

# Friendly Fifth Friday News

## October 16, 2015

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!**

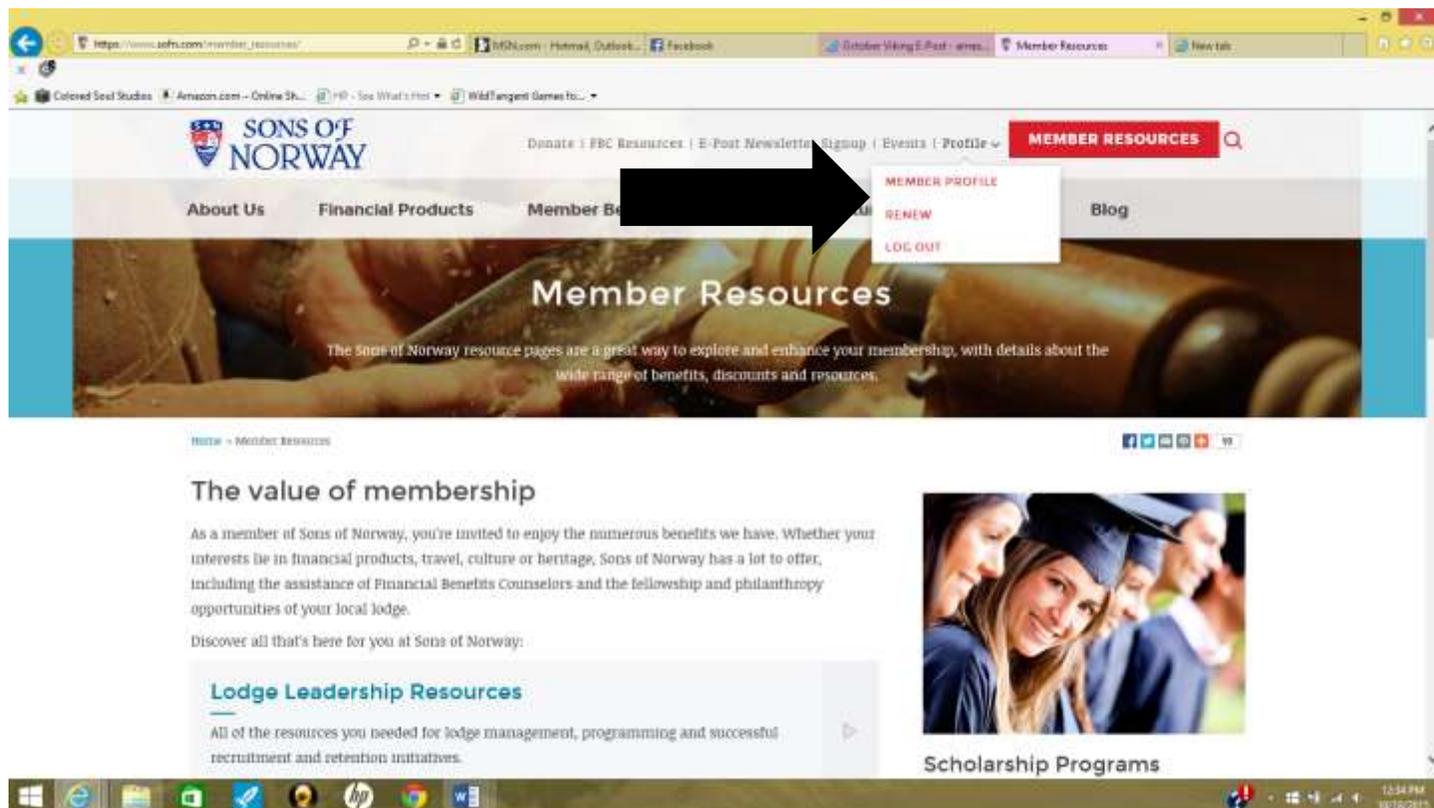
Darlene Arneson, District 5 Secretary

### **Is your membership information up-to-date?**

It is very important that our members check their contact and membership information on the International website. Some joined many years ago and perhaps haven't changed their phone numbers, added email addresses or other information related to their profile.

For officers, we use your contact information that is on the membership database for our directories. Each week, I get a number of bounce backs on emails that aren't correct. I can't go in to change the emails- the members must do that themselves.

Please remind your members to go onto the website, click their Profile, and check their information. If they've never gone to that section before, they will need to set up a password and user name. A few minutes of their time will make it much easier for everyone that uses this information!



The screenshot shows the Sons of Norway website's Member Resources page. At the top, there is a navigation bar with links for 'About Us', 'Financial Products', 'Member Resources', and 'Blog'. A dropdown menu is open under 'MEMBER RESOURCES', showing options for 'MEMBER PROFILE', 'RENEW', and 'LOG OUT'. A large black arrow points to the 'MEMBER PROFILE' option. Below the navigation is a banner for 'Member Resources' with the text: 'The Sons of Norway resource pages are a great way to explore and enhance your membership, with details about the wide range of benefits, discounts and resources.' Below the banner is a section titled 'The value of membership' with the text: '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:'. Below this is a section for 'Lodge Leadership Resources' with the text: 'All of the resources you needed for lodge management, programming and successful recruitment and retention initiatives.' To the right of this section is an image of graduates in blue caps and gowns, with the text 'Scholarship Programs' below it. The Windows taskbar is visible at the bottom of the screenshot.

# Don't forget the 2015 Recruitment Challenge



Is your lodge ready to take on the Recruitment Challenge? To win, you'll need to recruit new members to your lodge. This isn't your traditional recruitment contest, though. Instead of judging the winners solely on recruitment, Sons of Norway is looking for net growth which means retention is just as important as recruitment! As in past years, Sons of Norway Headquarters will announce the winning small and large lodges next January.

**Remember, this year, there is more to win!** In addition to the top overall small and large lodges appearing in *Viking*, the top scoring small and large lodges in each district will receive a \$250 prize to use as they see fit. So, winning not only grows your lodge, but it can help grow your lodge's bank account. How does scoring work?

A small and large lodge with the highest percentage increase in membership will be considered the winning lodge. Scoring will be as following: 1% increase = 10 points. New members age 24–55 = 1 bonus point per member. Plus, if you send us a photo of your New Member Dinner with your FBC, your lodge will earn 10 bonus points!

## The scoring is simple:

- 1% increase = 10 points.
- New members age 24–55 = 1 bonus point per member.
- Lodges can earn 10 bonus points by hosting a New Member Dinner with their FBC and sending a photo to [membership@sofn.com](mailto:membership@sofn.com)

The 2015 Recruitment Challenge runs through the end of the year so lodges will have ample opportunity to increase their scores. However, in order to be included in your end of year total, they must be received by Sons of Norway Headquarters no later than **December 15<sup>th</sup>**.

## Of course, there are some rules. They are:

- All lodges recruiting new, full dues paying members.
- New members must have their full paperwork processed by Sons of Norway Headquarters by December 15th in order to qualify.
- New members as the result of lodge mergers do not qualify.
- A winning lodge must have **positive** growth to qualify.
- Heritage and members of 000/999 do not qualify.

Don't forget -

New members are members who have not had membership in the past two years, are members of a lodge, and pay full dues.

# **To help you- Check out the Recruitment and Retention Archives at [www.sonsofnorway.com](http://www.sonsofnorway.com)**

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. If you aren't already receiving R&R, what are you waiting for? Sign up for the R&R mailing to list to ensure you keep on top of new and exciting programming, recruitment and retention resources and more!

**If you don't get this, please make sure you get signed up!**



## **Learn, Explore and Discover in the October E-Post!**

In this month's edition of the Viking E-post we learn about a new Nordic Christmas album, Viking dogs, Greenland's Vikings and tips for success in this year's Recruitment Challenge.

If you have a story idea you would like to see in the E-post, be sure to e-mail us at [sonsofnorway@sofn.com](mailto:sonsofnorway@sofn.com).

### **Dates**

**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 22-26, 2016 at the Hotel Marshfield in Marshfield, WI. The convention is being hosted by the District 5 Board and a committee of local lodge leaders- Judy Ghastin and Dorothy Berg.
- The International Sons of Norway Convention will be August 22-27, 2016 in Tacoma, Washington.