

Re-Energizing Your Lodge-Cheryl Wille-Schlesser, District 5 Vice President

April 27, 2021

1. Start with your Board of Directors or Officers.
 - Engage with them, check-in, provide updates, and plan meetings that keep the board informed of the latest happenings.
 - Find a time to reach out to these officers to personally update them on lodge accomplishments and any current needs.
 - Ask them to provide ideas that they may not be willing to share in a larger group setting.
 - If your lodge has been sheltered over the course of the last year, it is time to begin thinking about your reopening!

2. Build personal relationships with your members.
 - Connecting one on one with your members makes them feel valued, heard, and understood. Your board could divide the roster of members into smaller segments, with each officer calling a list of names.
 - Ask your members to provide feedback about the programming provided.
 - Are they getting what they wanted from your lodge meetings?
 - (Has your lodge used the Membership Satisfaction Survey to guide your planning?)
 - Finally, sending handwritten cards on a member's birthday or anniversary is a small way of showing him or her that they are a valued part of the lodge.

3. Host a Thank you Event or Consider a lodge trip to a Norwegian destination.
 - Relax and rewind with your members in a lighter atmosphere where no work is necessary, and bonds can be forged between members!
 - Check with your state's historical society and identify natural areas or venues that showcase Norwegian history, customs, or culture.
 - Use the connection with Borton Overseas Travel and take advantage of the discount provided to plan a trip to Seattle, a Viking festival, Syttende Mai in New York City, or Norway!
 - You may find that some of these travelers are now more willing to step into a leadership role following the experience they had.
 - Connect with a lodge near your destination and ask for suggestions of things to do and places to enjoy a great meal.

4. Public Recognition
 - Seek out various ways to officially recognize your members and introduce them to your community of supporters.
 - Publicize your fundraising events through a variety of platforms: print, social media, airwaves, using flyers, the local Chamber of Commerce, or at other events. Later, officially recognize the community for their support of your event(s).

Investing your time with board members and members alike will ultimately create a lasting impact on your lodge. By fostering a positive environment for both your board meetings and lodge meetings; your lodge can remain focused on their mission and the ways they can positively impact any local community.