count as new members when they re-join 2 or

more years after the exact month, day and year their prior membership expired. Heritage members (children under age 16) do not count toward the goal.

*What about members who leave the lodge?*

The lodge goal is only concerned with recruitment, not a loss of existing members.

*What is the time frame?*

Lodges have from January 1 through December 16 to recruit new members. New member enrollments need to be processed by Sons of Norway headquarters in 2019 to count toward the goal.

*How do I get credit for recruiting?*

Write your member number on the paper enrollment form for each new member recruited. For new members who want to sign up online, request they fill in the “referring member” field at the bottom of the form with your member number.

*What if I have questions about the campaign or results?*

As the year progresses, we’ll provide periodic updates on social media and in our e-newsletters: *Resource* (sent to officers) and *E-Post* (sent to all members). If you have other questions, please email them to [membership@sofn.com](mailto:membership@sofn.com).

## **2019 District 5 and International Calendar and Deadlines**

(Updated 1/16/2019- changes in red)

### **March 1, 2019**

Sons of Norway Foundation deadline for Scholarship applications for study in the United States are due to the Sons of Norway Foundation: Astrid G. Cates/Myrtle Beinhauer Scholarship\* and Orel and Marie Winjum Memorial Scholarship

### **March 15, 2019**

District Five Scholarships due- Book Scholarship, Folk High School, and International Summer School

### **April 1, 2019**

Sons of Norway Foundation deadline for Nancy Lorraine Jensen Memorial Scholarship\*

### **April 5-6, 2019**

District Board meeting in Dearborn, MI

## April 15, 2019

Sarah Paulsen Scholarships due for Masse Moro Campers

## April 27, 2019 (note change of date from April 13!!)

Zone 2 meeting- details are being finalized

## May 15, 2019

- Fraternal Funds Report due to Sons of Norway Headquarters (this is a report that our District Treasurer must send in- not individual lodges!)
- IRS filing deadline for tax form 990. Lodge treasurer needs to notify Sons of Norway Headquarters when 990 has been submitted.
- D17 & 990 filing deadline for lodges that own property

\*Social membership with Sons of Norway required.

\*\*Insurance membership with Sons of Norway required.

## June 15, 2019

Zone 4 Meeting-Picnic at Heg Memorial Park (6300 Heg Park Rd., Wind Lake, WI) with a tour of Old Muskego settlement museum.

## DISTRICT FIVE LODGE MEETING

June 24-28, 2020 at the Radisson Hotel, Grand Canyon Drive, Madison

## INTERNATIONAL LODGE MEETING

August 16-23, 2020 in Hamar Norway

## Viking Chest Rotation

- The rotation will begin again with this rotation.
- The zone directors are responsible for keeping track of the whereabouts and letting their lodges know that the chest is in their zone for that time period.
- The chest should be brought back to the District Board Meeting to be given to the next zone.

Time period	Zone with chest
October 2017-April 2018	4
April 2018-October 2018	6
October 2018-April 2019	1
April 2019-October 2019	3

## Zone Meeting Schedule 2019

Zone	Date	Hosted by	Location
1	Thursday, Feb 21	Zone 1 Directors	Veterans Community Center, Hayward during the

			volunteer reception after Barnebirkie
<b>2</b>	April 27, 2019		Stevens Point
<b>3</b>	Sat. Feb 16	Idun Lodge	Trinity Lutheran Church, Madison
<b>4</b>	June 15	Mike Palecek	Heg Park, Wind Lake
<b>5</b>			
<b>6</b>			

**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.