

Friendly Fifth Friday News August 11, 2023

Send all web posting info and calendar dates/events directly to our webmaster at inputd5@sonsofnorway5.com. Feel free to share this with your lodge members!

Upcoming Classes at NAGC & NL

November 2 & 3, 2023

Introduction to Norwegian Genealogy - Online

- 10:00 AM - Noon Central
- \$100/NAGC member/ \$150 non-member

This class is for those who are familiar with genealogy basics, but haven't dug into Norwegian genealogical research yet. The class will focus on Norwegian naming traditions, history and geography along with strategies for reading old handwriting and finding where in Norway your ancestor may have originated.

November 10, 2023

Using Norwegian Farm Books (Bygdebøker) - Online

- 10:00 AM - Noon Central
- \$40 NAGC member/\$50 non-member

This class expands on the introductory class by exploring using Norwegian Farm History Books (bygdebøker) for clues for your genealogical research.

November 14 & 16, 2023

Exploring the Norwegian Digital Archives - Online

- 10:00 AM - Noon Central
- \$100 NAGC member/\$150 non-member

This class explores the wide variety of records and resources available in the Norwegian Digital Archives and how to find them.

[For more info or to sign up, click here](https://www.nagcnl.org/events/list/?tribe_eventcategory%5B0%5D=49)

https://www.nagcnl.org/events/list/?tribe_eventcategory%5B0%5D=49



To: The Members of Sons of Norway District and Local Lodges
From: Ron Stubbings, International Chair
Chris Pinkerton, President and CEO
Re: Monitoring Social Media Accounts and Ensuring Compliance with Social Media Policies.

Greetings,

I hope this letter finds you well. As representatives of the Sons of Norway, we strive to uphold our core values through our fraternal mission in our communities and throughout various Sons of Norway oriented activities, including a strong online presence connecting our members and followers through various 23social media channels. In line with this commitment, we are reaching out throughout our lodge system to emphasize the importance of monitoring your social media accounts, while ensuring compliance with the social media policies that govern your respective lodges.

In today's digital era, social media has become a powerful tool for communication and engagement. It allows us to connect with our members, spread awareness about our philanthropic endeavors and lodge events, and foster a sense of community. However, it is essential that we exercise caution and adhere to our established guidelines when representing the Sons of Norway on social media platforms.

To maintain consistency and protect the integrity of Sons of Norway, we kindly request that each district and local lodge take the following steps:

1. **Social Media Policy:** Review your governing social media policy and familiarize yourself with the rules for social media etiquette, monitoring accounts, and reporting concerns. If your lodge or district does not have guidelines directing the use of your lodge's social media accounts, for the safety of your users and in the best interest of the Sons of Norway, please implement one immediately. See *Appendix A for a Sample social media Policy for use and reference.*
2. **Name and Emblem:** Ensure that the social media accounts associated with your lodge follow the appropriate Sons of Norway naming convention: "**Sons of Norway: [Lodge Name] [Lodge Number].**" The sole use of the Sons of Norway name and emblem within the public domain without the express consent of the IBOD is strictly prohibited under Section 4.1 of the Sons of Norway Policies and Procedures.
3. **Monitor Social Media Accounts:** Regularly monitor the social media accounts associated with your lodge. This includes official Sons of Norway accounts, as well as any accounts created by lodge members that mention or represent Sons of Norway. Thoroughly review the content, comments, and interactions on these pages to ensure they align with Sons of Norway's values and mission.
4. **Engage Responsibly:** Encourage responsible social media engagement among your members. Remind them of the importance of presenting our organization in a positive light and promoting Sons of Norway's mission with professionalism and respect. Address any inappropriate or non-compliant content promptly and educate members on your governing social media policy as needed.

5. Report Concerns: If you come across content or activity that raises concerns or may potentially violate your social media policy, please report it to the appropriate channels at your lodge, within the district, or to Sons of Norway's headquarters. We are here to provide guidance, support, and resolution to any issue that may arise.

Remember, as representatives of Sons of Norway, we have a collective responsibility to safeguard our reputation and maintain the trust of our members and communities. By monitoring social media accounts and adhering to social media standards, we can continue to foster a positive online presence that reflects Sons of Norway's objectives, values, and mission.

Thank you for your attention to this matter. We greatly appreciate your commitment to upholding the principles of the Sons of Norway. Should you have any questions or require further clarification, please do not hesitate to contact your district representatives, or contact Sons of Norway's headquarters at: fraternal@sofn.com

Fraternaly yours,



Connie O'Brien, Vice President of Fraternal and Foundation Development

2023 Sons of Norway Zone 3 and Mandt Lodge Picnic
Sunday, August 13, 2023 at 12:30 PM

New Location- SN Mandt Lodge, 317 South Page Street, Stoughton, WI 53589

It is necessary to move the Zone 3 summer picnic from the Arneson family farm to the Mandt Lodge on Sunday, August 13th. Join neighboring lodge members for a good time of fellowship and a preview of what is to come this fall. Arrival around 12 noon, serving begins at 12:30 PM. Mandt Lodge is located at 317 S. Page Street in beautiful downtown Stoughton, WI. Mandt Lodge is handicapped accessible with a lift located on the south side of the building. There is parking on the street, public parking lot behind the Stoughton Senior Center, or in the Livsreise parking lot if their building is closed. Since they are closed on Sundays, you can use their parking lot! Please bring a dish to pass. Tableware, coffee, juice, and other beverages will be provided. There will be Kubb (tabletop, indoor and outdoor) available so you can test out your Viking skills! All members of your lodge, prospective members, and Masse Moro campers (past and present) are encouraged to attend. Two of this year's Mandt Lodge Masse Moro attendees will be present to speak about their experience. We will have basket drawing for some great items- feel free to bring items for it or just support it at the picnic! Proceeds will be assigned to the D5 Nordic Legacy Foundation. Bring along announcements and flyers for "Remarks for the Good of the Order." For more information, contact your zone 3 directors, Scott Wegner: srweg61@gmail.com or Cheryl Wille-Schlesser: cwschlesser200bc@gmail.com

Task Force Call- August 5, 2023 Notes

Darlene reviewed where to find Task Force documents and resources.

Review resources that were available for members to use

- District Five Website- https://sonsofnorway5.com/board_of_directors/directors_messages.php
- PowerPoint
- Handout
- YouTube video-(36 views as of Tuesday morning) - <https://youtu.be/UGv876RhKJM>

Sub-Committee Reports

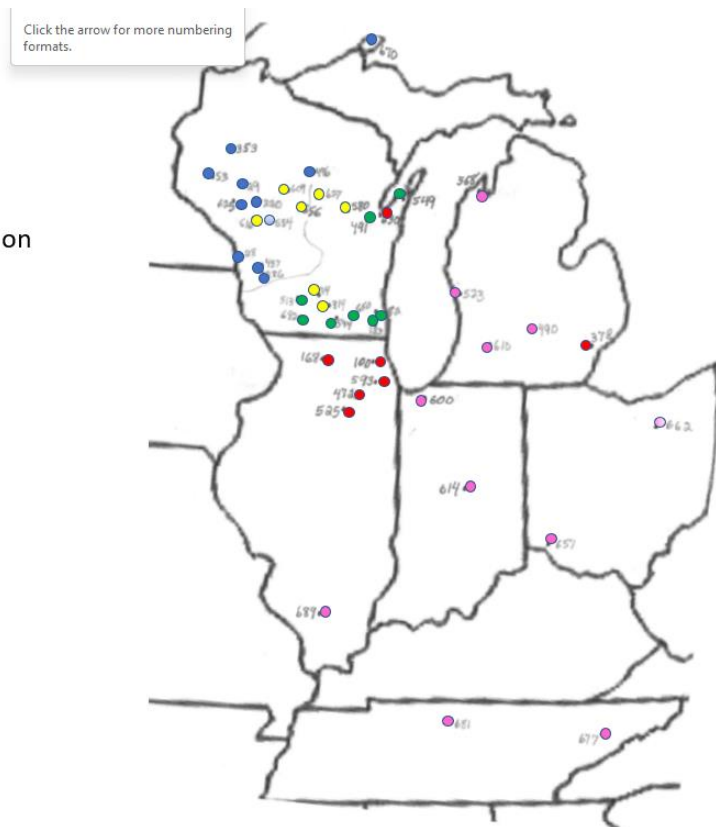
Population and membership- using maps and membership lists to get a geographical and membership numbers view of our District.

JUDY	GHAUSTIN	Appleton	WI
JIM	HERMAN	Cincinnati	OH

They reviewed the surveys and found there wasn't interest in keeping the zones are they are. They worked on some options of having 3, 4 or 5 zones- if we kept the zone system. They put together maps based on population and then others on number of lodges. The reality is that Wisconsin has 2/3 of the lodges in the District.

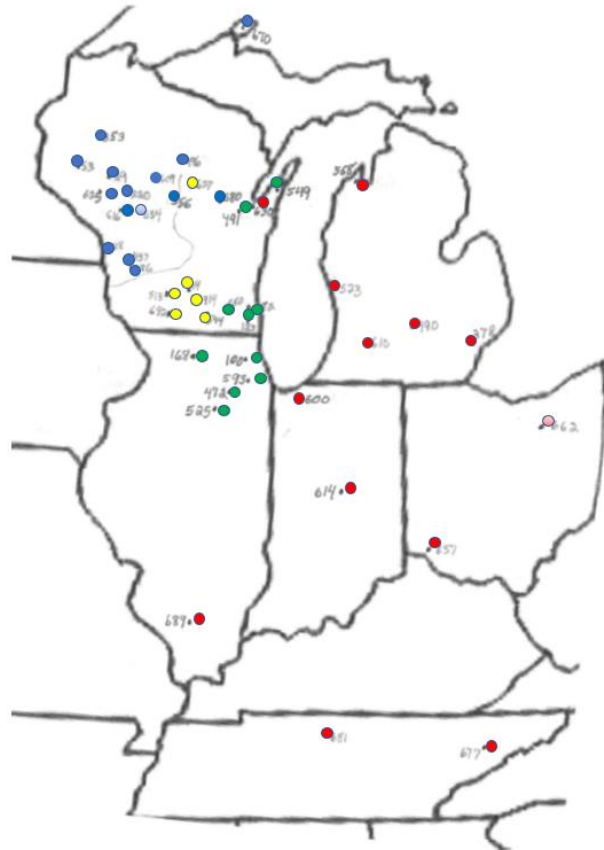
5 zones, based on population

Members:
Blue-639
Yellow-563
Green-683
Red-616
Pink-600



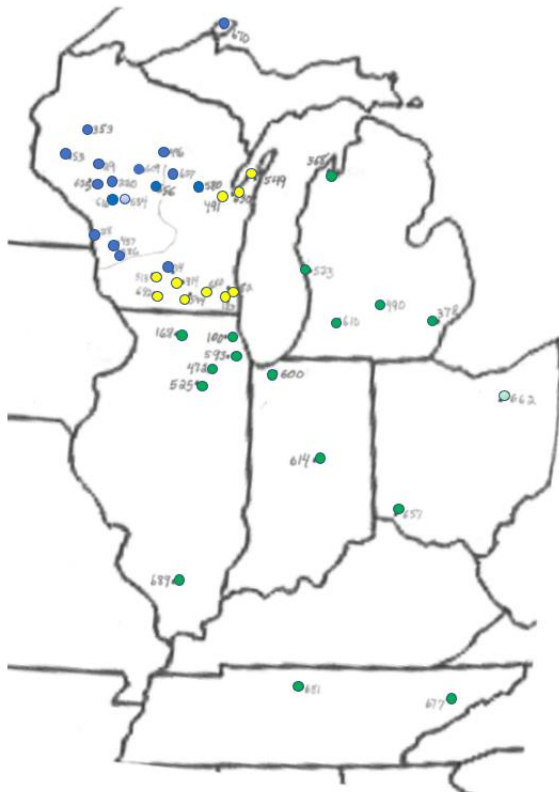
4 zones, based on population

Members:
Blue-773
Yellow-707
Green-847
Red-774



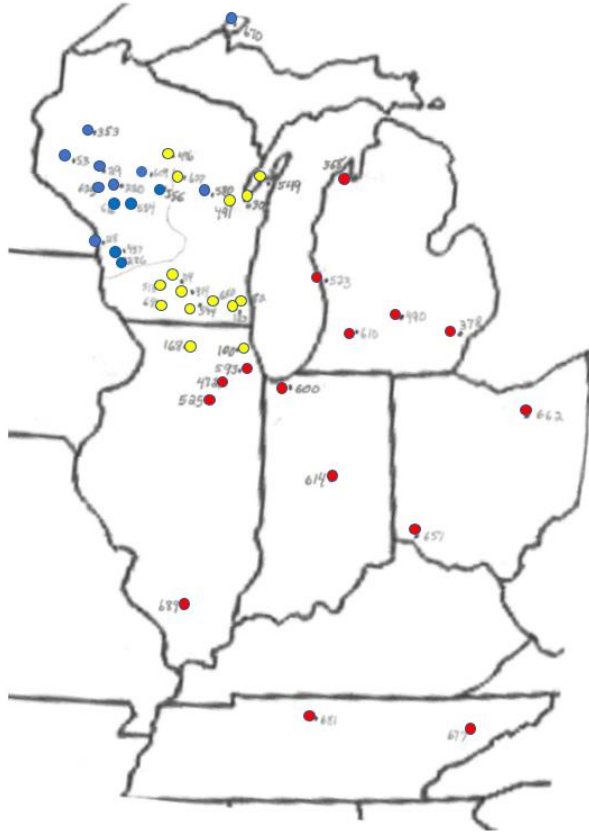
3 zones, based on population

Members:
Blue-963
Yellow-991
Green-1147



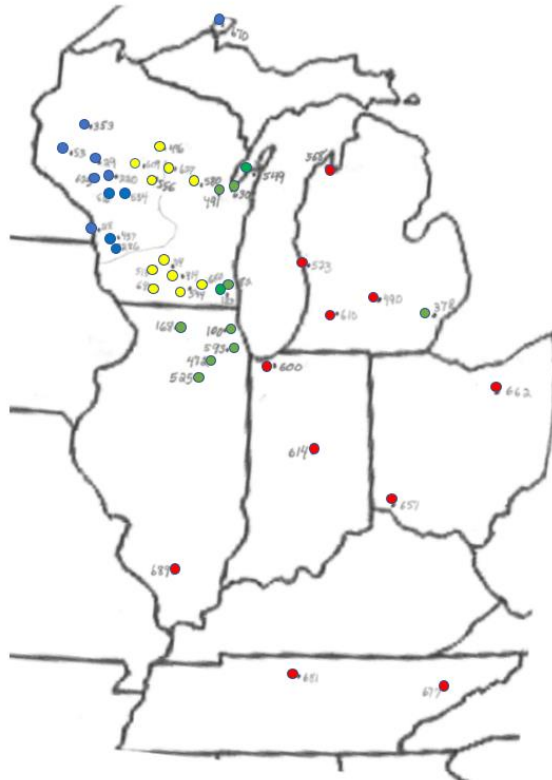
3 zones, based on # of lodges

Members:
 Blue: 728
 Yellow: 1226
 Red: 1147



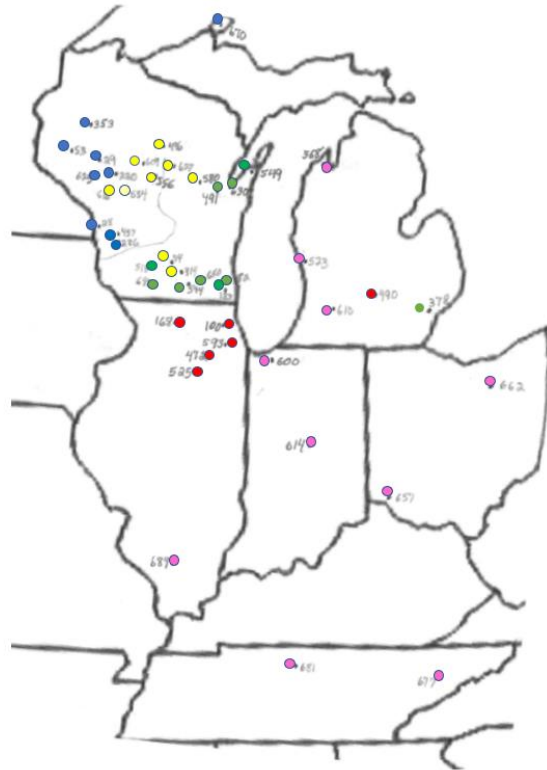
4 zones, based on # of lodges

Members:
 Blue: 639
 Yellow: 841
 Green: 1021
 Red: 600



5 zones, based on # of lodges

Members:
 Blue: 570
 Yellow: 632
 Green: 891
 Red: 478
 Pink: 530



Role of the Board- Board Structure- What do board members do? What can be done virtual vs. in-person? Role of the various board members and officers.

CLARK	BREKKE	Farragut	TN
ESTHER	CHARLETON	Cincinnati	OH

Note: Their report came in two parts and from each individual’s perspective. It is not a joint conclusion- but both of their personal opinions.

Personal Evaluations and Report by Clark Brekke
 of the SofN District 5 Special Task Force Subcommittee
 on Zone Alignments and Lodge Development & Support

For several reasons, including recent difficulties in finding qualified and willing volunteers to run for District 5 Zone Directors, a Task Force was established to evaluate several of these issues within the district. The Task Force developed and distributed to its members a questionnaire to help identify relevant information about these issues. Three subcommittees were established to review and summarize the input resulting from these questionnaires. This report is that summary from one of a subcommittee’s members.

Background Information and Perspective

Essentially, the key question for the Task Force

and, therefore, Zone Directors, as part of the Board structure—"Does District 5 need zones and, therefore, zone directors as part of the Board structure?" In the view of this subcommittee member, the answer is that there is little compelling reason for zones. However, the Board and District membership may recommend to continue zones as part of the district structure, but, hopefully, this present critique should result in improvement of their role within the zone's management and district governance.

For the purposes of discussion within this report,

it will be approached from the viewpoint that the zone requirement will be dropped from the district's structure. As a result, some aspects of district governance and activities will need to be evaluated, and changes in operations will have to be studied and tweaked where necessary. A good example of this is an improvement in the thoroughness of communication will need to be done and modifications in procedures made as needed. Presently, the documents which were supplied to Task Force members make it clear that zones are geographical-based, and it is stated that they exist for "administrative purposes", without defining what these purposes are. Regarding receiving more input from members and lodges, it may be useful for the district to develop Power Point-like presentations that Board members and/or lodges can use in place of in-person lodge presentations by no-longer-present lodge Zone Directors but that other SofN members can use for facilitating information presentation. The district could also develop a program that lodge members or Board members could use in giving presentations. For these helpful materials, no zone structure would be required. Communication between and among the district Board and local lodges could also be improved.

Survey Results -- Are we locked into having zones?

Figure 1 –

If zones were no longer to exist, this figure (Board membership) would no longer apply. Instead, a determination would have to be made as to the size of the Board membership. Other than the 'titled' directors (officers), these directors could be named 'Directors at Large', and they would be appointed/elected from the overall District 5 membership. Other than requiring being an insurance holder/purchaser and selecting only one member from each local lodge, no other limitations need be placed on these selected directors. No alternatives would need to be selected, although the Board could be set up that way.

Figure 2

The recommendation to eliminate zones is partially addressed in this figure, listing the roles played by the current Zone Director positions. First, is the reader to assume that this listing is complete regarding Zone Director roles and responsibilities? If so, several questions can be asked about the need for zones and their directors. For example, a visit once a year may be desirable, but is it necessary, that is, what is the purpose of these visits? What is the purpose of hosting meetings or events? Can this be organized and presented electronically district-wide rather than just for a single zone (and impact in cost in terms of time, travel expense, efficiency, manpower)? Might not regular communications listed suffice rather than in-person? Is there another alternative delivery method/system to assist with forms and filings?

Figure 3

The question should be asked why zones are needed to facilitate connections with other lodges. Shouldn't the goal or opportunity exist of cooperation with other lodges regardless of zones? Greater use of electronic outreach to other lodges would encourage and facilitate such collaboration. (also see Survey Question 2 summary – Chart 2)

Chart 1

About half of survey respondents indicated a desire for local lodge visits by the one Director and 35% indicated the expectation of 'In-person visits', indicating a possible double counting of visitation expectation. In addition, unfortunately no information is provided by survey results as not the reason/expectations associated with these visits. And 45% of respondents want the Director to hold zone meetings or events (why does this require a visit?). Were these activities provided by the district electronically, it would be more efficient (and effective?) for lodges throughout the district rather than limited to a few lodges or to a specific district. The nearly 70% response indicating a need for timely and excellent communication, which includes electronic means, indicates communication as the most important criterion and need to local lodges. Regarding 'Regular Communications' and 'Assistance with forms', that information could probably be provided electronically or by phone rather than by a Zone Director.

Chart 2

Only 15% of survey respondents indicated that their local lodge participates in joint activities with other zone lodges whereas more than half the lodges never or seldom have joint activities within a zone, indicating that zone promotion of joint activities is lacking or is not working -- another indication that zones are not particularly effective in this regard. And 20% of respondents would like to see more social or cultural activities within a zone. Why limit that increase to zones only, but rather open up that opportunity to lodges in the entire district?

Chart 3

If zones were to be eliminated, distance would not matter if available on an electronic basis. The district could develop other means to accomplish this, including electronic, with 65% of respondents requesting a virtual platform as the delivery method. This was suggested to be done at least once a year.

Chart 4

Only 8% of survey respondents want to leave the zones as they are, indicating broad dissatisfaction with the present zone set-up, whereas 45% indicate that other zone maps should be considered and 26% do not think we need zones.

Chart 5

Though useful for what it illustrates, this chart becomes irrelevant if zones are eliminated from district governing structure.

Brief Summary by Esther Charlton

Esther Charlton's comments

We recommend to abolish zones. All communication can be done virtually.

The only reason for a lodge visit would be something really special like a 25th or 50th anniversary.

District Board

President

Vice President

Secretary

Treasurer

Youth Director

Sports Director

Publicity Director

Cultural Director

All of the above would be responsible for their own lodges and a director would not be assigned to them

Director

Director

Director

Director

These four directors would be at large from the entire district.

The remaining lodges would be split up among them.

Discussion after their report:

What kind of support does the District give to lodges? We have to remember that not all survey responders wanted to dissolve the zones. If we dissolved the zones, what changes would be made at convention? Some feel zones do connect the lodges. We are fortunate that we have a weekly communication from our District to lodges (FFFN) as some districts only do newsletters 2-3/year. The zone directors are the middle link between the District and lodge.

Current ways to support lodges- what can we do in the meantime to support lodges?

DARLENE	ARNESON	Stoughton	WI
DAVID & RUTH	AMUNDSON	Westby	WI

Current ways to support lodges- what can we do in the meantime to support lodges?

DARLENE	ARNESON	Stoughton	WI	608-514-4951	-arnesonfamily5@gmail.com
DAVID & RUTH	AMUNDSON	Westby	WI	608-634-3034 Ruth's cell 608-606-4667	nissedal@mwt.net

Survey areas to ask lodge members:

- a. What would you personally miss if the lodge you belong to would dissolve?
- b. How long have you been a member at your lodge?
- c. Have you belonged to more than one lodge? If so, why and how long at each?
- d. Who recruited you to become a lodge member?
- e. What convinced you to join your lodge?
- f. List all the activities you have participated in at your lodge and why?
(attending certainly does count!)
- g. Describe your lodge in 5 words.
- h. What 3 reasons would you use to recruit new lodge members?
- i. What are 5 things you'd change with your lodge?
- j. What are 5 things you really like or enjoy about your lodge?
- k. What do you see as reasons for others to join your lodge?

Do Total Lodge Profile (aka "who are we?")

- a. Current number
- b. Gender
- c. Ages
- d. Connection with Norway
- e. Years as a member at your current lodge
- f. Family
- g. Family connected to Norway in any way
- h. Other

Misc. points:

- a. Some lodges may not see any changes needed (+/-) changes

Things to try:

- a. Look at all ways to advertise what your lodge does..
- b. Classes of all interests, not just Norwegian related
- c. Family Mini Camp
- d. Learn about and access other lodge success
- e. Arrange to have 1 or 2 lodges become "sister or brother" lodges

- (ideas from “sister city” concept)
- f. Do the “Healthy Lodge” check list

Challenges that lodges face

- Why do we need help? Happy with the level of activity that we are at. Complacent at best.
- Try to organize activities but lodges don't see enthusiasm for being involved.
- Some members don't really travel a lot and happy to be involved in the local lodges, have coffee, enjoy a program, work at Syttende Mai, and then be done for the year.
- What would life be like without Sons of Norway? Ask them!
- Lodge visits- need to come across as an average person. Not “we're here to help you”.
- Suggest activities and get no response or they don't come to programs- but the public does
- Officer elections and getting nominating committees working

Ways to find out what works for others

- What can we learn from other lodges that can bring back some enthusiasm. Round table discussion on topics of interest to lodge leaders.
- Help publicizing events- what do other lodges do to promote their programs, lodges, and activities?
- Helping lodges do a survey- why did their members join? What do they want from their membership? What are they interested in? What challenges do they face – driving, no computer...
- Can we develop a form that collect success stories and then share them online and to lodges.
- Monthly forums or calls that share ideas on issues, activities, or challenges lodges are facing?
- The priority is more on getting activities from others. Promote looking at the District website and Facebook page to see what others are doing.
- Website – remind members how to log in to see what's in the Members Only sections.
- YouTube video on how to log in and other related topics
- Share lodge contacts to get more information on successful programs

Things that might work and help a lodge

- Skill sets- people feel encouraged when they feel comfortable. Do they feel trained for their office?
- Small group involvement- you don't need to have everyone at all activities. If 3-5 members enjoy a book club, walking, knitting together- that is fine!
- Sister lodges- a way to network and work together. It might be 3-4 lodges together.
- Officer training- some know their duties and many don't. Have calls or meetings to review duties, where to get help, and requirements of that officer position.
- Healthy Lodge Checklist- promote use of this to lodges. (see form at end of report)
- Adopt a School – invite the parents to lodge activities when their kids are involved in SN. Send home information about the lodge with the students.
- Round table with leadership such as International board and District Board members to learn what's going on.

Healthy Lodge Checklist

Promotion and Recruitment

How your lodge promotes itself can have a significant impact on recruitment. Ask yourself - how many of these activities has your lodge participated in?

- Did your lodge participate in a parade or public festival?
- Does your lodge have a newsletter that is distributed at least 6 times per year?
- Does your lodge have an up-to-date website or Facebook page?
- Did your lodge establish recruitment goals for the year?
- Did your lodge have information for potential members at every meeting?
- Did your lodge organize at least 1 special event open to the public during the year (*lutefisk dinner, cultural festival, etc.*)?
- Did your lodge recognize those who recruited new members?
- Did your lodge advertise or was it featured in local media (*advertising or news*)?
- Did your lodge have a membership committee that met at least 3 times per year?
- Did your lodge create a welcoming environment for guests and new members by having greeters or members of a welcoming committee at every meeting and event?

Member Experience

Meeting the expectations for members means they're more likely to renew their memberships. Not only do satisfied members keep their memberships, they are more likely to bring friends and family into Sons of Norway. With that in mind, how is your lodge enhancing the member experience?

- Did your lodge participate in at least 1 community service activity during the year (*activities done on behalf of Sons of Norway that assist the needy or improve your community*)?
- Did your lodge offer at least 1 special interest group or cultural class during the year that met on a regular basis for multiple sessions (*book club, Norwegian language, cooking, hardanger, knitting, etc.*)?
- Did your lodge offer culturally focused lodge programs during the year?
- Did your lodge utilize a member satisfaction?
- Did your lodge provide a calendar of meetings and events for members?
- Did your lodge collaborate with another organization or lodge for a program, activity or community service project?

Administration

A strong lodge starts with strong leadership. Great leaders can have a significant impact on the experience of Sons of Norway members. Does your lodge meet all the suggestions below?

- Did your lodge hold at least 8 meetings per year (*excluding executive/board meetings*)?
- Did your lodge hold separate business and social meetings?
- Did your lodge file officer changes (D63) by December 15?
- Did your lodge use FraternalGive to record community and fraternal events?
- Did your lodge submit your D17 by March 1 *of the previous year*?
- Did your lodge have at least 3 officers who utilized the officer resources on the Sons of Norway website?
- Did your lodge prepare and utilize an annual budget?
- Did your lodge submit photos to your district publicity director for inclusion in Viking magazine?
- Did your lodge send delegates to your last district convention?

Promoting the mission

As a fraternal life insurance company, profits from Sons of Norway's outstanding financial products go back into lodges throughout the organization. This provides a valuable benefit for lodges. How is your lodge promoting Sons of Norway's financial products?

- During the year did your lodge discuss the role that the three operational areas play in supporting the mission of Sons of Norway?
- Did your lodge have a New Member Dinner, with support from the Marketing Department?
- Has at least one member of your lodge purchased a Sons of Norway financial product during the year?
- Has your lodge shared information about Sons of Norway's message in your lodge newsletter or on your webpage?
- Do you have members who own a Sons of Norway financial product?

Foundation

The Sons of Norway Foundation is the giving arm of the organization, providing valuable funds for members, lodges and communities alike. The great work of the Foundation is due in large part to the work of the lodges. Is your lodge helping support the Foundation?

- Did your lodge have a Foundation Director?
- Did your lodge hold a fundraising event for the Sons of Norway Foundation (*proceeds going to the Foundation*)?
- Did your lodge have at least 1 article in your lodge newsletter promoting the Sons of Norway Foundation?
- Did your lodge participate in Sons of Norway Foundation initiatives such as Foundation month?
- Did your lodge make members aware of scholarship and grant deadlines?

Moving forward:

- We feel it's important to find out that if the District lodge approves a bylaw change, how fast will International act to approve it? Robin Fossum emailed Mark Agerter to find out.
- We need to develop a Pros and Cons of what zones provide. The feedback will come from the board and task force members. Darlene will put together a survey to do that.
- We want to have a bylaw proposal sent to the 2022 delegates no later than the end of December with ballots due in January. Then send to International for approval.
- Utilize the Healthy Lodge Checklist with lodges to help them in the interim on what they do well and where they want help.
- Do the zones really restrict us? Some feel that if they aren't in the same zone, they can't do things with lodges in other lodges. So maybe that's an issue.
- Where does strategic planning fall into this?
- Does this affect convention attendance or planning? We didn't think so.
- Next call will be on August 26 at 9:00 AM CST.

The next Task Force Call will be: Saturday, August 26 at 9:00 AM CST.

Deadlines and Dates! Changes in red!

- August 13- Zone 3 picnic at Sons of Norway- Mandt Lodge in Stoughton
- August 26- Task Force Conference Call at 9 AM CST
- September 5- Viking photo submissions due to LaVonne Wier
- October 5- Viking photo submissions due to LaVonne Wier
- October 7- Zone 2 Meeting in Blair
- October 13-14- District 5 Board Meeting in Mt. Horeb, WI
- October 27-29- District 5 Adult Heritage Camp and Destination Stoughton Weekend in Stoughton, WI
- November 5- Viking photo submissions due to LaVonne Wier
- December 5- Viking photo submissions due to LaVonne Wier

Who to contact at the home office when you need help

- You can email cbs@sofn.com for any member updates that need to be made.
- For anything fraternal- Connie O'Brien (COBrien@sofn.com) or Amy Tuchenhagen (ATuchenhagen@sofn.com). Sherry Gorse is no longer employed at Sons of Norway.

- For matter like submitting a death, a change to a members address or other info please email cbs@sofn.com
- For issues with passwords or website use ithelp@sofn.com.
- The 800 number to call in for member support is 800-945-8851
- If you need something related to sales, you can use sales@sofn.com

Viking Chest / Immigrant Trunk Schedule

Apr 2023 to Oct 2023:

Chest--zone 4 – Contact Connie Aiello and Judy Ghastin to reserve them

Trunk--zone 3 – Contact Scott Wegner and Cheryl Wille-Schlesser to reserve them

Oct 2023 to Apr 2024:

Chest--zone 6

Trunk--zone 5

Apr 2024 to Oct 2024

Chest--zone 2

Trunk--zone 1

Oct 2024 to April 2025

Chest--zone 3

Trunk--zone 4

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.

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 4 am on Thursday morning. 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