

## Friendly Fifth Friday News October 27, 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)**

**Questions on the new dues structure? [2018dues@sofn.com](mailto:2018dues@sofn.com)**

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### **Lutefisk dinner season ahead – the list grows!**

If your lodge has a lutefisk dinner or there are ones in your area, please send me the information so we can share it.

I need the: name, date, time, street address, price, phone number of who to call, and if they need reservations.

**I do NOT want all the other event flyers for other types of events and dinners.** Please post that on the District calendar. I just have time to do the lutefisk dinners! We'll post them on our Facebook page, District calendar, and in this document!

### **District President's Conference Success!**

We had a tremendously successful District Board meeting and Leadership Conference last weekend. I have pictures to post yet and many resources to share that I'll send out soon. As you can see, we've got a busy weekend at Mandt Lodge and I have to get moving on that!

### **From our District Vice President:**

Dear D5 SON Leadership Conference Participants,

Many of you thoroughly enjoyed the About Me Game we played at the conference and were inquiring where you might get it. On Sunday the D5 Board decided to award 3 copies of the games to lodges holding membership meals in 2017 or 2018. Attached are some instructions on how to hold a membership meal and earn your games. Thank you to Mike Palacek for assembling these files for us. If you have any questions, contact me, Kathy Secora, at [ksecora@mc.net](mailto:ksecora@mc.net).

# Get the *About Me* game for your lodge

by putting on a lodge membership event



At the District 5 President's Leadership Conference, Dave Hermundson, Dee Bumpers and Holly Jensen played the *About Me* game. Everyone had fun and learned about each others' Norwegian-American heritage. **District 5 will give three *About Me* games to every lodge which hosts a prospective member recruiting event in 2017 or 2018.** Lodges in Illinois and Wisconsin need to involve their Sons of Norway Financial Benefit Counselor. Lodges in Michigan, Ohio and Tennessee do not have FBCs, so they just need to put on a recruiting event. Use the *About Me* game as the next meeting program following your recruitment event, to welcome new members to your lodge.

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Our lodge: \_\_\_\_\_ recruiting event was on (date): \_\_\_\_\_

at (place): \_\_\_\_\_

Number of prospects attending: \_\_\_\_\_ Date games needed: \_\_\_\_\_

Send to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Send your order to Kathy Secora, SON D5 vice president, 1410 Westbury Dr, Hoffman Estates IL 60192 ph: 847-991-2287 e:ksecora@mc.net

# Membership Recruitment and Retention Recruitment Made Easy

Holding new member recruitment events are a great way to promote your lodge and increase your membership. What better way to attract potential members than with food and fellowship? One of the best partners you have in your efforts to recruit new members is your Financial Benefits Counselor (FBC). Your FBC will help organize a New Membership Dinner and make a presentation about the benefits and services Sons of Norway has to offer.

To top it off, **the Sales/Marketing Department will reimburse your lodge up to \$400 (maximum) for the meals for the potential new members and their sponsors—breakfast, lunch or dinner.**

Follow these steps when putting this event together and reap the rewards:

1. Contact your lodge's FBC or Len Carlson to help you get started.
2. Check with your district to find out if there are any additional funds that might be available to help cover event costs.
3. Decide on a date, time and place for the event.
4. Decide on the menu.
5. Estimate costs for the event. Consider: • printing • postage • facility rental • food cost • decorations • entertainment
6. Send Len Carlson, Director of Agencies at Sons of Norway Headquarters, a request for financial support and copy your FBC  
.
7. Announce the event at a lodge meeting. Don't forget to ask the membership for contact information for prospective attendees.
8. Consider mailing invitation cards to guests.
9. Assemble a guest kit with help from your FBC.
10. As the guests' names become available, personalize the guest kit, including partially completing the new member application.
11. Have an agenda prepared that includes 15 minutes for your FBC to give a presentation.

# Hosting a Successful New Member meal



New Member meals are an excellent way to introduce prospective members to all that Sons of Norway has to offer. Well organized meals can recruit several new members to a lodge. Plus, since the cost is offset by the Sons of Norway Marketing Department, New Member meals are an affordable event to add to any lodge calendar.

Here are some tips for organizing outstanding New Member meals, and how you can get the most out of the event!

1. **Plan ahead.** A proper new member meal should not be done a whim. Instead, give yourself and lodge at least two months of planning time to ensure the event runs smoothly; the planning time will pay off in the long run.
2. **Involve your FBC.** To get funding for your New Member meal, you'll need to work with your lodge FBC anyway, so why not enlist their help with planning? Not only will this help the dinner planning, but it's likely your FBC will bring new ideas to the table.
3. **Think of it as more than a dinner.** The most successful dinners are those that involve more than a meal and presentation. Ann Kraus, an FBC in North Dakota and Florida, uses games to educate potential members about Sons of Norway financial products while keep the event fun and engaging.
4. **Think outside the box.** Although they're called *New Member Dinner*, they don't necessarily need to be dinners. One of the most successful new member events was held by a Fifth District lodge was actually a breakfast!
5. **Incentivize bringing guests.** New Member Meal work as long as lodge members bring guests. Create an incentive for members to bring friends or family to a dinner by entering them in a drawing or contest. It might be the extra carrot to bring in new members to the lodge.

Are you thinking of including a new member event on your lodge calendar? Contact your lodge FBC for more information.

## District Calendar of Events: (new items in red)

October 2017

- October 20-22- 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)