

THE SONS OF NORWAY VIKING RESOURCE

Membership Recruitment and Retention Make a Date to Volunteer

Has your lodge made a commitment to making volunteerism a part of your calendar? Volunteering is quickly becoming a favorite activity for Sons of Norway members. In fact, it's commonly cited as one of the top reasons members decide to join a lodge. Beyond being a great tool to appeal to new members, volunteering strengthens the bonds between members, and between your community and the lodge. There's a lot to be said about doing even a little good!

For many lodges, the challenge isn't deciding whether to volunteer or not, it's finding the right project for the lodge. Why is building consensus on a volunteer project important? For starters, it's a great way to celebrate Sons of Norway's fraternal spirit; the best volunteer experiences are done as a group. Great friendships and connections are forged when members are working together for a common cause. Second, picking a project that maximizes the efforts of your members means you're able to maximize the benefit to your community simultaneously. Finally, selecting a volunteer project members enjoy enhances the membership experience. Remember, happy members remain members!

Fortunately, Sons of Norway Headquarters has a great resource: the Member Satisfaction Survey. This survey was designed to gauge interest in various programming ideas, and can be customized to the needs of your lodge. You can use the survey to determine which volunteer opportunities excite your members' interest. If your lodge has never used the resource, Headquarters highly recommends that you give it a try. In fact, we recommend that a survey be given on an annual basis.

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MEMBERSHIP RECRUITMENT AND RETENTION

MAKE A DATE TO VOLUNTEER 1

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Membership Recruitment and Retention

Make a Date to Volunteer

Now that you are familiar with the tools to find the right volunteer opportunities for your lodge, here's one last reason to follow through on your mission: the new Spotlight on Volunteerism contest. Unlike in years past, we're giving everyone the power to pick a winner. Starting on June 1st and running through the end of the year, we'll be collecting your lodge's best volunteer stories. At the end of the year, we'll put our 5 favorite picks on Facebook where you'll have the opportunity to choose which experience best showcases Sons of Norway's commitment to our communities. To learn more, check out the Spotlight on Volunteerism page on the new Sons of Norway website. Also, be sure to read the May issue of R&R, which will highlight some of our favorite summertime volunteer ideas.

Questions about volunteering or the Spotlight on Volunteerism contest?

Contact Joe Eggers, Membership Coordinator at membership@sofn.com or (800) 945-8851.

Lodge Administration

Membership Dues

Why Are There Differences?

Yearly membership dues amounts vary. Let's take a look at the three components that make up a member's dues to see why variations exist.

Q. I have a new member. What do I charge them for dues for my lodge?

A. You can find your lodge's dues totals on the Sons of Norway website. Go to www.sonsofnorway.com. Then, hover your mouse over 'About Us' and choose lodge directory. Click on your district and then scroll down to your state, or just select your state from the drop down list. Your lodge's dues for Primary, Spouse and Unge Venner (dues paying) members are listed on your lodge's entry. Or, you can look it up in the lodge directory printed in the April issue of the *Viking*.

Q. What are the components that make up our dues?

A. When you pay your dues, the amount is divided up three ways. The following are breakdowns of International and District dues. On top of these dues, each lodge adds an amount for local lodge dues.

International

All members pay International dues, but the amount varies by membership category. As of 1/01/2015 these amounts are:

Primary: \$32.00

Spouse: \$25.00

Golden: \$16.00

Golden spouse: \$12.50

Dues Paying Unge Venner: \$16.00

District

All members pay district dues.

D1: \$6.50

D2: \$8.50

D3: \$14.50 (Unge Venner: \$7.25)

D4: \$6.00 (Unge Venner: \$3.00)

D5: \$7.75 for those without a financial product or \$5.75 for those with a financial product.

(**Unge Venner:** \$4.34 for those without a financial product or \$3.22 for those with a financial product.)

D6: \$10.50, \$11.50 or \$12.50 depending on proximity to Camp Norge (Unge Venner: \$5.75, \$6.75 or \$7.75).

D7: CAD \$5.50

D8: NOK 145 (Unge Venner: NOK 72.50)

Local Lodge

Each lodge decides how much to charge in addition to what is charged by International and the district. This is the amount that the lodge receives from Sons of Norway Headquarters monthly, when a member joins the lodge or renews their membership. Local lodge dues rates vary from \$0 to \$20.00. A lodge may charge all members the same or the amount may vary based on membership category. Changing the lodge's dues rate(s) require a change in lodge bylaws.

Questions?

Need additional information?

Contact **Sherry Gorse, Membership Services**, (800) 945-8851 ext 643 or fraternal@sofn.com.

Lodge Administration

Tracking Guidelines for FraternalGive.org

Congratulations to the 11% of Sons of Norway lodges who have recorded their activities on **FraternalGive.org** during the first quarter of 2015. It may seem daunting at first glance, but these early adopters have reported that after only a few entries, they feel at home using the new system.

Here are some examples of how to track individual and group activities using the new system.

Tracking Individual Activities: Using Tubfrim as an Example

Shirley, Joe and Jana all did volunteer work for Tubfrim in the month of April. Each member filled out a paper Individual Activity Tracking Sheet and handed it in to their lodge secretary at the end of the month.

When filling in their forms, each member should:

1. Put their name at the top of the form along with the month / time span being recorded.
2. Put an X the box next to Tubfrim.
3. Write down the number of hours they spend cutting stamps or performing some other activity in support of Tubfrim during the tracking period (on the line under 'track your hours during the month').
4. Added up all the hours and write the total on the 'Total Hours' line.
5. Provide a more detailed description (optional) of their involvement.

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SONS OF NORWAY


Individual Activity Tracking Sheet

Name Shirley Gjerde Month April

Fill out a separate sheet for each category of individual Sons of Norway volunteer work you do during the month. Turn the sheet or sheets in to your lodge secretary at your next monthly lodge meeting.


Sons of Norway Volunteer Activity			
Name of Program - Check One: <div style="margin-top: 5px;"> <input checked="" type="checkbox"/> <u>Tubfrim</u> </div> <div style="margin-top: 5px;"> <input type="checkbox"/> Adopt A School / <u>Framtid</u> </div> <div style="margin-top: 5px;"> <input type="checkbox"/> Newsletter/Website </div> <div style="margin-top: 5px;"> <input type="checkbox"/> Officer Duties </div> <div style="margin-top: 5px;"> <input type="checkbox"/> Other: _____ </div>	Track your hours during the month: <div style="margin-top: 5px;"> Hours: <u>1.5</u> Hours: <u>1.0</u> Hours: _____ </div> <div style="margin-top: 5px;"> Hours: <u>2.0</u> Hours: _____ Hours: _____ </div> <div style="margin-top: 5px;"> Hours: <u>0.5</u> Hours: _____ Hours: _____ </div> <div style="margin-top: 5px;"> <div style="display: flex; align-items: center;"> <div style="background-color: green; color: white; padding: 2px 5px; font-weight: bold; margin-right: 5px;">4</div> Total Hours: <u>5.0</u> </div> </div>		
Further Description: <div style="margin-top: 5px;"> <p><i>Cut stamps off envelopes. Filled out post cards. Packaged and mailed stamps to Tubfrim.</i></p> </div>			

Lodge Administration Tracking Guidelines for FraternalGive.org

1  **Individual Activity Tracking Sheet**
 Name Joe Enge Month April

Fill out a separate sheet for each category of individual Sons of Norway volunteer work you do during the month. Turn the sheet or sheets in to your lodge secretary at your next monthly lodge meeting.

Sons of Norway Volunteer Activity	
<p>2 Name of Program - Check One:</p> <p><input checked="" type="checkbox"/> <u>Tubfrim</u></p> <p><input type="checkbox"/> Adopt A School / <u>Framtid</u></p> <p><input type="checkbox"/> Newsletter/Website</p> <p><input type="checkbox"/> Officer Duties</p> <p><input type="checkbox"/> Other: _____</p>	<p>3 Track your hours during the month:</p> <p>Hours: <u>3.0</u> Hours: _____ Hours: _____</p> <p>Hours: _____ Hours: _____ Hours: _____</p> <p>Hours: _____ Hours: _____ Hours: _____</p> <p>4 Total Hours: <u>3.0</u></p>
<p>5 Further Description: <i>Sat down one night and cut stamps while watching TV.</i></p>	

1  **Individual Activity Tracking Sheet**
 Name Jana Vincente Month April

Fill out a separate sheet for each category of individual Sons of Norway volunteer work you do during the month. Turn the sheet or sheets in to your lodge secretary at your next monthly lodge meeting.

Sons of Norway Volunteer Activity	
<p>2 Name of Program - Check One:</p> <p><input checked="" type="checkbox"/> <u>Tubfrim</u></p> <p><input type="checkbox"/> Adopt A School / <u>Framtid</u></p> <p><input type="checkbox"/> Newsletter/Website</p> <p><input type="checkbox"/> Officer Duties</p> <p><input type="checkbox"/> Other: _____</p>	<p>3 Track your hours during the month:</p> <p>Hours: <u>1/2 Hour</u> Hours: <u>1</u> Hours: <u>1</u></p> <p>Hours: <u>1</u> Hours: <u>1</u> Hours: <u>1</u></p> <p>Hours: <u>1</u> Hours: <u>1/2 Hour</u> Hours: _____</p> <p>4 Total Hours: <u>7.0</u></p>
<p>5 Further Description: <i>Drove to country club to pick up envelopes they've been saving for our Tubfrim program. Cut stamps several different days. Drove to Shirley's house to drop them off so she could mail them.</i></p>	

At the end of the month, Shirley Bob and Jana hand in their sheets to the lodge secretary.

Lodge Administration

Tracking Guidelines for FraternalGive.org

When the month is over, the secretary gathers together all the 'Tubfrim' volunteer tracking sheets she has received. She can create an entry on her paper form and/or create an entry on **FraternalGive.org**.

Recording on FraternalGive.org

- 1.** The secretary names the activity 'Tubfrim April,' types a brief description, enters the city (since the volunteers might live in separate cities, the secretary uses the name of the city where the lodge meets), and the state or province. If the lodge is in Canada or Norway, she marks the appropriate box.
- 2.** Since the members were recording their hours in April, the secretary sets the start date and end date as the first and last day of the month.
- 3.** The secretary determines if the activity is Membership or Community oriented. Tubfrim primarily benefits people who are not members of Sons of Norway, so it is a Community activity. She also marks 'Fundraisers' (for other causes) and 'Youth.'
- 4.** The number of attendees is the number of members who turned in sheets. There are no non-member attendees.
- 5.** Individuals do not track expenditures on their forms, so the secretary leaves these sections blank.
- 6.** She adds up the Total Hours from each sheet. $5 + 3 + 7 = 15$. She enters this as the total volunteer hours.
- 7.** The secretary counts the numbers of sheets that were handed in for Tubfrim in April. In this case, she has three sheets, one for each volunteer. She enters '3' for the number of volunteers.

Tracking Guidelines for FraternalGive.org

1 **Activity Name:**

*Required

Activity Description:

*Required

City:

*Required

State/Province:

*Required

In Canada:

In Norway:

2 **Start Date:**

*Required

End Date:

This is an activity for which I am requesting funding.

How much funding are you requesting?

3 **Activity Type**
Pick from one of these three choices:

*Required

Categorize Activity (check all that apply):

- Athletic/Health/Wellness
- Educational
- Ethnic/Cultural
- Fundraisers (for other causes)
- Fundraisers for society scholarships
- Gender - Focused
- Planning/Leadership Meeting
- Religious
- Senior
- Youth

Number of Member Attendees:

4

Number of Non Member Attendees:

Monetary Donation, if Any:

5

Expenses Related to Activity:

Revenue (Reg Fees, etc., Not Donations):

Other Funds Raised:

Funds Matched By Home Office:

In Kind Donation Value:

Volunteer Hours:

*Required
6

Number Of Volunteers:

7

Upload Photos:


Linked Text	Destination

Lodge Administration
Tracking Guidelines for FraternalGive.org

Tracking Other Individual Activities

Most other individual activities should be processed in the same way as the Tubfrim example.

The only exception is when an individual activity is specifically related to an event. For example, if Shirley bakes cookies at her house for the April lodge meeting, she could write in 'April Lodge Meeting' in the other space for the type of activity.

 SONS OF NORWAY		Individual Activity Tracking Sheet	
Name <i>Shirley Gjerde</i>		Month <i>04/06/2015</i>	
Fill out a separate sheet for each category of individual Sons of Norway volunteer work you do during the month. Turn the sheet or sheets in to your lodge secretary at your next monthly lodge meeting.			
Sons of Norway Volunteer Activity			
Name of Program - Check One:		Track your hours during the month:	
<input type="checkbox"/> <u>Tubfrim</u>		Hours: <u>2.5</u> Hours: _____ Hours: _____	
<input type="checkbox"/> <u>Adopt A School / Framtid</u>		Hours: _____ Hours: _____ Hours: _____	
<input type="checkbox"/> <u>Newsletter/Website</u>		Hours: _____ Hours: _____ Hours: _____	
<input type="checkbox"/> <u>Officer Duties</u>		Total Hours: <u>2.5</u>	
<input checked="" type="checkbox"/> <u>Other: <i>April Lodge Meeting</i></u>			
Further Description: <i>Baked cookies at home to be served at the April lodge meeting.</i>			

When the lodge secretary creates her entry for the April Lodge Meeting, she would add Shirley's cooking baking time to the total volunteer hours for the event and count Shirley as one of the volunteers. This makes it easier for the secretary in that she doesn't have to create a separate activity entry for Shirley's cookies.

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Tracking Guidelines for *FraternalGive.org*

Recording Group Events on *FraternalGive.org*

When members are volunteering as part of a scheduled lodge group event, such as a monthly lodge meeting, they don't need to track their time individually. The lodge secretary takes note of the data he needs while attending the meeting. If the secretary is not at the event, he should ask for details from another officer or member who attended.

Monthly Social Meeting Example

For example, a lodge has their monthly social meeting for April on 04/13/20105.

42 total people are at the meeting.

The volunteers include:

- 7 members who are at the meeting in their capacity as lodge officers (president, vice president, etc)
- 3 members who put on a cultural program during the meeting
- 2 members who prepare and help serve the refreshments.

This is a total of 12 volunteers.

Meeting Time:

The meeting lasts two hours, so the secretary can assume two hours of time for each volunteer. This comes to 24 hours for the event itself.

The secretary estimates that the volunteers travel time is 15 minutes to the meeting and 15 minutes to go back home, for a total of a half an hour or .5 hours for each volunteer. $12 \text{ people} \times .5 \text{ hours of travel} = 6 \text{ total hours of travel}$.

Number of volunteer hours is 30 hours.

Here is what the secretary's entry would look like on *FraternalGive.org* for this meeting.

- 1.** The secretary names the activity 'April Lodge Meeting', types a brief description, enters the city and the state or province. If the lodge is in Canada or Norway, he marks the appropriate box.
- 2.** He uses the date of the event as the starting and ending date.
- 3.** He determines if the activity is Membership or Community oriented. Lodge meetings are typically Membership oriented, since they primarily benefit members of the lodge rather than the community. The secretary also indicates 'ethnic/cultural' and 'gender focused' (because of the topic: Viking weaponry and life as a Viking women).
- 4.** He notes that 41 members attended the event, including the volunteers. 1 nonmember attended the event.
- 5.** The lodge spent \$50.00 for special Norwegian treats for the meeting.
- 6.** 12 members volunteered for 2 hours at the event. Each person traveled a total of a half an hour to get to and from the event. So, $12 \times 2 = 24 \text{ hours}$ and $12 \times .5 = 6 \text{ hours}$. This comes to a total of 30 volunteer hours.
- 7.** He notes that 12 people volunteered at the event.

Lodge Administration Tracking Guidelines for FraternalGive.org

<p>1 Activity Name: <input type="text" value="April Lodge Meeting"/> *Required</p> <p>Activity Description: <input type="text" value="Lodge social meeting featuring the Johnson family, who are experts on the Vikings. Doug and Caleb demonstrated Viking weaponry and armor. Georgia talked about life as a Viking woman. Refreshments were served."/> *Required</p> <p>City: <input type="text" value="Honolulu"/> *Required</p> <p>State/Province: <input type="text" value="HI"/> *Required</p> <p>In Canada: <input type="checkbox"/></p> <p>In Norway: <input type="checkbox"/></p>	<p>Number of Member Attendees: <input type="text" value="41"/></p> <p>Number of Non Member Attendees: <input type="text" value="1"/></p> <p>Monetary Donation, if Any: <input type="text" value="0"/></p> <p>Expenses Related to Activity: <input type="text" value="\$50.00"/></p> <p>Revenue (Reg Fees, etc., Not Donations): <input type="text" value="0"/></p> <p>Other Funds Raised: <input type="text" value="0"/></p> <p>Funds Matched By Home Office: <input type="text" value="0"/></p> <p>In Kind Donation Value: <input type="text" value="0"/></p>				
<p>2 Start Date: <input type="text" value="4/13/2015"/> *Required</p> <p>End Date: <input type="text" value="4/13/2015"/> *Required</p> <p>This is an activity for which I am requesting funding. <input type="checkbox"/></p> <p>How much funding are you requesting? <input type="text"/></p> <p>Activity Type Pick from one of these three choices:</p> <p>3 <input type="text" value="Member Activity"/> *Required</p> <p>Categorize Activity (check all that apply):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Athletic/Health/Wellness <input type="checkbox"/> Educational <input checked="" type="checkbox"/> Ethnic/Cultural <input type="checkbox"/> Fundraisers (for other causes) <input type="checkbox"/> Fundraisers for society scholarships <input checked="" type="checkbox"/> Gender - Focused <input type="checkbox"/> Planning/Leadership Meeting <input type="checkbox"/> Religious <input type="checkbox"/> Senior <input type="checkbox"/> Youth 	<p>4 Volunteer Hours: <input type="text" value="30"/> *Required</p> <p>Number Of Volunteers: <input type="text" value="12"/></p> <p>Upload Photos: <input type="button" value="Add"/> <input type="button" value="Edit"/> <input type="button" value="Delete"/></p> <table border="1"> <thead> <tr> <th>Linked Text</th> <th>Destination</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Linked Text	Destination		
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Still have questions?

Contact **Sherry Gorse** at (800) 945-8851 ext. 643 or fraternal@sofn.com.

Lodge Administration

Individual Activity Tracking Forms FAQ

In past years, the American Fraternal Alliance has asked member organizations to only report events (two or more members participating in an organization sponsored activity). However, members spend a considerable amount of time preparing for events and doing individual activities in support of lodge and community activities. In an effort to give a more complete picture of members' involvement, Sons of Norway is now asking lodges to collect individual activity in addition to event participation.

Q. Does the lodge secretary need to collect these sheets and create activity entries for them each and every month?

A. If you aren't getting many sheets in, you can enter activities quarterly rather than monthly, or on another time table that makes sense with your schedule. It is just advised not to wait until the end of the year.

Q. As lodge secretary, I'm having a very difficult time getting members and officers to fill out this form. What can I do?

A. This is a new program, so it makes sense that people are uncertain how to track their hours. One suggestion is to put the names of everyone who participates in a hat each month and award a prize. Once they start using the forms and have been doing it for a while, it will seem much easier. Just do what you can at this point. If you can only track group events for now, that is okay.

Q. Do the hours that members spend working on Cultural Skills or Sports Medals count towards Individual Hours?

A. No, they do not need to track these hours. They are participating in the program, not working as volunteers.

Q. Why are there so many hours spaces under 'Track your hours during the 'Month'?

A. Every time a member does volunteer work for the selected activity during the month or other designated tracking period, they should write their hours on a new blank. At the end of the tracking period, they add those blanks together for the total.

Q. Can individuals access FraternalGive.org to track their own hours?

A. No. The website is not designed for individual hour entries. Only the secretary or other designated officer or member should create entries on FraternalGive.org.

Q. On the directions for the Individual Activity Tracking Form, it referred to "New Lodge Activity & Hour Tracking 2015" for more information. Where can I find this form?

A. Unfortunately, this form was renamed, but the name wasn't changed in the directions. It is referring to the "Secretary's Lodge Activity Tracking Paper Form Instructions 2015", which can be downloaded from www.sonsofnorway.com in the members area. Or, you can contact Sherry at fraternal@sofn.com for a copy.

Q. Can a member track all their volunteer hours on the same Individual Tracking form? How do they indicate which hours are for which activity?

A. Members can only track one category of activity per form. For example, if they cut stamps for Tubrim AND ran a game of Norwegian Bingo at a nursing home on behalf of the lodge in March, then they would fill out two separate Individual Tracking Forms.

Q. As lodge secretary, how can I tell if an activity should be defined as Membership or Community focused?

A. Membership activities are those which primarily benefit members. Some examples would be monthly lodge meetings, classes only open to members and lodge board meetings. Community activities primarily benefit the community. Some examples would be working for Habitat for Humanity, volunteering at a Ski for Light event or building a float for a community parade.

(Continued on next page)

Lodge Administration

Individual Activity Tracking Forms FAQ

Q. Lodge officers work a lot of hours, doing a number of different things each month. For example, the membership secretary sends address updates and death notices to Sons of Norway Headquarters, determines which members should receive anniversary pins and places an order, and collates materials into new member packets specific to our lodge. Do they need to fill out a separate form for each of these activities? Does the lodge secretary need to create entries for each activity?

A. The membership secretary can use the same form for all these things, having marked the category 'Officer Duties.' They can give more details about their activities in the description field. At the end of the month, the lodge secretary gathers up all the individual forms received from the lodge officers. The secretary only needs to make one entry for 'Officer Duties' for that month.

More questions?

Contact **Sherry Gorse** at 1-800-945-8851 x643 or fraternal@sofn.com.

Lodge Administration

Thank you for Recruiting!



A big "thank you" to all who recruited new members in 2014. For their efforts, recruiters will receive a recruitment pin. This year's pin was inspired by the Recruitment Challenge logo, which features the prow of a Viking ship and a Norwegian flag.

There are three denominations of recruitment pins: bronze pin for recruiting 1 - 4 new members, silver pin for 5 - 9 new members and gold for 10 or more new members. This year, 1,274 bronze, 41 silver and 16 gold pins were sent out to 300 lodges. Members get credit for recruitment when their name and member number is written on the "Membership Referred by" line of a new member's application.

The 2014 recruitment pins, along with certificates and paperwork, were mailed out to all lodge vice presidents in early May, 2015. Enjoy distributing these awards at an upcoming lodge meeting or special event.

Questions?

Need more information?

Contact **Sherry Gorse, Membership Services**, at fraternal@sofn.com or (800) 945-8851 ext. 643.

Lodge Administration

What is the Juvenile Membership Category?

Sons of Norway has many membership categories. Among the least understood is the 'Juvenile' designation.

What is a Juvenile?

- Juvenile is an insurance category for people ages 0 through 21 who have a Sons of Norway Juvenile Insurance policy.
- Juveniles are not voting members of the lodge, cannot hold lodge officer positions and do not receive the *Viking* magazine.
- Even though these insurance holders are not officially social members, they are sometimes included when Sons of Norway counts the number of members in the lodge. For example, they are counted towards the total cited at the bottom of the Lodge Member Activity Report every month. They also appear on lodge membership listings, with the Juvenile category designated.
- However, because they are not voting members, Juveniles are not included in the totals used to determine delegate count representation at district and International conventions. They also are not included in the numbers used to determine lodge growth for the Lodge Achievement Awards.

Age related status

- Between the ages of 0-15, Juvenile members blend in with Heritage members because neither can vote or hold office.
- When a Juvenile turns 16, they remain a non-voting member only. A Juvenile who turns 16 is not cancelled from lodge membership listings nor are they removed from Juvenile totals on the monthly member activity reports.
- When they turn 21, they will be cancelled and removed from the membership list if they do not become an Unge Venner.

Making a Juvenile a Voting Member

- Once they turn 16, a Juvenile member can apply for membership as an Unge Venner. A card is sent inviting them to do so.
- If they have a parent, grandparent or great grandparent who currently is a member, than they can become a dues-waived Unge Venner.
- If they don't qualify for a dues-waived membership, they can join as a dues paying Unge Venner. The membership fee for dues paying Unge Venner varies from lodge to lodge.
- As an Unge Venner, they are counted towards end of the year totals used to determine delegate count for convention.
- Changing a Juvenile to an Unge Venner will not affect their insurance policy.

Questions?

Need additional information?

Contact **Sherry Gorse, Membership Services**, (800) 945-8851 ext 612 or fraternal@sofn.com.

Lodge Administration

Thank you for Reporting!

Thanks to all our lodges that completed page 2 of their Lodge Achievement forms. The data helps us report information on the many benefits Sons of Norway provides to its members and communities.

In 2014, our lodges and districts reported 17,031 community events, 403,928 community hours and donated \$832,329 to support community events and charities. We also held 40,005 fraternal events, totaling 1,238,585 fraternal hours and supporting fraternalism with \$4,147,439.

No Need to Wait

Do you find it cumbersome to compile fraternal and community hours at the end of the year? No need to wait with FraternalGive.org. Track your lodge's community and fraternal events as they occur, using your lodge's unique sign on, which is your lodge's name and number (for example, Oslo2, Norge60 and MusicCityVikings681). Your password is Password1.

If you prefer to use a hardcopy, a new set of paper tracking forms were mailed out in January. The forms are also available in the members only section of www.sonsofnorway.com.

Remember

Larger numbers do not equal more points towards Lodge of the Year and smaller numbers do not mean that our tax exempt status will be taken away. Our goal is present accurate numbers in our annual report to the membership and when we fulfill our reporting requirements to the American Fraternal Alliance.

Lodge Administration

Celebrate Lodge Anniversaries April/May/June

2-145	Island Viking	Kodiak	AK	4/28/1990	25 years
2-042	Thor	Salem	OR	5/4/1940	75 years
3-612	Bondelandet	Lancaster	PA	5/11/1990	25 years
6-146	Vestafjell	Grand Junction	CO	6/12/1990	25 years

Sons of Norway

Financial Matters

Sons of Norway's fraternal, Foundation and financial components work together to strengthen the organization as a whole. While all three are important to Sons of Norway, we are going to focus in on the relationship between the fraternal and financial arms in this article.

The 18 Norwegian immigrants who signed on as charter members of Sons of Norway in 1895 had come together for mutual assistance. Not only did they want to provide security for their families against financial crisis, but they also wanted a forum to preserve the culture and heritage of Norway as they assimilated to their new home.

More than a century later, providing financial security for members, combined with opportunities to celebrate Norwegian heritage and culture, is still the core of Sons of Norway. The organization's financial products and cultural programs are more intertwined and codependent than many realize. Both components are critical to Sons of Norway's existence and success. The contribution each brings to the organization gives Sons of Norway the strength it needs to be a financial and cultural resource for members now and for decades to come.

Do you know?

- Only about 30% of all members own an insurance or annuity product through Sons of Norway, but all members benefit from the financial results of those products.
- Income from dues provides only half of the funding necessary to support fraternal programming. The rest of what is needed comes from the sale of our financial products. Without this support, member dues would be significantly higher.
- Sales of our insurance and annuity products provide approximately \$1.2 million annually that is dedicated to Fraternal offerings like *Viking* magazine, the Cultural Skills Program, the Sports Medal Program and more. Without the profits from our insurance operations, member benefits such as these could be drastically reduced in quality and scope, or eliminated.
- Financial Benefits Counselors (FBCs) are Sons of Norway members. They help plan and work events, and participate in lodge activities. Many are lodge officers.
- Approximately 30% of new members are recruited by FBCs each year.
- New Membership Dinners, funded through the financial side of the organization, provide up to \$400 per dinner to help lodges recruit new members.
- The Lodge Revenue Sharing Program provides funds directly to the lodge based on the insurance participation of its members. Funds are distributed annually in the spring.

By taking advantage of the fraternal aspects and our financial products, members will build a solid future for the organization and for themselves. Please remind your members of the importance of financial side of the organization to their Sons of Norway membership experience.

Your Support is Important

There's is even more that you can do. As an officer and a leader in your lodge, the example you set can have a significant influence. Expressing your support for the financial side of Sons of Norway, having a positive working relationship with the Financial Benefits Counselor assigned to your lodge, and stressing the codependence between the fraternal and financial arms of the organization can do a lot to create a positive perception in members' minds.

Questions?

Contact the FBC assigned to your lodge or **Leonard Carlson, Director of Agencies**, (800) 945-8851 ext 609 or lcarlson@sofn.com

Contact Us

Headquarters Staff

Eivind J. Heiberg,
Chief Executive Officer
ehuiberg@sofn.com

Leonard Carlson,
Director of Agencies
lcarslson@sofn.com

Dean Nelson,
Controller
dnelson@sofn.com

Linda Pederson
Fraternal Director
lpederson@sofn.com

Rachele Hockert,
Director of Information Technology
rachele@sofn.com

Cindy Olson,
Foundation Director
colson@sofn.com

Dean Stiller,
Actuary
dstiller@sofn.com

Diane Gill,
Director of Insurance Services
dgill@sofn.com

Contact Us By E-mail

Address Changes
address@sofn.com

Adopt A School
adoptaschool@sofn.com

Billing
accounting@sofn.com

Certificate Benefits
insurance@sofn.com

Culture
culture@sofn.com

Cultural Skills
culturalskills@sofn.com

Foundation
foundation@sofn.com

Lodge Service
fraternal@sofn.com

Lodge Supplies
supply@sofn.com

Membership Growth &
Retention
membership@sofn.com

Membership Services
fraternal@sofn.com

Sports Medal Program
sportsmedals@sofn.com

Viking Advertising
njohann@mshpcustomcontent.com

Viking Editorial
abritzius@mshpc-c.com

Viking Resource
vikingresource@sofn.com

Website
webmaster@sofn.com