

Sons of Norway District 5 - Friendly Fifth Friday News
August 21, 2026
A District Weekly Newsletter to Keep Us Up to Date!

Correction from last week's Convention Recap

The 4th bylaw did not pass!

Bylaw Proposals

#1- Passed.

No District Officer or Director shall be elected to serve more than three consecutive terms in any office except the Secretary, **Youth Director**, and the Treasurer whose term shall not be limited; so that there is continuity for the District, staff, and the facility.

#2- Passed after being amended

*To avoid disputes and conversations at meetings and **on public forums**, topics of religion and politics that are dominating and sparking division should be avoided. The leaders of the meeting or activity are encouraged to share that our focus is on heritage and culture. Sharing of political activities, memes, and other messages and **on public forums** on any of the levels- International, District or Lodge should be avoided or removed.*

#3- Defeated

Par. 1 The elected Officers of the District shall be: President, Vice-President, Secretary, Treasurer, Recreation Director, Publicity Director, Cultural Director, ~~Youth Director~~ **District Masse Moro Director** and the four At-Large Directors provided for in these By-Laws.

Par. 6 The President, Vice President, Secretary, Treasurer, Recreation Director, Publicity Director, Cultural Director, and ~~Youth Director~~ **District Masse Moro Director** shall receive such compensation as determined by the District Lodge. The Board of Directors shall make recommendations to each District Lodge Meeting with respect thereto.

#4- Defeated

Proposal was to remove the requirement that District President candidates have served previously on the District 5 Board.



Mark Your Calendars

- **October 1** – Grants and Scholarships open
 - **November 15** – Lodge Liability Insurance Invoice #1 due (see message below)
 - **December 15** – Grant Applications close
 - **January 15** – Scholarship Applications close
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Sons of Norway Mission

We have updated the website and put the Sons of Norway mission in the About Us section of the website. We encourage lodges to update any documents or online resources that have the mission listed so that it reflects the most up to date version:

The mission of Sons of Norway is to provide quality insurance and financial products to our members, promote and preserve the heritage and culture of Norway, and celebrate our relationship with other Nordic countries.

BetterLife Partnership



The partnership between BetterLife and Sons of Norway was expected to officially begin on July 1. However, due to longer than expected approval processes in a couple of the states we sell product in, the anticipated date is set for August 1, 2026.

We also want to update you that Sons of Norway's current CEO, Dan Seyfried has accepted a new opportunity with another insurance carrier after six years with Sons of Norway. We are grateful for Dan's leadership and contributions in his time with us. His leadership over the last couple of years has set us up for success as we move into the next chapter of our Sons of Norway legacy. Please join us in wishing Dan the best for his future and thanking him for all that he's done for the organization.

Tu Hornstra will serve as Interim President starting August 8. With more than 20 years of experience in the fraternal insurance industry and a deep understanding of Sons of Norway's operations, members, and mission, she is uniquely qualified to lead during this transition. Her commitment to our organization, coupled with her steady and collaborative leadership style, will help ensure continuity and a smooth path forward.

General Lodge Liability Invoices

Our Lodge Liability Insurance coverage runs from **August 1 – July 31** of each calendar year. Invoices are made available to lodge leaders via their officer profile (electronically only) and are due each November.

This year, with our transition over to BetterLife there will be two (2) invoices that go out for Lodge Liability Insurance coverage and divide up the annual payment. The first invoice amount will be pro-rated to reflect the first 5 months of coverage (Aug-Dec). That invoice will be available to lodge officers on their profile electronically sometime in August/September and will be due for payment in November.

The second invoice will be created in January that reflects the cost of the remaining 7 months of coverage for your lodge.

The Certificate of Insurance for **8/1/26 - 7/31/27** will be added to the website as soon as it is available.

Convention Updates

Another convention season is nearly wrapped up! Thanks to all those that made each convention a fun and welcoming experience. A reminder to new and continuing district officers, please update officer information in the Officer Portal on your profile.

Lodge Photos and Events

We have recently updated our form for submitting photos for Viking magazine. The process is the same where members and lodges submit photos and forms to the District Publicity Director who sends them along to headquarters.

In addition, we are encouraging lodges to post their events to the Sons of Norway website calendar for greater visibility and to garner interest in local lodges. Lodges can go directly to the site and submit their event information here and it will show on the events calendar. [Submit Calendar Event Here](#).

Year in Pictures

Because the lodges send in so many great photos and we can't publish all of them, we also feature photos on the website. That feature has a new look and name and can be found here - [Lodge Programming](#).

Culture

Interested in learning more about the cultural skills program or how to promote it in your lodge? Our website is full of information and has links to all the units. Check it out here - [Cultural Skills Program](#).

Member Benefits | PerkSpot

Have you checked out some of the perks of being a Sons of Norway member? One of these offerings is PerkSpot, which is a website that offers tons of discounts. Sign up using your email to browse the website and save on a wide range of offerings. Sign into your account, and then find the Member Discounts section on the Member Resources page to learn more.

Leader Training

Take a few minutes to review resources for lodge leaders here: [Leader Training Series](#).

Paperless Options & Online Documents

Please remind and encourage lodge members that they can access and print several documents straight from the website including their membership cards, renewal notices, and policy related documents.

Reminder that membership cards are no longer mailed out but can be found on the member's profile or lodge officers have access to member cards on their officer profile and can print them off for members.

Membership Renewals & Payments

If renewing your family membership online, please know that the primary account holder needs to sign in to complete the transaction. Otherwise, you will receive an error message that the account is already paid.

Also, if your membership lapses, you will not be able to renew online and will receive an error message. Please reach out to customer service if you experience this so they can adjust the account, enabling you to pay online.

Lastly, please remember that if your membership lapses, it could affect your subscription to Viking magazine, as the mailing timeline for that can vary.



Sons of Norway Foundation Mission

The mission of the Sons of Norway Foundation is to celebrate Nordic culture and heritage through scholarships and grants to our members and communities.

\$60 for 60 Anniversary Campaign

It was a delight to meet so many members at the 2026 district conventions. Your support during conventions of the \$60 for 60 campaign to celebrate the Foundation's 60th anniversary was momentous. These funds support future lodge events like language lessons and Nordic dance groups. **Tusen takk!**

New Sons of Norway Foundation Video

There's a new video available highlighting the good work of the Sons of Norway Foundation. It features testimony from grant and scholarship winners as well as an impactful donor story. You could share the video at an upcoming lodge meeting to build excitement for the upcoming grant and scholarship season opening October 1.

Find the video on our [website](#).



Scholarships & Grants

Scholarship checks will be mailed in early August directly to the student's academic institution. To learn more about our scholarship program, please visit [Scholarships – Sons of Norway](#). Applications will open again October 1, 2026 for the 2027-28 academic year. We will have one new endowed scholarship and one special folk school scholarship available this cycle, so stay tuned!

Grant opportunities will also open on the website starting October 1, 2026. Visit our website to learn more here: [Grants – Sons of Norway](#).

Annual Campaign

The annual ***Together We Are the Future*** campaign will kick off October 1. This is the campaign that helps support the grants and scholarships we offer our districts, lodges and members, so thank you for considering a gift and/or a fundraising activity at your lodge.

Here's a fundraising activity idea from District 5 Lodge:



CHUCK A DUCK

\$2 per duck/3 ducks

Toss rubber ducks into buckets worth 2, 4, or 6 points. Players can play multiple times. Person with the highest cumulative score over two days wins.

Winner: VP Jim Herman

Prize: Norwegian Rubber Duck insulated tumbler



The photograph shows a man, identified as VP Jim Herman, standing in a room with blue walls. He is holding a white insulated tumbler with a red duck logo and a small rubber duck. In front of him is a purple bucket. To the right of the bucket is a sign that reads "CHUCK A DUCK" and lists the prices: "1 Duck \$2" and "3 Ducks \$5". The background includes a clock, a speaker, and a framed picture on the wall.

Missed Something?

You can reference previous Leadership Resources on the website: [Leadership Resource Archive](#).

How to Contact Us



Wondering who to reach out to with your questions?

Foundation, Scholarships & Grants

Amy Tuchenhausen

foundation@sofn.com

atuchenhausen@sofn.com

(612) 821-4655

Fraternal & Membership

Connie O'Brien and Kirsten Lehman

fraternal@sofn.com

(612) 821-4643

Culture, *Viking* & Language:

Jana Velo

jvelo@sofn.com

Customer Service:

cbs@sofn.com

(800) 945-8851

Technical Issues/Website:

webmaster@sofn.com

If you have questions about any of the topics in this issue, or if you would like to share a programming/recruitment tool that your lodge uses, contact us at sonsofnorway@sofn.com.

2026 Calendar

November 1- Lodge Liability Insurance due

December 31- Lodge Officer Updates (D63) due

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.
- **Foundation, Scholarships & Grants- Amy Tuchenhagen**
foundation@sofn.com, atuchenhagen@sofn.com, (612) 821-4655
- **Fraternal & Membership- Connie O'Brien and Kirsten Lehman**
fraternal@sofn.com, (612) 821-4643
- **Culture, *Viking* & Language: Jana Velo**
jvelo@sofn.com
- **Insurance Sales:**
SonsofNorwaySales@sofn.com, (833) 707-0012 – option 2

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

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 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.