

R *THE SONS OF NORWAY VIKING* **RESOURCE**

Membership Recruitment and Retention

A Conference For All

A Higher Level of Communication

If you register for the 2014 Innovative Leadership Conference, which is being held in Jacksonville, Fla, on August 20 as part of this year's International Convention, this is for sure: you will come away with new skills that that will make you a stronger communicator and a true asset to your lodge.

The benefits of attending this special event are many. First, being a strong communicator can help you become a better recruiter. By attending this special event you can learn how to effectively share your passion with potential new members and convince them to learn more about Sons of Norway by joining your lodge.

In addition the event will offer skills that will benefit your lodge. The Innovative Leadership Conference will show you how to efficiently interact with other members, be it in a team or committee setting, or in leading lodge meetings. What's more, by utilizing the communications techniques you'll learn at the 2014 ILC, you will be better equipped to tell the Sons of Norway story and help promote your lodge within the community.

These are all important aspects of what you will learn over the course of the day-long event, but there is so much more. In addition to becoming better communicators, ILC attendees will learn conflict resolution strategies and decision-making methods that will support membership recruitment and retention.

Remember — this is an event designed to benefit ALL members.

Whether you are a general member or an elected leader of your lodge or district, this event is guaranteed to benefit everyone who attends. To learn more about this event, please visit www.sonsofnorway2014.com for event information, agenda and hotel information.

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Membership Recruitment and Retention

Not Attending the Convention?

Remember, the convention experience is not just for delegates and guests. For those who'd like to follow along from home, we've got some great web resources available:

sonsofnorway2014.com

This is the official website of the 2014 International Convention, dedicated in its entirety to the happenings in Jacksonville, FL. Check it out to learn more about everything from convention registration to tourist information about the surrounding area.

sonsofnorwayblog.blogspot.com

Keep an eye on the blog during convention to stay up-to-date on everything going on during the meetings and after hours.

twitter.com/sonsofnorway

Follow us on Twitter to receive short updates about events and discussions happening in Jacksonville.

Membership Recruitment and Retention

Hotel Registration

In addition to event registration being open, hotel registration is also open for all delegates and guests to this year's International Convention. The Omni Jacksonville will be the home of this year's convention and the Innovative Leadership Conference. The hotel is a premier conference facility with modern technology and a comfortable atmosphere, which is in the heart of downtown and just steps away from the Jacksonville Landing Riverfront Marketplace, where art, music and shopping thrive.

Even better, Sons of Norway has negotiated a discount on rooms for all convention attendees. Those who plan to come to the 2014 International Convention can make room reservations for as low as \$109 per night!

PLEASE NOTE: In order to take advantage of this great discount, please do not make your reservations through the hotel, instead please contact our housing bureau by calling 877-685-2950 or make your reservations online by visiting ***<http://www.sonsofnorway2014.com/>***.

Make your reservations as soon as possible to ensure you get a room at the convention hotel. If you have questions about reservations, please contact our housing bureau at 877-685-2950.

Omni Select Offers Special Perks

If you are planning on staying at the beautiful convention hotel, be sure to sign up for the Omni Select program before you make your reservations. Doing so will entitle you to receive complimentary Wi-Fi, morning beverage and newspaper, express check in and out, and more! To join for visit ***<http://www.omnihotels.com/SelectGuestProgram.aspx>*** and click "Join Now".

Membership Recruitment and Retention

Show Off Your Folk Art in Sunny Florida

We are pleased to invite all Sons of Norway members to participate in the International Folk Art Exhibition and Competition in conjunction with the International Convention in Jacksonville, Florida, August 21st to the 23rd.

Amateur and professional artists are encouraged to compete or display their skills in various Norwegian folk art categories. All participants will receive a certificate of recognition and have the possibility to receive a 1st, 2nd or 3rd place ribbon. A Best in Show winner is chosen by the judges and a People's Choice Award is selected by popular vote.

Categories for participation are:

- Rosemaling
- Norwegian weaving
- Hardanger embroidery (by hand only)
- Norwegian themed needlework
- Hand knitting (Norwegian design)
- Crocheting and tatting
- Figure carving (Norwegian theme using hand tools only)
- Relief carving (Norwegian theme using hand tools only)
- Chip carving (using hand tools)
- Bentwood (using hand tools)
- Photography
- Painting
- Other Norwegian themed (e.g. Knife-making, stained glass, kolrosing)

Preregistration is encouraged, just go to www.sonsofnorway2014.com.

On-site registration will take place at the Omni Jacksonville Hotel in Jacksonville, FL on Thursday, August 21st from 12pm to 4pm.

Please Remember:

- All participants must be Sons of Norway members.
- Artwork must have been completed within the last two years.
- Members do not have to compete in the district level in order to compete in the international level.
- Members must bring their own items to the convention or trust other members to drop items off.
- Items that are mailed to Sons of Norway Headquarters or to the convention will not be accepted.

Questions? Need More Information?

Contact **Anna Grinde Stoltenberg**, (800) 945-8851 ext. 640, (612) 821-4640 or culture@sofn.com.

Membership Recruitment and Retention

Use the Power of Festivals

If your lodge is looking for a powerful approach to gain visibility and recruit members, tap into local or regional festivals, fairs and similar events.

The International Board has allocated up to \$1,000 per district to help increase membership recruiting efforts. Reimbursement is to offset costs for space/table/display rental and travel costs incurred when staffing recruitment booths at state and county fairs, and local events such as cultural or community fairs, bazaars, etc.

What qualifies for reimbursement?

- The event has to have significant crowds in attendance to present a recruiting opportunity.
- Event participation is being done primarily for membership recruitment and visibility.
- District participation guidelines are met.

What doesn't qualify?

- Opportunities that are sponsored by Sons of Norway.
- Situations where Sons of Norway fundraising is being done.

What is the reimbursement procedure?

Each lodge requesting reimbursement needs to provide to their respective district a written report about the event, the results of the effort (i.e. member sign up, publicity gained etc.) and any other information that is required by the district, along with supporting documentation.

For questions about the reimbursement criteria and procedure, please contact your district president.

Membership Recruitment and Retention

Volunteering

Make a Difference in Your Community

Is your lodge considering adding a volunteer project to its upcoming calendar of events? You absolutely should! Volunteering is one of the best ways to both motivate members and attract new ones to your lodge. Additionally, volunteerism helps position your lodge as a pillar of the community, potentially opening the doors to new and exciting opportunities. For lodges that have not found a project yet, undertaking a new volunteer opportunity may seem like a daunting task. Don't worry – let's walk through some of the approaches your lodge could utilize for find the perfect project that will benefit both your members and the community!

For lodges new to volunteering, a great place to start is with existing organizations – why reinvent the wheel? Many established organizations already have a need for volunteers and thus, have plenty of opportunities for groups like Sons of Norway that are looking to lend a hand. Consider looking into organizations like the Red Cross, Salvation Army or Feeding America to see what opportunities are available in your community.

Another terrific approach is to ask your members! Sons of Norway members are already among the most involved, connected people in the community so it's likely at least some of them will know of opportunities for your lodge to volunteer. Because this approach utilizes your membership for finding a project, it means you'll already have a buy-in.

A third option is to utilize Project Framtid, one of Sons of Norway's most popular programs. Project Framtid affords your lodge the flexibility of choosing your own volunteer project, so long as it engages youth in the community. Over the years, examples of Project Framtid success have included after school tutoring for students, Norwegian lessons in schools and sponsoring youth sports team. By participating in Project Framtid, your lodge can create a tailor-made volunteer experience that will keep everyone excited without overcommitting.

Before you get to work, there are a couple things to keep in mind. First, official Sons of Norway volunteer projects need to be sanctioned by your lodge. This means your lodge will have to approve any project before members can officially begin working on it, and when they do, it needs to be on behalf of the lodge. Second, volunteering must include two or more members of the lodge.

Don't forget to submit your volunteer experience to the Spotlight on Volunteerism project! By sharing your lodge's success story, you'll have the opportunity to appear in an upcoming issue of *Recruitment & Retention*. At the end of the year, we'll select the best volunteer story to appear in a 2015 issue of *Viking*!

For questions about volunteering or Spotlight on Volunteerism, contact **Joe Eggers, Membership Coordinator** at membership@sofn.com or (800) 945-8851.

Membership Recruitment and Retention

A Guide to Membership Categories

Over the years, Sons of Norway has developed several different categories of membership. This membership structure has generated many questions. To help you navigate the different categories of membership, check out the following chart.

Sons of Norway Membership Categories					
Category	Description	Dues	Application	Gets Viking?	Can hold office, vote or serve as delegate?
Primary	First adult member in a household to join.	Full international primary rate, full district and local lodge primary rate.	Application needed for new member, but not for reinstatement.	Yes	Yes
Spouse	Adult member in spousal relationship with primary.*	Full international spouse rate, full district and local lodge spouse rate. **	Application needed for new member, but not for reinstatement.	No	Yes
Unge Venner (free)	Member aged 16 - 23. Must have parent or grandparent who is a current member at time of activation or is living with a current member. (Maintains status even if sponsoring member doesn't continue membership.)	International, district and lodge dues are waived.	If already in the system as Heritage Member, no application is required. Otherwise, new member application should be completed.	No, but can receive by paying \$6/yr fee.	Yes
Unge Venner (paying)	Member aged 16 - 23 who does NOT have a parent or grandparent who is a current member or is not living with a current member.	Half international, district unge venner rate, local lodge unge venner rate.	If already in the system as Heritage Member, no application is required. Otherwise, new member application should be completed.	Yes	Yes
Heritage Member	Member aged 0 - 15. Must have relative who is a current member. (Maintains status even if sponsoring member doesn't continue membership.)	Free	New member application or heritage member postcard should be completed	No	No
Golden Member	Has been a member for 30 years and is 65 years old or older.	Half international, full district and local lodge golden rate.	Not applicable	Yes, if Primary	Yes
Life Member	Was a member for 30 years and 65 years old BEFORE 1999.	Free	Not applicable	Yes, If Primary	Yes
Affiliate Member	Member who already belongs to a lodge, joining a second lodge.	Full dues at main lodge plus local lodge dues portion at second lodge.	Affiliate membership application submitted to second lodge.	Yes, if Primary	Can hold office & vote in affiliate lodge unless lodge bylaws state otherwise. Cannot vote on delegates or serve as delegate from affiliate lodge.
Honorary Member	Nominated by lodge, district or international. Approved by International Board.	Dues according to membership category and paid by nominating group.	New member application (usually completed by nominating group).	Yes, if Primary	Yes

* If additional adult members in a household, who are not married to the primary member, join Sons of Norway, they pay the same rates as a primary member and receive the *Viking*.

** International dues rate for spouses is \$7.00 less than the primary rate, or \$3.50 if golden.

Questions? Need additional information?

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

Membership Recruitment and Retention

Suggested Retention Guidelines

Have you inherited boxes of lodge paperwork from your predecessor? Or, have you retained all of the paperwork for your position because you are uncertain whether it needs to be kept? If so, even though Sons of Norway does not currently have official rules regarding the retention of lodge paperwork, here are some suggested guidelines to help you decide what to keep and what to toss.

Perpetuity

- Charter
- Lodge Seal Embosser (if you have one)
- Secretary's Minute Book
- Lodge Scrapbooks
- Membership Roster
- Membership Record Book(s) (3-ring binder(s) with complete, current individual membership record sheets for current members)
- Lodge or District Building Association's financial and original records (such as articles of incorporation and charter) if applicable

Ten Years

- D17 Annual Financial Statement

Seven Years

- Treasurer's Cash Book
- Financial Secretary's Cash Book
- Cancelled checks, bank account statements
- Data filed with state/provincial taxation agencies

Two Years

- Treasurer's Record of Bills
- Individual Membership Records of individuals who left the society (suspended or cancelled) two years ago (to be removed from Membership Record Book)

One Year to Two Years

- Treasurer's copy of the Financial Secretary's Report to Treasurer
- Financial Secretary's copy of above report
- Lodge copy of Membership Application (make sure name and information is recorded in the Membership Record Book and name entered in Membership Roster before disposing of application, (see perpetuity above).

Retention of Membership Applications

Sons of Norway Headquarters

Effective immediately, Sons of Norway Headquarters will retain completed membership application forms for two years from the date of submission. Forms that were submitted more than two years ago will be removed from the files and shredded. In the future, applications more than two years old will be removed from the files and destroyed.

Going forward, the Sons of Norway database will be the official record of an individual's membership with the organization.

Lodge Administration

Sons of Norway Ceremonies

Are you planning to install your new officers or welcome new members to your lodge? Are you wondering about flag placement or playing the national anthems? If so, check out the Order of Ceremonies found in the Guides for Leadership.

Since Sons of Norway was founded in 1895, various rituals have been offered for use to conduct meetings. The most current options for ceremonies can be found in the Order of Ceremonies section of the Guides for Leadership.

The Order of Ceremonies provides three options for opening and closing ceremonies, three for welcoming new members (formerly the Initiation Ceremony) and two for the installation of officers. There is also a suggested memorial service, and guidelines for the playing of the three national anthems and presentation of the national flags.

The options presented are meant to be guidelines only, not requirements, and should be adjusted to meet lodge needs and personality.

Get Your Copy

The Order of Ceremonies can be ordered (\$3.00 per copy) from the Sons of Norway Supply Department by calling (800) 945-8851 ext. 645 or emailing supply@sofn.com. A copy can also be found on www.sonsofnorway.com in the members section under Management (on menu on the right side of the page).

Lodge Administration

Now on DVD in the Media Lending Library

Borrow a video today from Sons of Norway's Media Lending Library

If you have not yet taken advantage of this great member benefit, what are you waiting for? To borrow a few films to show at your lodge or watch at home, just call Sons of Norway Headquarters, email culture@sofn.com or mail a letter with your requests. Filled with recent Norwegian feature films, educational documentaries, Norwegian cooking lessons and more, borrowing titles from the Media Lending Library is a great way to learn about the Norwegian culture. In addition, listening to Norwegian dialogue, while reading English subtitles, is a fun and engaging way to enhance language skills.

The latest films added to the Media Lending Library include:



SONJA HENIE: QUEEN OF THE ICE – Norwegian Olympic star and Hollywood sensation, Sonja Henie, lived a life of fame. She was the first skater to transform athletic success into a career in film. She loved to skate and loved the attention she received from it. Henie became one of the 10 wealthiest women in the world. This documentary is an enchanting story about a woman who settled for nothing less than greatness. (108 minutes)



THE HEROES OF TELEMAR – Starring Kirk Douglas and Richard Harris, this feature film puts a Hollywood twist on the real life story of a Norwegian sabotage. Filmed on location in the heart of snowy Telemark, Norway, this action packed thriller will have you on the edge of your seat. The true story is praised as one of Norway's greatest acts of resistance during the war. Sabotaging the Germans from developing an atomic bomb was a threat to the world. Find out how the heroes of Telemark make history. (130 minutes)

Remember:

To borrow a film from the Sons of Norway Media Lending Library please make your request at least **TWO WEEKS** ahead of time. See what other films we have to loan at www.sonsofnorway.com: Sign in to MEMBERS LOGIN, click Programming on the right hand side of the screen, then click on Lending Library.

For more information or to borrow a film today contact, **Anna Grinde Stoltenberg** by phone at (800) 945-8851 or (612) 827-3611 ext. 640 or email culture@sofn.com.

Important Note

Materials obtained through the Sons of Norway media lending library can only be used by Sons of Norway lodges in good standing for the purpose of education, research or scholarly pursuits. Materials are to be used and viewed by Sons of Norway members only. These materials are not to be shared with, broadcasted or marketed to the general public. Media Lending Library materials are also not allowed to be used for commercial purposes, including marketing a local lodge or in the recruitment of new members. Violation of these terms is punishable by U.S. law and can incur statutory damages up to \$30,000 per violation.

Lodge Administration

Membership Cards

Some Common Questions

According to the Sons of Norway's Constitutions, a membership card is issued upon the payment of annual dues. This means that when a member renews every year or when a new member joins, they receive a membership card.

Here are some common questions about membership cards:

Q. When do I use my member card?

A. Member cards are used in various ways:

- Some lodges require members to have their cards with them to attend meetings and events.
- Lodges who own property may require a current membership card for people to gain entrance to their park or campground.
- Delegates need to bring a current membership card along with them to the district and International conventions.
- Members also need their membership number found on their card to access the Sons of Norway members area on www.sonsofnorway.com.
- The member number (found on the card) is also important when applying for Sons of Norway Foundation grants and scholarships, and when getting discounts on travel and other services.

Q. Who gets membership cards?

A. All new members get a membership card, and renewing members get a new one each year. Heritage members get their card once when they first join. Unge Venner receive cards in the same manner as regular members.

Q. What about Life members?

A. Members received a card when they qualified as life members. They do not get a new card every year. (The Life membership category is no longer available and has been replaced by the Golden member designation.)

Q. What about Golden members?

A. Since Golden members continue to pay dues, although at a reduced rate, they continue to receive a new card annually when they renew.

Q. I've lost my card! What do I do?

A. Call (800) 945-8851 ext 643 or email fraternal@sofn.com to request a replacement card. Replacement Life member cards can also be requested, if needed.

Q. How long does it take to get a new membership card?

A. A membership card is issued about two weeks from the time a new membership is purchased, a membership is renewed or a replacement card request has been received by Sons of Norway Headquarters. If a card is needed sooner, please specify the timeframe when the request is made.

Q. My card and my husband's card arrived separately. Can you send them together?

A. Sorry, cards cannot be sent together. Our system is set up to distribute cards on an individual basis.

Questions? Need additional information?

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

Lodge Administration

Community and Fraternal Data

How Do We Impact Our Communities?

2013 Results

Thanks to all our lodges that completed page 2 of their Lodge Achievement forms. This information that we provide to the American Fraternal Alliance helps gauge the many benefits Sons of Norway provides to its members and communities.

In 2013, our lodges and districts reported 19,071 community events, 387,589 community hours and donated \$1,022,262 to support community events and charities. We also held 39,271 fraternal events, totaling 1,438,314 fraternal hours and supporting fraternalism with \$4,041,865.

Plan now for Reporting 2014 Results

To make it easier at the end of the year, start tracking your lodge's community and fraternal events now. Sons of Norway offers three helpful worksheets: the Community Event Worksheet, the Fraternal Event Worksheet and the Individual Support Hours worksheet. These can be obtained in the members' area of www.sonsofnorway.com under Management: Forms: Lodge Forms or by contacting Membership Services.

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 American Fraternal Alliance.

Questions? Need additional information?

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

Lodge Administration

Celebrate Lodge Anniversaries

April/May/June

7-081	Viking	North Surrey,	BC, Canada	4/3/1964	50 Years
3-474	Hartford	East Hartford,	CT	5/9/1964	50 Years

Lodge Administration

Death of a Member

What to Do

Informing Sons of Norway Headquarters about the passing of a member in a timely manner is extremely important. Not only does this knowledge mean that the member's name will appear in *Viking* magazine, but it also means that their families are spared the receipt of unwanted mail (dues renewal reminders) and that, if they owned a financial product, any insurance claim can be processed quickly.

Your assistance is needed.

Please notify Sons of Norway Headquarters when a member passes away. To make certain that the information is received, the financial or membership secretary should notify Sons of Norway Headquarters as soon as possible by using one of these methods:

- Filling out and mailing in a Death Notice card
- Emailing the member's name, member number and date of death to fraternal@sofn.com
- Calling (800) 945-8851 ext. 643 with the information
- Faxing the information to (612) 827-0658.

Accuracy is Important

When reporting a death, please:

- Avoid embarrassment by verifying that the member being reported as deceased has actually passed away—mistakes have been made.
- Provide accurate information on the notice, including correct spelling of the name and a correct member number.

When Mistakes Happen

Occasionally, mistakes are made and a member is reported as dead or coded as dead in error. How will you know if there has been a mistake? Check your Monthly Lodge Activity Report, which is sent to the lodge vice president and financial or membership secretary on the second of every month. This report has a category where people who have been coded deceased in the previous month are listed. If there is a mistake, please contact **Sherry Gorse**, fraternal@sofn.com or (800) 945-8851 ext 643 immediately.

In Loving Memory

Once a member's death has been reported, their name will be listed in a future issue of *Viking* in the "In Loving Memory" section. Currently a deceased member's name will appear three to four months after the death is reported.

Need Death Notice cards?

Download cards from Management: Lodge Forms in the members section of www.sonsofnorway.com or contact **Mary Henkels, Supply Department**, supply@sofn.com or (800) 945-8851 ext 645 to receive a supply of cards.

Questions? Need additional information?

Contact **Sherry Gorse, Membership Services** at (800) 945-8851 ext. 645.

Lodge Administration

Lodge Monthly Activity Report

Suspended or Dead Officers

The Sons of Norway Lodge Membership Activity Report is sent to the Vice President, Financial Secretary and Membership Secretary each month. One of the many categories listed on this report is “Lodge Officers who are not Active Members.” This category lists people serving as officers in your lodge whose memberships are suspended or cancelled, or who has been coded as deceased.

Suspended or Cancelled Membership

Lodge officers must be current members of Sons of Norway. If an officer is listed as not being a current member on the report, they should be contacted to see if they plan to continue their membership.

- If they are planning to continue, they should reinstate their membership as soon as possible. When reinstating, a member does not have to fill out a new membership application. They can just send in note with their membership number and name along with a payment to Sons of Norway Headquarters. They can also pay online or over the phone with a credit card.
- If they are planning to drop their membership, the lodge secretary should contact Membership Services to have the officer’s name removed from the roster.

Deceased Officers

Occasionally, the officer listed on the report has passed away. When Membership Services codes a member as deceased, the computer system does not take them off the roster of officers at the same time. Deceased officers have to be removed from the roster manually. Occasionally someone is missed and that person will appear on your report. If a deceased officer is listed, please contact Membership Services to remove them from the roster.

Handling a Vacancy

Typically when there is a vacancy, a member of the lodge is appointed to office by the local lodge board of directors to serve until the next election. In the case where it is the lodge president who resigns or who has passed away, the vice president shall succeed to the office of president and the board of director will appoint a new vice president. When a new officer is appointed, the lodge secretary should contact Membership Services with their information.

Who is this Person?

Very rarely, the name of someone who is not a member of your lodge or the name of an officer who is current with their membership will be listed in this category because of a data entry error. In either case, please contact Membership Services to correct your officer roster.

Questions? Need additional information?

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

Lodge Administration

Affiliate Memberships

Double Dipping is OK!

Affiliate membership allows an individual to belong to two lodges at the same time.

Application Process

- The membership or financial secretary of the affiliate lodge provides the member with an Application for Affiliate Membership (#3028) to complete. The member should fill out the top part of the form and return it to the lodge. (The form is available in the members section of www.sonsofnorway.com under Management: Forms: Membership Forms. The form can also be obtained by contacting the Sons of Norway Supply Department at supply@sofn.com or (800) 945-8851 ext. 645.)
- The membership or financial secretary then fills out the Affiliate Membership Card, which is the bottom half of the form.
- The card is separated from the top part and given to the affiliate member. The top part of the form is kept for lodge records.
- The lodge should collect affiliate dues from the member at this point. Dues for affiliate members are annual and equivalent to the local lodge portion of regular dues.
- If the lodge would like Sons of Norway Headquarters to bill the affiliate member annually for this portion in the future, the membership or financial secretary should contact either Membership or Sons of Norway's Accounting Department.
- If the lodge wants to bill the affiliate member themselves, they should make a note to bill the member annually for affiliate dues on the anniversary of their induction as an affiliate member.

Affiliate Members' Rights

Affiliate members have all the rights of other lodge members with the exception of voting on or becoming delegates to the district convention. However, a lodge may make changes to the rights held by its own affiliate members, restricting them from holding officer positions, and/or from voting in elections or on certain lodge matters. These discretionary changes need to be reflected in the local lodge bylaws.

Membership Lists and Labels

Affiliate members are not included on membership lists or labels provided by Sons of Norway Headquarters.

Questions? Need additional information?

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

Sons of Norway

Financial Matters

Product Information on the Sons of Norway's Website

Try this for yourself and then pass the information on to your members.

Looking for information about Sons of Norway's life insurance and annuity products? Check out www.sonsofnorway.com. Start at homepage and click on "Financial Products" (on the top menu). The drop down menu will display links to information on insurance and cash accumulation products, as well as a learning center and steps for a financial review.

Clicking on the link for "Financial Benefits Counselor" (FBC) reveals a map showing the different districts and the names and contact information for all of our FBCs. As you find the FBC you are looking for, you can then click on "Contact for a Financial Review" and start completing some basic information. Then, forward this to the FBC. The Financial Benefits Counselor will then review your information and contact you to complete the financial review.

This is a valuable benefit of membership, not a commitment to make a purchase.

A Valuable Resource

The Advisor, our quarterly newsletter, has been in existence for 7 years. An exciting publication from Sons of Norway and your lodge's Financial Benefits Counselor, it is mailed to all members.

Packed with important information on current financial topics, the Advisor is a valuable resource, along with your lodge's Financial Benefits Counselor, to help members plan for their financial future. Please make your members aware of this important benefit and urge them to read it when they receive it.

Recruitment Made Easy

Holding new member recruitment events is a great way to promote your lodge and increase your membership. What better way to entice potential members than with food and fellowship?

One of the best partners you have in your efforts to recruit new members is your Financial Benefits Counselor. Your FBC will help organize a New Membership Dinner and make a presentation about the benefits and services Sons of Norway has to offer. To top it off, the Sales/Marketing Department will reimburse your lodge up to \$400 (maximum) for the meals for the potential new members and their sponsors—breakfast, lunch or dinner.

Follow these steps when putting this event together and reap the rewards:

1. Contact your lodge's Financial Benefits Counselor to help you get started.
2. Decide on a date, time and place for the event.
3. Decide on the menu.
4. Estimated cost for the event. Consider:
 - printing
 - postage
 - facility rental
 - food cost
 - decorations
 - entertainment

Sons of Norway

Financial Matters

5. Send Len Carlson, Director of Agencies at Sons of Norway Headquarters, a request for financial support and copy your Financial Benefits Counselor.
6. Announce the event at a lodge meeting. Don't forget to ask the membership for contact information for prospective attendees.
7. Consider mailing invitation cards to guests.
8. Assemble a guest kit with help from your FBC.
9. As the guests' names become available, personalize the guest kit, including partially completing the new member application.
10. Have an agenda prepared that includes 15 minutes for your FBC to give a presentation.
11. Near the end of the meeting, identify those who will be available to help answer questions about completing the application. Don't forget to ask prospective members to join at the event!
12. After the event, complete the paperwork from the Marketing Department to get reimbursed up to \$400 and send it to the attention of Len Carlson, Director of Agencies at Sons of Norway Headquarters (1455 West Lake Street, Minneapolis, MN 55408).
13. Follow-up by phone with those prospective new members who didn't join during the event to invite them to become a member.

**For more information about Membership Recruitment Dinners, check out the August issue of *Viking* magazine.

Questions? Need additional information?

Contact the Financial Benefits Counselor assigned to your lodge or **Len Carlson, Director of Agencies at lcarlson@sofn.com** or (800) 945-8851 ext. 609 or (612) 821-04609.

Sons of Norway

Foundation News

Piggy goes to Camp

The 2014 Foundation district convention fundraiser is “Pass the Piggy.” Your lodge delegates to the Sons of Norway district conventions were asked to solicit extra funds for this campaign throughout your lodge’s summer activities and bring it with them to the International Convention in August. This campaign is raising money for the Draxten Fund of the Sons of Norway Foundation. This fund provides camp scholarships for youth to attend District heritage camps.

Please encourage your lodge members to donate to the Sons of Norway Foundation Draxten Fund this summer.

2014 Scholarship recipients

The 2014 Sons of Norway Foundation scholarships have been awarded. The recipients will be highlighted on the Foundation section of the Sons of Norway website beginning in August. Check them out at www.sonsofnorway.com/foundation.

2014 Grant recipients

Check out a listing of all the Sons of Norway Foundation 2014 grants at www.sonsofnorway.com/foundation.

Foundation Annual Report

Attention: Lodge Foundation Directors. The 2013 annual reports are available at no cost to you to have as handouts for your lodge. Email foundation@sofn.com to order copies.

Tidbits

Lodge Liability Insurance By

October, 1 2014

The lodge liability insurance coverage renews on August 1. A renewal package will be sent to all lodge treasurers in early August. This package will include information regarding the coverage, a certificate of insurance for the lodge and an invoice for your lodge's share of the premium. Payments are due by October 1.

Plan Ahead for Supplies

Need supplies for late summer and fall activities? You're not alone. Most lodges are gearing up after taking time off over the summer. As a result, fall is an extremely busy time for the Supply Department.

Don't be disappointed. To make certain that your lodge receives supplies when needed, without having to pay rush-shipping charges, please remember to:

- Allow at least 15 working days to receive your order.
- Allow additional time for large orders.
- Order only what is actually needed.

Remember

Sons of Norway covers the first \$10.00 for shipping & handling, with the balance charged to the lodge. Place your order by email, instead of by phone so that it is fulfilled accurately and quickly.

To place your order, contact ***Mary Henkels, Supply Department*** at supply@sofn.com (*preferred*) or call (800) 945-8851 ext. 645.

Summertime Blues

This year many of us are experiencing extreme weather conditions.

Electrical storms and extremely high temperatures can cause periodic power outages. While we hope that there will not be problems, outages may occur and the Sons of Norway website and/or phone system may be down for short periods of time. Your patience and understanding, and that of your members, is greatly appreciated if a power outage should occur.

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