Friendly Fifth Friday News October 25, 2019

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

Leadership Conference a Success!

We had almost 40 people at last weekend's Leadership Conference in Indiana! A huge thank you to Mike Palecek for his organization of the event. We covered a lot of topics, learned, shared and had a lot of fun. Thank you to all who attended, presented or were a part of the event. I will be using some of the handouts in the FFFN and we'll get them posted on the website. We also had our District Board Meeting and covered a lot of topics and business. I will be including that information too as the board finalizes some of the documents.

Lutefisk dinner season ahead

I had a number of new dinners, one correction on date, and so I'll be including the upcoming weekend's dinners on our Facebook page each week.

Best wishes to those who are hosting dinners or organizing these events. Don't forget to submit the information for the District website to inputd5@sonsofnorway5.com as that's another great way to publicize the suppers!

New Viking Chest Rotation Schedule!

- 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.

Rotation for sharing the Viking Chest will continue as follows:

Zone 5 Oct. 2019 - Apr. 2020 Zone 2 Apr. 2020 - Oct. 2020 Zone 4 Oct. 2020 - Apr. 2020 Zone 6 Apr. 2020 - Oct. 2020 Zone 1 Oct. 2020 - Apr. 2021 Zone 3 Apr. 2021 - Oct. 2021

CULTURAL PROGRAMS FOR SONS OF NORWAY MEETINGS

by Happy Youngs

Nordlyset Lodge 5-183, Vice President

for the District 5 Leadership Conference session: Monthly Lodge Program Ideas

October 20, 2019

ABOUT NORDLYSET LODGE

- Approx. 111 members
- 35-40 members attend monthly meetings and special events
- Meet 3rd Wednesday in Sept., Oct., Nov., Jan., Feb., Mar., April, and May
- Dec. Christmas party and June and Aug. picnic; July is float in 4th parade in Racine
- Meet at 5:45 for a meal served by a different food committee each month; food is followed by Good News and sometimes a bit of business (election of officers, initiation of new members, etc.); cultural program then follows and we try to be done by 8:30
- Lodge business is done at a monthly board meeting: open to any lodge members who want to attend

CUTURAL COMMITTEE MEMBERS

- Don't wait for volunteers
- Retain at least one member from a previous cultural committee
- 4 or 5 members is ideal size
- One member needs to attend board meetings
- One meeting of the committee and most everything else can be done with emails, texting or phone calls.

CHOOSING PROGRAMS

- Physical site may be a problem
- Money may be a problem
- Ideas come from District website or International website
- Suggestions from members
- Most programs originate with the committee
- Firm but Flexible

NORDLYSET'S CULTURAL PROGRAMS

- Round robin presentation of Scandinavian countries
- Round robin presentation about preserving our family information
- Games
- Travel-round robin sharing seemed to work the best and give several an opportunity to talk about their travel
- Foreign exchange students
- Trolls
- Smorbrod expensive undertaking but well-received
- Large map and sharing family histories (on-going project)
- Wisconsin 15th in the Civil War
- Crafts
- · Lefse making
- Waldemar Ager
- Geneology website help
- Show and Tell
- Hardanger embroidery
- Authors
- Cultural pins
- Stave church from Little Norway
- Harmony Club (community service for our members)

Saturday - October 19 - 9:00 AM session- Mike Palecek

Session description:

Membership: recruiting, retaining and new ideas – Membership growth and retention is a key element in the success of Sons of Norway lodges. In this session, some of D5's fastest growing lodges will share their membership development secrets with you. You will learn what Sons of Norway resources are available to help your recruitment efforts. Be prepared to share your ideas and lodge's best practices in a hands-on-brainstorming session, which will then be shared throughout the district.

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Overview: Looking at membership data, there are six D5 lodges which are in the top 25% of all of our lodges in three different membership criteria: 1.) Percentage of new membership growth over the past five years, 2.) percentage of new membership growth over the past two years and, 3.) youngest age of all adult members.

These lodges are:

Vennelag 5-513 – Mount Horeb WI (191 members)

Music City Vikings 5-681 – Nashville TN (53 members)

Edvard Grieg 5-657 – Cincinnati OH (105 members)

Nordkap 5-378 – Farmington Hills MI (146 members)

Gronnvik 5-632 – Green Bay WI (82 members)

Mandt 5-314 – Stoughton WI (220 members)

Additional lodges in the top 25 percent in at least one of these three criteria were: Arctic Circle, Askeladden, Christian Radich, Circle City, Elvesund, Nordlyset, Norse Valley, Shawnee Skogen, Solvang, Ulseth, Vennligfolk, Vikings of the Smokies

To make the top 25%, a lodge had to have:

31% - Percentage of new membership growth over the past five years

Vennelag has the highest percentage with 47%

16% - percentage of new membership growth over the past two years

Music City Vikings has the highest percentage with 29%

67.2 years, youngest age of all adult members

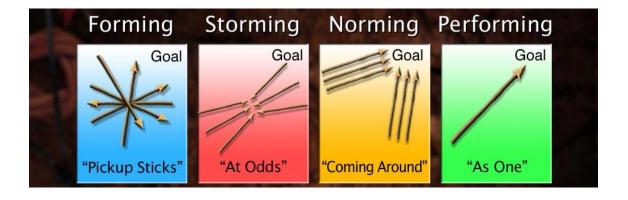
Nordkap had the lowest membership age with 61.3 years

Lodge survey – Can you please help us, by sharing your thoughts on being a member, and how you feel we can improve lodge meetings and activities. Tusen takk ("a thousand thanks") for taking time to share your opinions with us.

1.	Your Name:
2. (ch	How often have you attended a Sons of Norway meeting or event in the past 12 months? neck one item)
	_ Six or more times
	_ Three to five times
	_ Once or twice
	_ Not at all
3.	Why do you attend or not attend?
4.	Have you ever asked a friend, family member or neighbor to join our Sons of Norway lodge, and how did that work out? Do you have other friends, family or neighbors you should ask to join?
5.	What do you like most about belonging to Sons of Norway.
	ate the MOST important thing as "5," the second most important thing as "4," etc. Because there e 13 items and only 5 rating points, over half of the choices below you will not give a number rating
	_ enjoying visiting with friends or meeting new people
	_ learning about my Nordic heritage
	_ listening to the different monthly programs
	going to lodge special events or on trips
	_ sharing info about my life and my heritage
	_ helping out at meetings
	_ eating a low-cost supper
	_ learning some Norwegian language skills
	_ earning SofN cultural pins
	_ being involved in lodge business
	_ earning SofN sports pins
	getting access to SofN insurance or annuity products

	participating in the lodge sports program
	Some of our lodge members have purchased Sons of Norway insurance products, invested money in annuities, or purchased insurance for their children or grandchildren. Would you be interested in having Greg Ragan, the financial benefits counselor who works with our lodge, contact you? Yes No
	What are some prior things that the lodge has done, which you really enjoyed, which should be epeated in the future?
8. H	ow useful would it be for you, if we did the following:
Ans	wer: 1 – very important to me, 2 – somewhat important, 3 – little interest, 4 - no interest
	Created and maintained a Facebook page for the lodge
	Started a kubb sports club
	During the winter, met during the day, so you weren't driving in the dark
	Had at least one weekend bus trip to a Nordic event annually
	Sent lodge newsletter by mail vs. email (once every two months)
	Started a reading group
	Did more weekend fun events
	Got a group together to go out for a meal at a restaurant or to see a movie
	Started a genealogy study group or class
	Started a Nordic book sharing library (English-language books on Nordic topics)
	Increased emphasis on Nordic countries other than Norway at our lodge meetings
	Have someone give me a ride to lodge meetings
9. ŀ	How often do you visit our website: www.sonsofnorwayracine.com
	At least once a month
	At least four times a year
	Once or twice yearly
	Never
10. why	If you could change three things about our Sons of Norway lodge, what would these be and? m building and lodge officer effectiveness (Sun 8:45 - C2 - MikeP)
100	The banding and loage officer effectiveness (Out 0.70 OZ Wilker)

There are four stages of team development: Presented by Mike Palecek



<u>Forming stage</u>: eagerness, high and unrealistic expectations, anxiety about how players will fit in, what demands will be placed on them. Team members are unclear about expectations, rules, roles and goals. There his high dependence on the leadership figure for purpose and direction. Team morale is high and team productivity is low. Behavior is usually tentative and polite. The major issues are personal well-being, acceptance and trust.

<u>Storming stage</u>: difficulty working together, frustration, negativity, communication breakdowns, and dissatisfaction with leadership. Negative reactions to each other develop, and subgroups form, which polarize the team. The primary issues in this stage concern power, control and conflict.

Norming stage: attitudes and morale are improving. Willingness to share responsibility and control. Team members start thinking "we" rather than "I." There is an increased commitment to purpose, roles, goals and working together. Team members value the differences among themselves. Because the newly developed feelings of trust and cohesion are fragile, team members tend to avoid conflict for fear of losing the positive climate. Issues concern the sharing of control and the avoidance of conflict.

<u>Performing</u> stage: Productivity and morale is high. There is a sense of pride and excitement in being part of a high-performing team. The primary focus is on performance. Purpose and goals are clear. There is commitment to continuous improvement. Communication is open and leadership is shared. Mutual respect and trust are the norms.

Leadership techniques:

- In the forming stage, be highly directive
- In the performing stage, be a mentor to your team (and even step aside)
- What is your and your lodge board's vision of what your lodge should be?
- Look to the future, how should your lodge change?
- What are best practices in other lodges to consider adopting?
- Engage others to be change agents.
- Listen to others
- Accept feedback as a gift
- Value differences
- Be a servant leader
- Develop heart-felt relationships with your lodge officers
- Use trust and loyalty to build a relationship
- How can you engage someone other than "the usual suspect"?
- Engage others to lead
- Support the growth and progress of individual lodge officers
- Don't put a square peg in a round hole
- Transfer responsibility for success to the team
- How can you leave a legacy?

EVENT PLANNING CHECKLIST







What to consider before an event:

- Select a Primary Event Organizer from your Event Team as the main contact person.
- Select the event date and room/venue. To avoid potential conflicts, consult all calendars.
- Set up a timeline for planning the event, including tasks and persons responsible.
- Consider any partnering organizations. Determine who the primary contact will be at each organization.
- Prepare schedule for the day of the event:
- Prepare a budget:
 - o Identify who will pay for the event
 - o Determine break-even amount if applicable
 - Consider and estimate possible costs
 - Venue/Location
 - Food/Catering: number and type of meals
 - Speakers: honoraria/gifts
 - Travel and Lodging
 - Consider possible income
 - Registration fees/stipends
- Determine advertising/publicity needs.
- Determine volunteer needs.
- Determine handout needs (name tags, folders, programs, giveaways, etc.)
- Registration
 - Set registration procedures
 - Set a realistic cancellation date based on the number of registrations received
 - Set up Registration database
 - Determine notification process
- Determine technology requirements
 - Sound/microphones
 - Video/audio recording
 - Lighting
 - Computer technology
- Event Logistics Events
 - Setup tables and chairs, technology
 - Registration Desk staffing
 - Place cards
 - Speaker Gifts
 - Cleanup

GOAL SETTING WORKSHEET



Goal Statement:					
Why is this goal important?		SMART Goal Checklist			
		Is this goal			
		□ Specific?□ Measurable?□ Achievable?			
What is needed to accomplish the	his goal?	□ Relevant? □ Time-bound?			
Action Plan					
Action	Owner	Due Date			

Event Details

POST-EVENT EVALUATION



Name of Event:	Date of Event:	Location of Event:
Description:		
Purpose of the event:		

- 1. Did the event fulfill the intended purpose?
- 2. Did the event meet your goals? Why or why not?
- 3. What went well?
- 4. What can be improved?
- 5. Did the date and time work well?
- 6. Was the location a good fit?
- 7. Was the budget accurate?
- 8. Should anything be added or cut for future events?
- 9. If vendors were used, who were they?
 - a. Would we use them again?
 - b. Why or why not?
 - С
- 10. How did we work together as a team?
- 11. Any other comments or suggestions for holding this event in the future:

EVENT PLANNING TIMELINE







3 Months Out	
☐ Create a committee to help with the planning and participate on the event day	
□ Design a theme or brand feel for the event	
□ Nail down exact total budget amount	
□ Set the date- Checking all calendars	
□ Secure a location	
☐ Invite and confirm with speakers/hosts if applicable	
2 Months Out	
□ Compile a guest list	
☐ Contact and book food caterers	
□ Develop a program for event (be sure to schedule breaks between speakers, etc.)	
□ Establish who/what is the entertainment if applicable	
□ Develop PR/invitations medium	
4 Weeks Out	
\square Send out/post invitations, making sure all the appropriate information is included	
□ Develop menu (be sure to note any special needs, dietary etc.)	
□ Establish who will capture the event	
3 Weeks Out	
□ Organize promotional/marketing activities	
□ Establish your events staffing needs	
□ Establish what AV needs there are	
2 Weeks Out	
☐ Confirm: RSVP's List, Catering/Drink Menu and any additional vendors	
□ Pay deposits	
\square Call any guest that have not confirmed their acceptance/decline of invitation	
1 Week Out	
☐ Brief Staff and ensure everyone knows what their job will be day of event	
□ Confirm all arrangements again	
☐ Make sure event (if appropriate) is well advertised (posters, flyers, etc.)	
Day of Event	
☐ Give yourself plenty of time to set-up	
☐ Check all AV inputs and chair arrangement	
□ Meet vendors	
Post Event (within one week)	
☐ Make sure all invoices are turned in and paid	
☐ Fill out Post-Event Evaluation (cc those necessary)	

Community Service Ideas for your lodge! Darlene Arneson

What is Community Service according to Sons of Norway? Activities on behalf of Sons of Norway that assist needy or improve community (visits to nursing homes, blood/food/clothing drives, scholarships, tutoring children, etc).

Community Service and Fraternal Event and Hour Tracking-

https://www.sofn.com/resource_blog/community-service-and-fraternal-event-and-hour-tracking/

During the year, lodge secretaries are asked to track their lodge's activities and volunteer hours. This information from each lodge is compiled and reported to members and other interested parties in the Sons of Norway Annual Report. In addition, the American Fraternal Alliance, our government advocate, uses this information to help us keep our tax-exempt status.

Paper forms were mailed out in March. Instructions for utilizing the paper form and the online PDF form, as well as how to use FraternalGives.org, a valuable tool for tracking information, was included.

Last year, 60 lodges used FraternalsGive.org to report 2,673 activities, during which lodge members clocked 170,199 volunteer hours. Of these activities, 660 were community focused activities with 50,556 hours, while 2,015 were membership focused with 119,643 hours.

When combined with the totals reported on paper, Sons of Norway lodges held 33,075 events and volunteered for 1,003,383 hours.

If you have any trouble signing on or entering events into www.FraternalsGive.org, or have questions about using the paper forms, contact Sherry at 800-945-8851 ext. 4643 or fraternal@sofn.com.

What Qualifies as Community Support and Volunteer Activities? https://www.sofn.com/resource_blog/what-qualifies-as-community-support-and-volunteer-activities/

Community Support/Volunteer activities have the primary goal of serving people outside of Sons of Norway. There are two general criteria that have to be met for an activity to qualify:

1) The lodge has to arrange for participation in a volunteer/community service event. (Hint: the volunteer activity likely appears on the lodge calendar and/or is listed in the lodge newsletter as a community service opportunity).

The lodge can organize the volunteer activity, partner with another group for a project or provide "workers" for a volunteer project sponsored by or coordinated by another group; the key is that participation is arranged by the lodge.

An example of a Community Support Event/Volunteer Activity organized by the lodge would be when the lodge "adopts" a stretch of highway and members pick up trash for two hours. Another example would be to arrange for a group of members to participate in a Habitat for Humanity building project, where they are part of the work crew.

2) A Community Service activity usually involves two or more members.

For example, shoveling an elderly neighbor's driveway is a kind act, but not something that would count as a lodge volunteer activity. However, if the lodge organizes a group of members to go together to shovel sidewalks and driveways for the elderly, then that would be an event or activity that should be counted as Sons of Norway Community Service. Or, a group of members, organized through the lodge, participates in a community-wide service project to assist elderly and disabled citizens by doing a day of shoveling.

There are some situations where members, under the Sons of Norway umbrella, do their volunteer work as individuals. For instance, cutting stamps for Tubfrim can be done by members in their home, after which the stamps are given to the lodge for shipment. Cutting stamps is considered volunteer time. Cutting fabric at home so that lodge members can make quilts for the homeless is another example.

Adopt A School is another example of individual or group involvement under the Sons of Norway umbrella. The lodge can coordinate with a school to provide volunteer workers to help with any number of activities, such as tutoring, assisting in classrooms and the lunchroom, monitoring recess time, helping out in the teachers' workroom, working at a carnival, listening to students read, etc. Or the lodge may put on an event, such as a cultural day. All of this would fall under the Adopt A School program and would be considered Community Service activities.

What isn't considered Sons of Norway Community Service/Volunteer Activities? Member participation that is not coordinated/arranged through the lodge is not considered Sons of Norway Community Service/Volunteer activities.

For example, if a member volunteers to deliver meals because he/she feel it is a worthwhile activity or they signup through their church, even if they make mention that they belong to Sons of Norway, the time is not considered a lodge volunteer activity. However, if the lodge arranges for a group of volunteers to provide drivers for a week of deliveries, those hours would be counted.

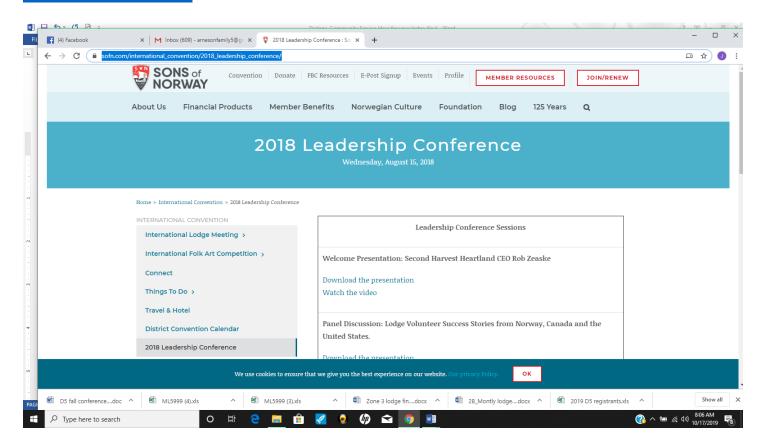
Turning Individual Involvement into Community Service for the Lodge

If your lodge is looking for opportunities to get involved in your community, start by asking your members for ideas. Where are they currently volunteering? What volunteer activities do they enjoy doing? Are they aware of any local organizations that are looking for volunteer groups to partner with for a community service project?

Tapping into your members' current volunteer interests and involvement to build a calendar of community service activities is a great way to get buy-in, increase participation and create excitement.

Volunteer Emphasis at 2018 International Leadership Conference

https://www.sofn.com/international_convention/2018_leadership_conference/



What is your story to share?

Our lodge and community service! My plan is to....

How can we partner with Who can we help in our community? schools? How does community service lead to What type of volunteer membership recruitment success? programs already exist in our community? What I'd like to take back What are other lodges doing? to my lodge for ideas-

Publicity- Presented by Karen Eberhardt

Lodge and Local Level

- Create a lodge advertising budget.
- Have a lodge computer to store Executive board minutes, lodge pictures, promotions, articles, newsletters and finance information.
- 'Stage' photos to keep for later use.
- For your photos and news articles write your script and save it in a Word document. Then you can copy and paste it onto local newspaper news submission websites. You also have it for later promotions.
- Save multiple years of photos and write-ups for reference.
- Highlight a local person in their local newspaper article and photo to increase probability of print. Keep each article on the lodge computer.
- Young people if you identify, be sure you have a signed parental permission to use their photo. If you use a photo and do not identify the youth you may not need a photo release. If the youth are heritage members may not need it as they are SON members.
- Lodge photos
 - o Look at the subject matter. You are looking at a large area. Will it show the people and activity at $8\times10''$ to $5\times7''$ to $4\times6''$ (newspaper and newsletter sizes) and now smaller for magazine print less than $3\times4''$ down to 2'' circle. Look at the 'Viking' District pages for the photo sizes.
 - Multiple photos of the same event would be good in your newsletter and give you a selection for future advertising.
 - The local newspaper and magazine would use a clearer and closer view of the activity and they will crop the photo for their needs.
 - Do your pictures tell a story (some photos better when not standing still in a row).

Lodge Media postings

- Lodge website to highlight your events. Have access to your newsletters.
- Lodge Facebook page can be a closed group where you approve who can see the postings.
- Local and area newspapers may have free calendar posting opportunities.
- Radio and tv stations will highlight events. Reach out of your area to bring more people into your events.

District Level

- Send lodge information to the District 5 webmaster at inputd5@sonsofnorway5.com
- Send information for the Friendly Fifth newsletter to Darlene Arneson, SN District 5 Secretary (arnesonfamily5@gmail.com or 608-873-7209)
- ** Work with both of your Zone Directors and other lodges for support, ideas and shared events. Have multiple lodge officers meet to exchange ideas.

District to International Level

- District Publicity Director emails a monthly reminder to the lodge president, publicity director, and lodge newsletter editor stating photo submissions are due by the 10th of the month.
 - Monthly each lodge is to email to the District 5 Publicity Director one or more digital photos of lodge activities with complete description for consideration in the 'Viking' Magazine.
 - The District Publicity Director then has a few days to select and email selections to the 'Viking' Magazine.
 - I keep a spreadsheet noting for the present month the number of pictures submitted by each lodge.
 - A reply email notification is sent to the lodge that digital photos have been received and saved for possible selection.
 - On the spreadsheet when a lodge photo is selected and submitted for magazine publication, the lodge photo number for that month is highlighted.
 - o Lodge digital photos must be 'as is' with no photo shop or cropping done.
 - Digital photos sent to the 'Viking' magazine may look large enough and great on our computer or printed photo. It is in the lay-out and commercial print process that may yield a photo not clear enough to be printed and then rejected. For this reason, I try to send more than the 4 or 5 photos each month or if limited photos ask the magazine staff to let me know if all submitted would be printable.
 - 'Viking' Magazine layout currently has four printed photos with an optional small square photo at the bottom of the magazine page for the 'Member Profile' or 'Lodge of Interest'.
 - District 5 has 47 lodges and only about half of the lodges have submitted photos.
 We need all the lodges to submit photos.
- Lodge photos in the 'Viking' may spark interest in other lodges from other districts. This
 results in contact between lodges and exchange of lodge ideas. Have your lodge photo
 work for your lodge.

2019 District 5 and International Calendar and Deadlines

(Updated 5/30/2019- changes in red)

October- Foundation Month!

November 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

December 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

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.
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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.
- The District 5 Convention will be June 24-28 at the Radisson Hotel, Grand Canyon Drive, Madison hosted by Idun Lodge.
- The International Sons of Norway Convention will be August 16-23, 2020 in Hamar Norway

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 Wednesday night. 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@sonsofnorway.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