

Friendly Fifth Friday News March 4, 2022

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!

BARNEBIRKIE 2022 HAYWARD, WISCONSIN

The Birkie in Hayward, WI could not ask for better snow conditions or weather for 2022. The crowds came out in huge numbers to enjoy the event. They had over 11,500 skiers in all events plus over 25,000 spectators over the four days. Over six hundred kids skied in the Barnebirkie on Thursday and another 200 skied virtually at home.

District 5 wants to thank all the lodges who contributed cookies or sent volunteers. One mother said the only reason her child wanted to ski the event was to see all the cookies afterwards. Expo attendees said our booth with free cookies was the best part of the Expo. They were also generous in donating over \$800 toward Masse Moro Camp fund over two days.

So far my calculations show District 5 lodges provided over 7,500 cookies and a total of \$335 given by lodges to cover cookies I purchased and other expenses. Listed are the lodges I was able to track that donated either cookies or money toward the Barnebirkie. If I missed listing your lodge, please email me to include your results also.

- Askeladden Lodge- Kalamazoo, Michigan
- Dovre- Barron, WI
- Elvedal- Wisconsin Rapids, WI
- Fagernes- Blair, WI
- Fosselyngen - West Allis, WI
- Loven - Eau Claire, WI
- Mandt- Stoughton, WI
- Myrmarken- Marshfield, WI
- Nordkap- Farmington Hills, MI
- Norse Valley- Appleton, WI
- Polar Star - Montgomery, IL
- Skjold - Palatine, IL
- Solvang - Westby, WI
- Scandiana- Chesterton, IN
- Valhall - Rockford, IL
- Valkyrien - Woodville, WI
- Vennelag- Mt. Horeb, WI
- Viking - Mondovi, WI

Audrey Severson

Sports & Recreation Director

District 5 Sons of Norway

apseverson@gmail.com

Delegate Election Forms are due to Darlene by March 5!

We still have a few more to go and hope to see you at the convention!! Your voice, opinions, and input is valuable and we need to hear it!

Thank you from the SN Foundation!

On behalf of the Sons of Norway Foundation Board of Governors, I want to thank our District 1 lodges and members. You will recall that the first 'We Are The Future' fundraiser was in 2020 and the goal was to raise \$100,000 for the Foundation between October 2020 (Foundation Month) and January 15, 2021. The total raised was \$137,000. Why January 15? To allow for IRA distributions.

Our 'Together . . .' 2021 goal was to raise \$150,000. Again, our lodges and members exceed the goal. As of January 19, the accounting shows that our lodges and members donated \$158,276 between October 2021 and January 15, 2022.

A total of 137 lodges in Districts 1 through 6 donated \$68,657. In District 5, 31 lodges donated \$9,091.

When the final report is completed, we'll be sharing more information.

So, thanks to all who joined in making the 2021 'Together . . .' campaign another success.

In addition, check out the Humanitarian Fund Grants for Disaster and Medical Relief. These grants are up to \$5,000 for members who have experienced financial loss due to property loss as a result of natural disasters or due to extreme illness or injury. Again, check out the SON website under Foundation.

District 5	31 Lodges	\$ 9,091
Circle City Lodge 5-614		
Fosselyngen Lodge 5-82		
Norse Valley Lodge 5-491		
Elvedal Lodge 5-556		
Nordkap Lodge 5-378		
Nordland Lodge 5-544		
Myrmarken Lodge 5-609		
Skjold Lodge 5-100		
Fossen Lodge 5-534		
Scandiana Lodge 5-600		
Solvang Lodge 5-457		
Elvesund Lodge 5-593		
Ostestaden Lodge 5-642		
Vennligfolk Lodge 5-627		
Valkyrien Lodge 5-053		
Vennelag Lodge 5-513		
Vakkertland Lodge 5-570 DISBANDED		

Sognefjord Lodge 5-523		
Fagernes Lodge 5-616		
Mandt Lodge 5-314		
Norsemen of the Lakes Lodge 5-650		
Christian Radich Lodge 5-568		
Grønnevik Lodge 5-632		
Askeladden Lodge 5-610		
Dovre 5-353		
Edvard Grieg 5-657		
Løven Lodge 5-29		
Viking Lodge 5-625		
Polar Star Lodge 5-472		
Wergeland Lodge 5-28		
Norskeland Lodge 5-580		

District 5 Lodge Foundation Directors Call- March 15 at 7 PM Central via ZOOM

Darlene Arneson will host a ZOOM meeting for lodge Foundation Directors or anyone else interested on Tuesday, March 15, 7:00 PM CST. She serves as the District Foundation Director as a liaison between the District and International Sons of Norway. Darlene will be reviewing the role of the lodge Foundation Director, Foundation resources and initiatives, and Foundation Month. She will encourage participants to share ideas, ask questions, and have a lot of interaction as we all learn from each other. For lodges without a Foundation Director, please try to have someone from your lodge participate.

To prepare for the call, you may want to explore the Foundation pages on the website-
<https://www.sofn.com/foundation/>

Our agenda:

- Introductions and what you want to learn on the call
- SN Foundation
 - How to apply for a grant- the online process
 - The website and where to find resources and forms!
 - Resources available
- District 5 Nordic Legacy Foundation
 - What it is
 - How to donate and support it
- Darlene Arneson
 - What a lodge Foundation Director's role might be in your lodge
 - October Foundation Month
 - Updates from District Foundation Director's calls
 - Fall campaign- Together we are the Future
- Everyone
 - Sharing ideas
 - What questions do you have?
 - How do you need help or assistance?

- What works for you?
- What are your challenges?

The ZOOM link has been emailed to all lodge Presidents and Foundation Directors and has been in the Friendly Fifth Friday News. No pre-registration is needed! Please contact Darlene at arnesonfamily5@gmail.com if you have questions. If your Foundation Director can't make the call, someone else can sit in! Anyone is welcome! My cell is 608-514-4951.

Darlene Arneson

District 5 Secretary and Foundation Director

Darlene Arneson is inviting you to a scheduled Zoom meeting.

Topic: District 5 SN Foundation Director Call

Time: Mar 15, 2022 07:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/87045691296?pwd=ODhRSmtNlXZGcXdDRzlvT1RIRHpjdz09>

Meeting ID: 870 4569 1296

Passcode: 602885

One tap mobile

+13017158592,,87045691296#,,,,*602885# US (Washington DC)

+13126266799,,87045691296#,,,,*602885# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

Meeting ID: 870 4569 1296

Passcode: 602885

Find your local number: <https://us02web.zoom.us/j/87045691296>

Leadership Class Update-

In week 4, Jim Herman talked about specific skills which a leader should have, including being mission focused, being organizationally skilled, cheerleading, coaching and team building. He then talked about leadership skills which team members wanted their leaders to have and how leaders need to work to always keep honing their skills. Mike Palecek discussed ways to identify potential leaders and suggested ways to recruit your members to be more engaged in lodge leadership. Corey Olson delved into ways to develop leaders, what servant leadership is, the idea of energy drainers and the importance of succession planning.

Watch Creative Leadership Week 4 at:

https://sonsofnorway5.com/programs/leadership_workshop.php



Viking Magazine Photos!

Hello new and returning lodge officers,

1. This is my monthly reminder to email me your lodge photos for consideration in the Viking magazine. They are due the 10th of every month along with the new photo information form that needs to be included with your photo submissions. I've also included my Publicity or photo information that I present at zone trainings that has a lot of good information.
2. I need at least one photo from each lodge to be featured in a continuous video scrapbook at the District 5 June 2022 Convention. I hope lodges who have not submitted a photo this past plus year will take this time to send me at least one photo for this video scrapbook. I would need your photo by April 15, 2022 so I have time to create this item.

I look forward to hearing from your lodge. Thank you.

Karen Eberhardt
District 5 Publicity and Zone 3 Director
eber01dj@gmail.com

2022 Photo Reminders –

- Sons of Norway Viking Photo guidelines are on the International website. Viking magazine: District Happenings Photo Guide.
- Photo must contain Sons of Norway members or people attending a lodge event and the caption information must relate directly to the content of the photograph.
- Photos must be visually interesting, well lit, and of good composition. It is best to avoid photos containing distracting items in the foregrounds (such as heads, chairs, backs of people obscuring the view of the subject) and photos taken in dim lighting conditions.
- Digital cameras and phones must be set to the highest possible photo quality setting.
- Digital photos must have resolution of 300 dpi (dots per inch) or greater with no pixilation or blur and at least 3" x 5" in physical size.
- High resolution images will be a larger file size, often several hundred kilobytes (KB) or from one to ten megabytes (MB) and up.
- When emailing a photo from a tablet or smart phone, be sure to send the largest possible file size offered (which will likely require additional bandwidth/data).
- DO NOT Edit photos (Photo shop). Digitally altered or cropped photos will not be used. Only send the original untouched photos.
- Photos of inanimate objects only (handcrafts, food, murals, etc.) will not be used.
- Limit the number of people in your photo. What you are capturing is going to be reduced to a much smaller print size and you will not be able to see the people.
- Be creative in showing lodge activities to help 'invite people' to look at your photo and read about what you are doing.

Sending Photos –

- Email your photos to your lodge publicity director who will email them to your district publicity director. If your lodge does not have a lodge publicity director or editor, please email your submission directly to the district publicity director.
- Contact information for your district publicity director can be found on the Happenings section of the Viking Magazine.
- New 2022 process from International offices is to use the Sons of Norway Contact & Photo Submission Form (has your contact information and description of the photos) along with your photo attachments to the District Publicity Director. You can copy the highlighted part and paste into your email to the District Publicity Director.
- Photos of children need to have parental permission if you are publishing their name. If the child is a legacy member they can be listed as they are a member but still get parental permission and note that in the email description. You can get the parent's verbal permission at the time of taking the photo.
- Children can be identified as local children enjoying your event or grandchild or child of current member (with or without member name).

Also send your photos and articles to the District 5 webmaster, Christina Fairchild. On the District 5 website the Webmaster Blog is listed under the 'About Us' heading. The email is: inputd5@sonsofnorway5.com



**SONS of
NORWAY**

Sons of Norway Content & Photo Submission Form

This form is provided to help you share information about your members, past and upcoming lodge events and district happenings via Viking magazine and other organization communications.

The event or photo caption will be based on information you provide so please check spelling of lodges, member names and location information. Send your member profile photographs and this form to your lodge publicity director who in turn should forward it to the district publicity director. If your lodge does not have a lodge publicity director, please send submissions, including this form, directly to your district publicity director.

By submitting this photo submission form, I grant permission and consent to Sons of Norway and the Sons of Norway Foundation for the use of the following photograph(s) as identified below to promote the organization(s). Use may include but is not limited to print publication, publicity, advertising, and digital or online content.

Submitter's Contact Information

**** Highlighted fields are required. Place cursor after highlighted word and type your response.**

Name:

Phone:

Email:

Lodge Name:

District/Lodge Number:

Location:

Are you providing a High-Resolution photo (Yes or No):

(Not sure? Here is a [link](#) explaining what a high-resolution photo is)

File name if providing a photo:

Please fill in the appropriate information for the content categories noted below. Please keep in mind that Viking magazine content is prepared two months ahead of issue.

1. Past Events and Member Activities

Includes recognition of current members, lodge celebrations, community service projects and other past activities. Please include event purpose and location. Individual member names of these shown in photo may be included, however we are limited in caption length to 1 or 2 lines per photo.

Description:

2. Member Profiles

This content features members who with an interesting story that will inspire other members. It could include outstanding long-term or young members in your lodge and district, other members who celebrate their heritage in unique ways. Please include the member contact information, along with a brief description explaining why you believe they should be featured.

Description:

3. Upcoming Events and Member Activities

Includes upcoming lodge and district events that are open to all members, as well as public events. We will feature in-person and remote events such as district wide fundraising initiatives, festivals, community events where the lodge/district will be represented, and upcoming cultural activities or youth camps. A photo is not required. Your description should include dates and location of the upcoming event and a contact name and email/phone number that will be published.

Description:

LODGE PUBLICITY

Publicity is an important component of a successful lodge. A successful publicity campaign can inform your surrounding community of your existence, increase attendance at lodge events and increase membership in your lodge.

1. **Establish a lodge budget** and then make it larger. You will need to cover expenses for newspaper ads in local newspapers, printed flyers for events, printing of photos, handouts, etc. Review what you have done and paid in the past two years to help increase more exposure of your events in your geographical location/area so the public is aware of your lodge which is open to the public and welcoming new members.
2. **Newspapers -**
 - a. Have the Lodge President, Editor and Secretary (at least two people together) visit the local newspaper office to make a personal contact and get their business card. Ask if the lodge could have a non-profit discount for ads placed in local newspaper or in combination with ads placed in other local newspapers that this company covers.
 - b. Discuss if there is a fee to submit an informational article before an event and then follow-up news pieces complete with at least one digital picture. Usually news articles placed on-line have no cost but check on their policy.
 - c. When you have a lodge event notify the newspaper about a month ahead of time so they can schedule a reporter/photographer to cover your event. Have a news story already prepared and printed to give the news reporter for their article. If there is a charge for your event be sure to personally give the newspaper a ticket for admission at no charge to them.
 - d. Create your 'news release' in a Word or Google Document and save it. Then when you go on-line to submit an article with the newspaper service you can 'copy and paste' the article and know that you have included all information. You can next 'up-load' a photo for the story.
 - i. If you know that you are going to submit your story in several newspapers and you don't want to re-write it every time, make it more generic. Make sure your photo (that can be staged) has someone of each town in the picture and have the people identified from each town. Save computer article and pictures.
 - ii. The newspapers usually only print news about people from their town so identifying them is very helpful or change the photo used for each town newspaper.
 - iii. Identify your article or photo by referring to 'Local members of '(lodge name) lodge of Sons of Norway will be meeting at 123 Street name, Town name' might help to get into another neighboring town newspaper.
3. **Community Calendar** for your community may be maintained by the Chamber of Commerce, local newspaper or Town/City government.
 - a. Check to see who maintains the printed and the on-line calendar and put your lodge events on this service.
 - b. Area TV and Radio stations also have local event calendars for free.
4. Use a **Guest Book** at lodge meetings.

- a. One can be purchased at local craft store, paper goods store or even at Goodwill or resale shop (un-used).
- b. On each page mark an area with dark lines for guests to write their information for the headings: Date, Name, Address, Email address, phone number.
- c. Use this for Membership recruitment and for major Lodge Event Advertisement via email and regular snail mail of your flyers.

5. Lodge Lap Top Computer

- a. Having a lodge traveling lap top has many advantages and is a central place to store your lodge information.
- b. Set-up a generic lodge email set-up so
 - i. The computer programs that you purchase can be updated when needed.
 - ii. Your members send their reports and photos to the one person who will use this lap top for their lodge office. Example could be 'Vennelagsec@gmail.com' Keep it simple with no computer sign-in password or have the password written on the keyboard for future reference.
- c. Lodge Rules, Guidelines, Minutes, Agendas, Officer Reports and photos should be in separate category folders and sorted by year.
- d. Why – Unless you keep a lot of paper copies does your lodge have that information kept in place where it can be accessed if current officers and their possessions are no longer available? Information from officers can be transferred to the lap-top via data-stick upload or via email.

6. Facebook, Snap Chat, Twitter, Web site

- a. Setting up a lodge presence in these media formats reaches more people and has no cost to the lodge except maybe the lodge web site. Many people re-post info.
- b. If needed, engage some of the younger members to help facilitate and manage these entities.

7. Photos

- a. Photos show fun lodge activities that can be used in many ways. Many can be 'natural' photos but also 'stage' photos to get specific people or events collected to be used later.
- b. Take many photos at lodge meetings and activities as you can always delete what isn't used or save to be used for future promotions.
- c. Designate someone in the lodge to take photos either as part of their job or appoint someone.
 - i. Your local high school students might have optional service or volunteer hours that can earn toward graduation 'silver cord' recognition.
 - ii. 4-H and scout groups may have someone interested in taking photos toward badges or troop service.
- d. Printed or Digital Lodge scrapbook on display at lodge meetings or events can help facilitate conversation about what the lodge does.

To find International Sons of Norway documents - Log into International website – Go to Member Resources –

Find listed Communication Tool Kit and Under Lodge Forms find – Publicity Toolkit



Taking Steps

I have been thinking a lot about steps lately, precisely the many different moves needed to create lodges in the Fifth District. Initially, individuals took many baby steps to organize and charter a lodge in their home vicinity. Then, they danced their way through many different kinds of events and activities. Each year, their pace quickened as they worked to support the Sons of Norway Foundation, hoping for a grant or scholarship for their members. Next, determined workers hiked many miles to bring special projects to fruition. Finally, local leaders scurried to promote Norsk heritage and culture, drawing many potential members.

Our lodges take many steps; sometimes, they are scary and involve leaving something behind. For example, moving from baby steps to running a race is worlds apart, but it can lead to future joy and excitement. The pace of one's effort can be quickened when others walk at our side. Take the risk to redesign an event or try something new!

I encourage our lodge leaders to use the change of seasons as a time to spring forward with membership recruitment activities. Finalize your summer lodge schedule and advertise it in your community. Next, look for a unique way to celebrate Syttende Mai this year-reward your faithful members by supplying a catered meal! **GET TOGETHER IN PERSON! Finally, find ways to infuse social activities into your calendar, so your members have time to enjoy the company of others without the need to do any work!**

Let's step out, step up, and grow our lodges this year! Ask your zone director for assistance! I am here to help, too, and can arrange virtual meetings for any lodge in the district. If you would find a brainstorming session helpful, please let me know. Others who serve on the District 5 Board stand ready to assist you.

Thank you,

Cheryl Wille-Schlesser

District 5 Vice President

rogcher@mhtc.net

608-219-4464 (leave a voice message)

Deadlines and Dates! Changes in red!

March 5, 2022

- Delegate Election Form due to Darlene Arneson

March 10, 2022

- Photos due for The Viking – send to Karen Eberhardt, District 5 Publicity and Zone 3 Director at eber01dj@gmail.com

March 15, 2022

- **Foundation Directors ZOOM Call at 7 PM Central Time- hosted by Darlene Arneson**
- D17 financial form is due from the lodges to Sons of Norway Headquarters.
- Lodge Achievement and Family Lodge of the Year forms are due to Membership Services at Sons of Norway Headquarters.
- Community and Fraternal activities and hour totals, using AFA Year-end report form or online reporting at Fraternalgive.org, are due to Membership Services at Sons of Norway Headquarters.
- Fraternal Funds packet is sent to the district treasurers.

Saturdays March 12, 19, and 26, 2022

- Virtual Rosemaling Class

April 1, 2022

- Proposed District Bylaw and Resolution Proposals due to Darlene Arneson
- Bids to host 2024 District Convention due to Darlene Arneson

April 10, 2022

- Photos due for The Viking – send to Karen Eberhardt, District 5 Publicity and Zone 3 Director at eber01dj@gmail.com

April 15, 2022

- Sarah Paulsen Memorial Scholarship applications are due

May 10, 2022

- Photos due for The Viking – send to Karen Eberhardt, District 5 Publicity and Zone 3 Director at eber01dj@gmail.com

May 15, 2022

- D18 property association financial form is due from the lodges to Sons of Norway Headquarters.
- Fraternal Funds Report due to Sons of Norway Headquarters
- IRS filing deadline for tax form 990. Lodge treasurer needs to notify Sons of Norway Headquarters when 990 has been submitted.

June 10, 2022

- Photos due for The Viking – send to Karen Eberhardt, District 5 Publicity and Zone 3 Director at eber01dj@gmail.com

*Insurance membership with Sons of Norway required

**Membership with Sons of Norway required (social or insurance)

DISTRICT FIVE LODGE MEETING

Idun Lodge will host the meeting on June 15-19, 2022 at the Madison Marriott West in Middleton, Wisconsin.

INTERNATIONAL LODGE MEETING

The International Lodge Meeting ~~will be held in 2022 in Minneapolis, MN.~~ The convention will be held August 31th to Sept 1st 2022, ~~with first time delegates arriving on the 30th of August for the First Timers Training. Delegates will depart the 2nd of September.~~

~~(<https://youtu.be/S7HjeinVCU> — Omni Hotels and Resorts, Omni Viking Lakes Hotel, 2611 Nordic Way, Eagan, MN 55124~~

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