

Friendly Fifth Friday News October 4, 2019

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

From Publicity Director Karen Eberhardt

Hello lodges!

It seems Mother Nature is trying to figure out if we still need Summer weather or can move on to Fall weather. I hope your lodges are having many Fun Fall Events and can share photos of them with other lodges through the Viking Magazine. Also be sure to send them to our District 5 Webmaster at inputd5@sonsofnorway5.com

I need to receive photos with descriptions by Thursday, October 10th, 2019. Thanks!

eber01dj@gmail.com

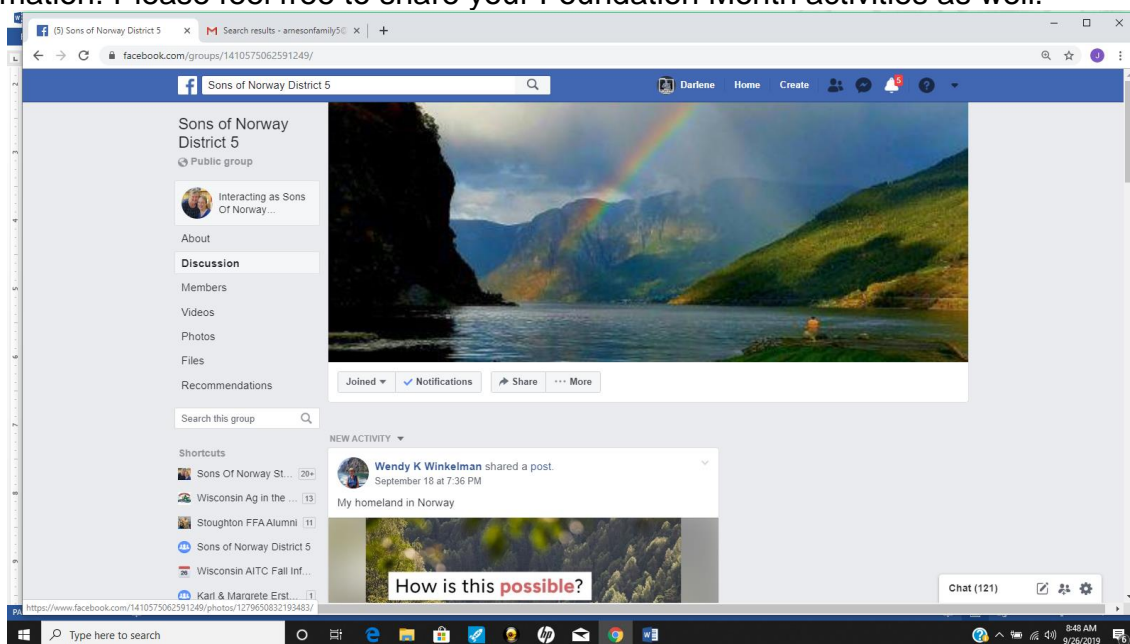
Have a wonderful October –

Karen Eberhardt

District 5 Publicity and Zone 3 Director

Foundation Month Daily Posts During Foundation Month

Watch the District 5 Facebook page for daily posts that you can share with your members during Foundation Month! I will highlight various grants, scholarships, ways to get involved, fundraisers and other information! Please feel free to share your Foundation Month activities as well!



125th Anniversary of Sons of Norway Resources

Celebrating 125 Years

Sons of Norway is celebrating 125 years on January 16, 2020!

Find it all at <https://www.sofn.com/125years/>

Join us in celebrating 125 years as we reflect on our rich history and look ahead to a bright future. You can now download your lodge's digital party box, which we have created to help you prepare for your lodge festivities.



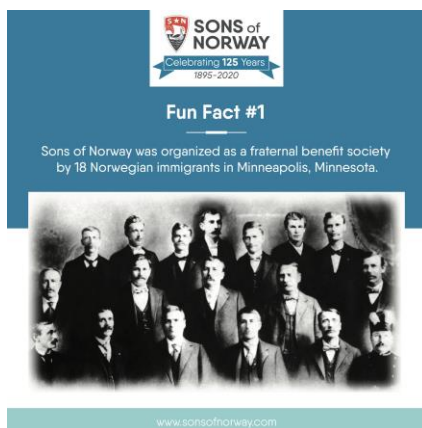
Online Store

In commemoration of our anniversary, we have released a variety of Sons of Norway branded items including shirts, backpacks, socks and the commemorative 125th anniversary pin. Also available in the online store is our annual Sons of Norway Christmas ornament.



Sons of Norway Anniversary Logo

A digital copy of the Sons of Norway 125th Anniversary logo for use on digital and print collateral.



Social Media Graphics

Specially prepared graphics for you to use on social media that highlight fun facts about Sons of Norway.



Facebook Profile and Banner

Two banner and two profile picture options that include the 125th Sons of Norway anniversary logo.



Coloring Page

You can use the design to host a coloring contest, create a wall display at your lodge, or as part of an activity table to keep children or adults, entertained at events.



**10 Ways to Celebrate the
125th Anniversary at your Lodge**

1. Host a contest! In your digital box, you received a coloring page with a picture of the fjords, sailboat, lodge and Norwegian flag. Host a contest for the kids and/or adults to see who colors it best!
2. Throw a big bash and invite your friends and family. Make traditional Nordic cuisine, decorate your lodge, and show your non-member friends how great it is to be a part of Sons of Norway.
 - * For recipe inspiration, visit our recipe box here: https://www.sofn.com/norwegian_culture/recipe_box/
3. Movie night! Play the "History of Sons of Norway" video to learn about how Sons of Norway was started, the evolution and growth of the organization, and what's in store for the future. Gather everyone in your lodge, get some popcorn and enjoy this 25 minute video.
 - * History video can be found here: <https://www.youtube.com/sonsofnorwayhq>
4. Order commemorative merchandise. Order a cake, get a pair of Sons of Norway socks or order t-shirts with the anniversary logo on them.
 - * Sons of Norway online store coming out after Labor Day
5. Host a 5K. Invite your lodge members, friends and family to run a 5K in honor of the 125th anniversary. Wave your Norwegian flags as you run!
 - * You can order small Norwegian flags here: <https://www.united-states-flag.com/world-norway.html>
6. Ask your Chamber of Commerce to make it the official Sons of Norway day in your town.
7. Host a folk art competition. Have your lodge members bring their proudest art pieces to display at the lodge and make it competitive!
8. Create a time capsule. Make a video or presentation, tape pictures to the walls and display the evolution of your Sons of Norway lodge.
9. Throw a lodge open house. Invite members of the community to come learn about Sons of Norway and what being a member is all about.
10. Bake off! Have your members bake their favorite Nordic treats and invite friends and family to enjoy.

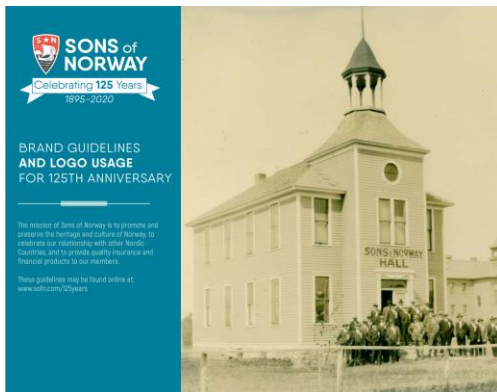
List of 10 ways to celebrate at your lodge

Tips and practical suggestions to help you get started with your event planning and make sure your celebration is a success.



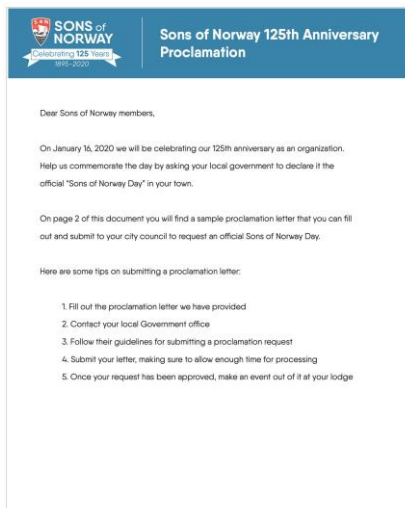
Lodge Letterhead

Our readymade letterhead template features the 125th Anniversary logo and Sons of Norway branding, making it easy to create up-to-date, on-brand digital presentations for lodge celebrations and events.



Logo and Brand Guidelines

Detailed brand guidelines to help you maintain consistency with the Sons of Norway brand when creating event promotions and other materials.



Proclamation Letter

In this document you will find a sample proclamation letter that you can fill out and submit to your city council to request an official Sons of Norway Day to commemorate the 125th anniversary.

SONS of NORWAY DISTRICT 5 1910-2020		125th Marketing and Communication	
DATE	SUBJECT		
Fall 2019	<ul style="list-style-type: none"> Headquarters replaces current logo with anniversary logo and makes a public announcement about anniversary. Sons of Norway online store opens. Dinner will include the following items: Anniversary Christmas Cheesecake, Anniversary Pie, 1-Share with Anniversary LOGO, Backpacks with Anniversary Logo, Socks with Anniversary Logo. 		
Winter 2019/ 2020	<ul style="list-style-type: none"> Updated Sons of Norway history video. Sons of Norway celebrates anniversary on January 30, 2020. 		
Spring 2020	<ul style="list-style-type: none"> New building completed! Headquarters moves back to original location. Sons of Norway celebrates the 125th anniversary with a party at Headquarters. 		
Summer/Fall 2020	<ul style="list-style-type: none"> Sons of Norway International Convention in Rongstad, Norway. 		

This is an estimated timeline of the marketing and communication plan we currently have in queue for the 125th anniversary. We will continue to update this document as new plans arise.

Headquarters Marketing and Communication Timeline

Detailed outline highlighting what actions the headquarters will be taking to celebrate the anniversary.

Lutefisk dinner season ahead and the calls are coming!



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! **Send all flyers to inputd5@sonsofnorway5.com**

2019 District 5 and International Calendar and Deadlines

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

October 10, 2019

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

October- Foundation Month!

October 18-20, 2019

District 5 Leadership Conference in Cedar Lake, IN

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.
- 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
2	April 27, 2019	Tom Boudreau and Karen Broadhead	Woodland Church ; 190 Hoover Ave., Plover WI.
3	Sat. Feb 16	Idun Lodge	Trinity Lutheran Church, Madison

3	Sunday, June 9	Cheryl Schlessner	Picnic and Fisheree - Edgerton
4	June 15	Mike Palecek	Heg Park, Wind Lake
5	Saturday June 8, 2019 9 am - 2 pm	Skjold Lodge 5-100	All Saints Lutheran Church 630 S. Quentin Road Palatine, IL
6			

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@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