

# R THE SONS OF NORWAY VIKING RESOURCE

## Membership Recruitment and Retention

### Family Matters Debuts

Looking for youth and family programming ideas for your lodge? How about ways to encourage your members to engage their young family members in Norwegian heritage and culture? Want something to excite perspective members about joining? If so, check out the new quarterly Family Matters page that debuted in the August 2013 issue of *Viking* magazine by visiting [www.sonsofnorway.com/family](http://www.sonsofnorway.com/family).

With a focus on providing rich, meaningful content to appeal to a wide range of ages, the quarterly Family Matters page provides a new avenue to engage your lodge's youth, families and entire membership.

This new page also provides exciting opportunities to help your lodge with recruitment and retention:

- A PDF of the page is available so you can send the article out as an attachment to youth members who have a current email address, as well as others who request the page.
- A link to the page will be included in the Recruitment and Retention Newsletter along with periodic follow-up articles about how the content of the page is being utilized.
- A link will also be included in the E-Post, so that all members with an email address will have access to the article beyond *Viking* magazine.
- An archive of current and past pages is available in the members section at [www.sonsofnorway.com/family](http://www.sonsofnorway.com/family) for continued reference by you and your members.

## Give Us Your Feedback!

Contact **Fraternal Director Linda Pederson**, (800) 945-8851 or [lpederson@sofn.com](mailto:lpederson@sofn.com).

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## Membership Recruitment and Retention

# 2013 Recruitment Challenge

## Is Your Lodge Up For A Challenge?



With the 2013 Recruitment Challenge, Sons of Norway Headquarters is looking for the top recruiting small and large lodges. Unlike recruitment contests in the past, though, this one has a couple twists. Let's walk through how the contest works and how you can set your lodge up for success.

The first thing that sets the 2013 Recruitment Challenge apart is how we consider growth. In the past, recruitment campaigns have only tracked total new members. Instead, the 2013 Recruitment Challenge will consider total net growth, which takes into account the number of members joining and leaving. This means retention will play a crucial role in how your lodge fares.

The second twist deals with bonus points: your lodge can earn a bonus point for every member between 24 and 55 who join your lodge throughout the year. When the scores are tallied, these bonus points can mean the difference between winning and missing out!

**How does scoring work?** It's simple. For every percent increase in overall adult membership between January 1 and December 31, 2013, your lodge will earn 10 points. (Applications must be received by December 31, 2013 to be included in the contest). So a 3.2% membership increase will net your lodge 40 points (we'll round up). An additional point will be added for every new member between the age of 24 and 55. For example, here's what the standings for the top three lodges looks like through June:

Small Lodges	Growth	Points	Young Members	Total Points
Scandinavian Historical Society 3-433	20.4%	210	4	214
Desert Troll 6-165	20.4%	210	2	212
Scandia 1-680	20%	200	1	201

Large Lodges	Growth	Points	Young Members	Total Points
Nordlyset 5-183	17.6%	180	7	187
Fedraheimen 4-140	10.5%	110	3	113
Solskinn 6-150	9.1%	100	4	104

At the end of the year besides bragging rights, the top scoring small and large lodges will appear in a 2014 issue of *Viking* magazine!

So how can you help ensure success for your lodge?

- Keep membership applicants on hand and distribute them to lodge members.
  - Acknowledge recruiters within your lodge – a little positive reinforcement goes a long way!
  - Check out the monthly R&R e-newsletter for tips and ideas. If you aren't receiving it, you should be!
- Contact **Joe Eggers, Membership Coordinator**, to get signed up.

You can find the complete list of rules and expanded standings on the 2013 Recruitment Challenge web page. For questions, comments or tips, contact **Joe Eggers, Membership Coordinator** at (800) 945-8851 ext 697 or [membership@sofn.com](mailto:membership@sofn.com).

Lodge Administration

## **2013 Norwegian Experience**

### **Recruit for a Chance to Win Your Trip of a Lifetime**

Once again Sons of Norway is partnering with Borton Overseas to offer one lucky recruiter and their guest an amazing travel experience in Norway! All year, every Sons of Norway member who recruits a new, dues-paying member will be entered into the 2013 Norwegian Experience Recruitment Contest.

The trip, which will be awarded in January of 2014, will include airfare, meals, exclusive travel opportunities and upscale accommodations. Just imagine taking a 10 day land-tour of Norway enjoying some of the most beautiful scenery that Scandinavia has to offer. The best part is that the winner gets to choose their own adventure. Whether you prefer an active trip full of sight-seeing and touring, or a more laid-back vacation, it's up to you!

To enter this year's Norwegian Experience Recruitment Contest all you have to do is recruit one new, dues-paying member and make sure your name is listed in the "Referred By" field. It's as easy as that! Entries are taken from members recruited between January 1 and December 31, 2013. Also, remember that you can enter as many times as you recruit throughout the year, which increases your chances of winning!

## Lodge Administration

## Lodges 000 and 999

### What's the difference?

When a member joins Sons of Norway, they can choose to join a local lodge or a general lodge. Sons of Norway has two general lodge options: Central Lodge 000 and Spirit New Century Lodge 999. There is a 000 lodge and a 999 lodge in each district. What is the difference?

### 000 Central Lodge

Most members in Central Lodge joined Sons of Norway when they bought a Sons of Norway life insurance product or an annuity. Dues in 000 for owners of financial products are \$22.00 for the primary and \$13.50 for the spouse. If they don't own a product, the dues are \$45.50 for the primary and \$38.50 for the spouse.

Members without insurance may transfer into 000 if their lodge has dissolved or if they have moved to an area that does not have a lodge. Occasionally, a member with insurance who is inactive in his or her lodge will transfer into 000 to take advantage of the lower dues rate. If this lower rate was not available, these members would most likely cancel their membership entirely.

### 999 Spirit New Century

Most members in Spirit New Century joined the organization through the website. The website will automatically place individuals into the appropriate district based on their state of residence. The dues for 999 members are \$45.50 for primary and \$38.50 for the spouse.

### Why join as a general member?

Members join the general lodge categories for a wide variety of reasons:

- They have just heard of Sons of Norway and aren't aware of the existence of local lodges.
- They want to join a lodge but haven't chosen one at this time.
- The lodge they want to join votes on new members and they plan to transfer in later with lodge approval.
- They are undecided as to whether they want to be affiliated with a lodge.
- They do not have an interest in belonging to a Sons of Norway lodge.
- There are not any lodges where they live or within a reasonable driving distance.

### Contacting general members

A great way to grow your lodge membership is to contact general members in your area to invite them to visit and/or join your lodge. You can get a list of general members in your district from your district vice president. Craft a special postcard, letter or email to invite general members to a meeting or an event. Better yet, give them a call and make a personal invitation.

General lodge members may visit any lodge they would like. However, if they attend the lodge frequently, it is to everyone's benefit that they transfer their membership into the lodge. Treat a member transferring from 000 or 999 the same as you would a member transferring from another local lodge. Only collect dues if the member is scheduled for renewal at the time of transfer. Otherwise, dues should not be collected.

### ***Questions? Need additional information?***

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

## Lodge Administration

## Keep Contact Information Current

Do you have members who have relocated, changed their email address or phone number? If so, don't forget to notify Sons of Norway Headquarters. Better yet, encourage members to log into the members section to make changes online.

### Power to the Members!

Members do not need to go through a lodge officer to make changes in their contact information, or to set up a billing or seasonal address. They can log into the members section to change their address, email and phone number, as well as add a seasonal address. A billing address change cannot be done online. Changes made online by members appear immediately when a membership list is downloaded.

Alternately, members can contact Sons of Norway Headquarters to do their updates by calling (800) 945-8851 ext 643 or by email [fraternal@sofn.com](mailto:fraternal@sofn.com).

### A Lodge Officer Can Make Changes

A lodge officer on behalf of the member can submit a change of address, email or phone number by:

- Sending the new contact information to [fraternal@sofn.com](mailto:fraternal@sofn.com), making certain to include the member's name and/or membership number.
- Calling in changes to (800) 945-8851 ext 643.
- Sending the details in via postal mail to Address Changes, Sons of Norway, 1455 West Lake Street, Minneapolis, MN 55408-2666, using either a 'Change of Address' card or plain note paper.
- Faxing the information to (612) 827-0658.

### Making a Special Address Change

In addition to changing a member's household address, other address changes may be requested by either the member or a lodge officer on behalf of the member:

#### *Billing Address*

A member's dues notice may be delivered to an address other than his/her permanent residence. Adding a separate billing address means that dues notices go to one address, while all other correspondence (*Viking* magazine, lodge newsletter, The Advisor, etc.) go to the member's residence.

Billing addresses remain in the computer system until someone contacts Sons of Norway Headquarters to make a change. If the person paying the bills moves to a new address, Sons of Norway Headquarters needs to be contacted so bills can be directed to the payer's new location.

#### *Seasonal Address*

Some members divide their time between different locations. One seasonal address per household can be added to a member's record. The member or the lodge officer can contact Sons of Norway Headquarters with the member's name, membership number, the temporary address, the date that they are leaving their primary residence and the date they are returning.

**An Important Note!** A seasonal address change is not continued one year to the next. Sons of Norway Headquarters needs to be contacted annually to set up the seasonal change again for the upcoming year.

### Questions?

Contact **Sherry Gorse, Membership Services**, at (800) 945-8851 ext 643 of [fraternal@sofn.com](mailto:fraternal@sofn.com).

## Lodge Administration

# New Staff Members in Insurance Services

## Who's who

### Diane Gill



Diane Gill has joined Sons of Norway as our Director of Insurance Services. Diane brings over 15 years of underwriting leadership and technical experience to the position. As the Director of Insurance Services, Diane is responsible for providing leadership and direction for the Insurance Services Department, including employees in New Business, Underwriting, Customer Service and Claims. In addition to being the Chief Underwriter and monitoring all risk selection activities, she will keep Sons of Norway in compliance with privacy, US Patriot Act and Anti-fraud reporting requirements and state insurance department regulations.

With a Norwegian background—both of her grandmothers were Norwegian and her grandfathers were part Norwegian—Diane has always had an interest in her Norwegian heritage and culture. In fact, her interest in her ancestry was one aspect that attracted her to Sons of Norway. She adds that the cohesiveness of the organization and the genuine team collaboration focused on bringing about the best results for the fraternal society and its members has been her favorite part of Sons of Norway so far.

In her spare time, Diane enjoys singing, running, spending time with her family and friends, and being active in her church.

### Janna Dethmers



Janna Dethmers, New Business Representative, joins Sons of Norway with 14 years business and non-profit experience. Working with our Financial Benefits Counselors, she will be setting up new applications for annuities and life insurance. With a varied background and a love of diverse job duties, Janna has found her new position to be a great fit. An added plus, she notes, is that everyone has been very friendly and welcoming.

Janna was born and raised in St. Paul and continues to reside there. In her time away from work, she loves being outside, in addition to spending her time drawing, writing and reading. Currently Janna is taking classes at St. Paul College studying business.

### Jessica Betzel



A graduate of the University of Wisconsin Oshkosh with a Bachelor's degree in Communications, Jessica Betzel has joined Sons of Norway as a New Business Representative. She brings 5 yrs of experience in insurance to her position, coming from Hartford Life Insurance where she did case management. Jessica will be working with Financial Benefits Counselors on new business, from setting up to issuing the policy or annuity. This will include following up on outstanding underwriting requirements in order to complete the insurance application.

Raised in River Falls, Wisconsin, Jessica currently resides in Plymouth, Minnesota. In her free time she enjoys going to the movies and listening to music. Being one-third Norwegian, Jessica will have an opportunity to learn about Norwegian heritage and culture while working at Sons of Norway.



## Lodge Administration

## New Staff Members in Insurance Services Who's Who

### Kathryn Baratto



Kathryn (Katie) Baratto, Customer Service Representative, will be providing customer support to insurance members and Financial Benefits counselors by answering questions about insurance and annuities. She will also be making address changes for members ([address@sofn.com](mailto:address@sofn.com)).

Katie graduated from Luther College in December 2012 with a B.A. in English and is currently pursuing a Master's degree in Library and Information Science. Previously she worked at Hennepin County Library as a Library Clerk. Not being Norwegian, Katie is looking forward to learning more about Norwegian heritage and culture.

In her free time, Katie enjoys reading, golfing, going to the movies, spending time with her friends and family, and walking.

**Please join us in welcoming Diane, Janna, Jessica and Katie to Sons of Norway!**

## Lodge Administration

## Sports Medal Program Looking for Another Way to get Members Involved in Your Lodge?

Consider using the Sports Medal Program to promote social activities in a healthy way by starting a walking group or setting up an exercise competition. Sons of Norway's Sports Medal Program is a way for members to share their enthusiasm for the Norwegian tradition of friluftsliv (outdoor life/recreation). No matter age or ability, the Sports Medal Program offers a fitness program for all. Check out the program by logging in to the members section of [www.sonsofnorway.com](http://www.sonsofnorway.com) and clicking on *Programming: Sports Medal Program*.

### New Sports Medal Email

The Sports Medal Program has a new email address: [sportsmedals@sofn.com](mailto:sportsmedals@sofn.com). Use this email address to ask questions, request materials or order sports medals. Orders for program materials and medals can also be sent by postal mail to:

**Sons of Norway**

Attn: Sports Medal Program  
1455 West Lake Street  
Minneapolis, MN 55408

### *Questions? Need additional information?*

Contact Kaitlin Lange, Cultural Coordinator, at (800) 945-8851 ext. 642 or [sportsmedals@sofn.com](mailto:sportsmedals@sofn.com).

## Lodge Administration

# Record Retention

## What to Keep and What to Toss

We are well into summer, but it is never too late for a little spring cleaning. Do you have decades of lodge reports and forms cluttering your files? What should be kept and what should be recycled? Below are suggested guidelines for the retention of Sons of Norway paperwork.

### To be kept in perpetuity

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

### Seven Years

- D17 Annual Financial Statement
- Treasurer's Cash Book\*
- Financial Secretary's Cash Book\*
- Cancelled checks, bank account statements
- Data filed with state/provincial taxation agencies
- 990 Tax Forms

### Two Years

- Treasurers Record of Bills\*
- Membership records of individuals who left the organization (suspended or cancelled) two or more years ago.\*

### One Year

- Treasurer's copy of the Financial Secretary's Report to Treasurer\*
- Financial Secretary's copy of above report\*
- Lodge copy of Membership Applications \*

\*In many lodges, the forms marked with an asterisk are no longer being utilized. That information may be kept in a different format, such as on a computer spreadsheet. Don't be concerned if your lodge doesn't have some of these specific forms in its collection.

### **Questions? Need additional information?**

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



## Lodge Administration

# Lodge Membership Activity Report

## Keeping Track of your Members

On the second business day of each month, Sons of Norway Headquarters sends out a “Sons of Norway Lodge Membership Activity Report” for each lodge. This document provides information about any changes in member status or contact information that occurred during the previous month.

It is an important tool to help officers keep updated on new and transferred members, address changes and other member-related changes.

The report is automatically sent, by e-mail or by postal mail to the lodge vice president and the financial or membership secretary. Other officers can receive this report regularly if requested.

### The following information is included in the report:

- Heritage members turning 16.
- Lodge officers who are not active members.
- Address changes/corrections.
- Members transferred into your lodge.
- Members transferred out of your lodge.
- Reinstated members.
- Members whose dues are over 45 days past due.
- Suspended/cancelled members.
- Members who were reported as having died during the previous month.
- New members this month.

### Missing a report or two?

A current or a past report can be downloaded by any lodge officer:

- Sign in to the members’ only area on [www.sonsofnorway.com](http://www.sonsofnorway.com).
- Click on the arrow next to ‘Management’ which is listed in the column on the right side of the screen.
- Choose ‘Lodge Activity’ underneath “Management.”
- Review and agree to the Privacy Pledge.
- Chose the month and year of the report wanted (selection fields at the top of the report screen). Note: The month indicated is the time period covered by the report, not the month in which the report was generated.
- Click the gray Activity Report button.
- Save or print the report.

### Questions about the Lodge Membership Activity Report?

Need to correct an error? Want to be added to the list to receive the report?

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

## 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.

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](mailto: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 when reporting the member's passing, 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. Immediately contact **Sherry Gorse**, (800) 945-8851 ext 643 or [fraternal@sofn.com](mailto:fraternal@sofn.com) if a mistake has been made.

## 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](http://www.sonsofnorway.com) or contact **Mary Henkels, Supply Department**, (800) 945-8851 ext 645 or [supply@sofn.com](mailto:supply@sofn.com).

## Lodge Administration

## New InfoBanks on the Sons of Norway Website

### Great New Materials Available

Are you looking for some great material about Norway's history and culture, then the InfoBanks are the perfect resource. Information Banks are 2 to 3 pages of text and pictures that can complement a lodge program or be used as a general source of information to share with family and friends. They are even great for a little light reading in order to catch up on your Norwegian culture.

Check out both new and updated Information Banks that have been recently added to [www.sonsofnorway.com](http://www.sonsofnorway.com):

### Woodcarving – Information Bank #206

In Norway, woodcarving is an ornamental art form that has a long history dating back before the Viking era (ca. 800 – 1050 A.D.). The level of quality of the earliest examples of woodcarving from this time indicates that by the Viking era woodcarving already had a strong tradition. Therefore, it seems that the majority of the woodcarving done during the Viking era was crafted by trained artists. Read more about woodcarving on Sons of Norway's website, Woodcarving Information Bank.

### The Sons of Norway Logo – Information Bank #226

Sons of Norway has been providing quality insurance products and Norwegian cultural benefits to its members since 1895 and the organization has been "dressed" with a new design numerous times throughout its existence. Sons of Norway has captured the history and tradition of its past with its iconic Viking ship and North Star present in almost every logo since 1904. The present Sons of Norway logo incorporates the organization's emblem which is the Viking shield design alongside the stacked name of the organization. The emblem and the name combine to create the official Sons of Norway logo. Read more about Sons of Norway's past logos on Sons of Norway's website, The Sons of Norway Logo Information Bank.

### Norwegians and Norwegian-Americans of Importance – Information Bank #224

Norwegians populated America and brought with them their authentic cultural skills, clothing, language and traditions. Those cultural characteristics have defined the Norwegian-American society in the recognizable symbols of traditional rosmaling, Norwegian flags, bunads and lutefisk and lefse. The people who claim Norwegian heritage are proud and passionate. Read more about the influential Norwegian-Americans throughout the decades on Sons of Norway's website, Norwegian and Norwegian-Americans of Importance Information Bank #224.

### *Questions? Need additional information on the Information Banks?*

Contact **Anna Grinde Stoltenberg**, Cultural Coordinator, at (800) 945-8851 ext. 640 or [astoltenber@sofn.com](mailto:astoltenber@sofn.com).

## Lodge Administration

## Celebrate Lodge Anniversaries

### July/August/September

7-079	Dawson Creek	Dawson Creek, BC	8/10/1963	50 Years
2-041	Odin	Yakima, WA	9/17/1938	75 years
5-610	Askeladden	Kalamazoo, MI	9/24/1988	25 Years

## Lodge Administration

# New Items Added to the Media Lending Library

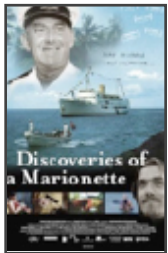
## How to Borrow Materials

Are you looking for a film to use as a lodge program? Or, do you have members who are interested in viewing Norwegian related movies outside of a lodge meeting? If so, check out Sons of Norway's Media Lending Library.

### How to borrowing a film from the Media Lending Library

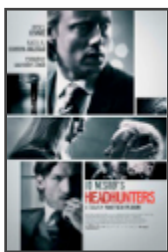
1. Browse through the Video Programs list on our website and choose up to three videos to borrow.
2. Call or email Cultural Coordinator, Anna Grinde Stoltenberg at (800) 945-8851 ext 640 or [culture@sofn.com](mailto:culture@sofn.com) and request your videos. Anna is happy to assist you with any questions you may have.
3. If we have what you are looking for, Anna will package up your videos and send them off to your address. You have a full month to enjoy the videos.
4. Return your movies by the due date given in your package summary. The only fee for members is return postage.  
Note: Avoid damage by carefully wrapping the videos for their return to Minneapolis. (If you need more time with your videos, please contact Anna.)

This lodge and member benefit is a wonderful resource. Anna enjoys keeping the library organized and up-to-date with informative and entertaining Norwegian related videos, so feel free to offer your comments and video requests if we don't have what you are looking for. Check out some of the latest films added to the library and be sure to request your video(s) at least 2-4 weeks before needed.



#### DISCOVERIES OF A MARIONETTE (2009) –

(Documentary/Family) This poetic and peculiar documentary takes you deeper into the life of Captain Alf Mørner. His grandson, Bjarte receives a gift of film from his grandfather's journeys around the world. As a young director, Bjarte is not only intrigued by the 8mm film but by the history of his family's past. He soon learns that he has to embark on a demanding voyage of his own. This film is in Norwegian with English subtitles. (DVD, 70 min.)



#### HEADHUNTERS (2011) –

*Hodejegerne* (Crime/Thriller) Based on Jo Nesbø's famous crime novel this feature film will keep you on the edge of your seat. Roger is a charming scoundrel and Norway's most accomplished headhunter. He lives in a life of luxury and decides to risk it all in order to obtain a valuable painting only to discover something that makes him the hunted man. This film is in Norwegian with English subtitles as well as English dubbing. Rated R. (DVD, 100 min.)



#### ROCKET GIBRALTER (1988) –

(Drama/Family) Levi Rockwell (Burt Lancaster) is about to turn 77 and his four children and eight grandchildren return home to the shores of Sagaponack, New York to celebrate his birthday. Rockwell shares a story with his grandchildren about their Nordic ancestors and the Viking traditions surrounding the iconic long ship. The grandchildren set out to make their own Viking long ship for their grandpa's birthday present. This film is in English. (DVD, 99 min.)

Lodge Administration

## Social Media Policy

### Helping You Navigate Social Media

With the explosion of Social Media in recent years many Sons of Norway lodges have begun to establish their own social media presence. Some are using Twitter to keep their members informed about upcoming programs and other important information. Other lodges are using Facebook to help members connect with one another, share ideas and have an online place to come together outside of the traditional lodge.

As lodges expand their use of social media, they are finding a need for an official policy to help them navigate difficult situations that arise. To help lodges in their online endeavors, Sons of Norway has developed a template for a social media policy, which can be used as-is or modified to meet a specific lodge's criteria. To obtain a copy of this social media policy, go to [www.sonsofnorway.com/smpolicy](http://www.sonsofnorway.com/smpolicy).

## Financial Matters

# Working Together for You

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 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 20% 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.

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](mailto:lcarlson@sofn.com).

Sons of Norway Foundation

## Foundation News Updates

### Local Lodge Scholarship Survey

Thank you to the lodges who responded to the Local Lodge Scholarship survey. If your lodge did not participate in the survey, you may still request the Local Lodge Scholarship Guidelines and Best Practices information from **Cindy Olson, Foundation Director**, at [foundation@sofn.com](mailto:foundation@sofn.com). This will give your lodge up-to-date information on scholarship monies and how to handle them.

### Fall Excitement

Two Foundation fundraisers are coming. Foundation Directors, watch your inbox in August for details.

#### 1) Online Auction

October will bring our second annual online auction to benefit the Foundation. Watch for information in August for exact dates, along with promotional materials.

#### Donations Accepted

The Foundation is currently looking for items and/or experiences to be donated for this auction by members, businesses or lodges. Items must be new and be worth \$25 or more. The most popular items include restaurant or retail gift cards, sports jerseys or team logoed items, hotel stays, hand crafted Norwegian pieces (rosemaling, chip carving, wood carving, etc), books, CDs and unusual experience packages such as tours, dinners, or meet and greets with local celebrities, radio hosting, etc. Be creative! Contact **Cindy Olson** at (800)945-8851 ext 632 or [foundation@sofn.com](mailto:foundation@sofn.com) to find out how to donate.

#### 2) Viking Ship Fundraiser

Sons of Norway member of Oslo 3-438 and established artist, Milton Franson, was inspired by the Snorri Sturlusson's, "Heimkringla" saga, to paint his interpretation of what King Olaf Trygvason's red dragon ship might have looked like coming full sail out of the fjords. He is donating beautiful color reproductions, 18" x 14", of the original oil painting, matted and wrapped in clear protective coverings, to be used by lodges as Foundation fundraisers during September and October. The prints are available to order for \$25 each from [foundation@sofn.com](mailto:foundation@sofn.com). Proceeds from the Viking Ship fundraiser will be going to the Sons of Norway Foundation scholarship funds.

#### Make the Viking Ship Fundraiser an Event

In conjunction with this fundraiser, the Foundation has a fun make-your-own Viking longboat craft project template and suggested Viking feast menu provided by Luella Grangaard, President of Solskinn 6-150. Members may win prizes for their efforts in making a ship. Coordinate with your social and cultural directors to get this event on the lodge fall calendar.



## Sons of Norway Foundation

## Foundation News

The Sons of Norway Foundation is excited to announce that 30 General Heritage & Culture Grant have been awarded for 2013, totaling \$11, 743. These grants are designated to help promote Norwegian heritage and culture in communities across the US by helping support theatre and vocal performances, festival participation, book publication, DVD production, touring group performances and more.

### 2013 General Heritage & Culture Grant Awards

1. Linda Vaa	Nibble Feet Dancers trip to Fargo	200
2. Snorre 1-070	Norwegian Heritage Week	500
3. Gammel Dag Fest	Entertainment – Peterson, MN	225
4. Maine Nordmenn 3-664	Lodge 10th Anniversary Celebration	200
5. Scandia 1-680	Nordic Music Festival 2013	300
6. Sister Productions	“Singing in the Kitchen” Recording	500
7. Normanden 4-424	Dolce Canto original music performance	400
8. Solglyt 4-143	Lodge Centennial Celebration	250
9. Harald Haarfager 2-011	Family Heritage Day Camp	350
10. Heimbygda 1-376	Heritage Library purchases	250
11. Fjelldalen 6-162	Nordic Heritage Festival, Limon, CO	200
12. Vennskap 1-554	“Crazy Fingers” performance	250
13. Fern Lerwick	Lur purchase for musical performances	308
14. Thor 2-042	Lodge History Project	100
15. Nordic Heritage Museum	“Painting of the North” exhibit	200
16. Evelyn Hammaren	History of Lake Telemark, NJ project	250
17. Olaf Envig	Book, “Legends in Sail”	1,000
18. Borgund 1-532	40th Annual Torsk Dinner Celebration	250
19. Vennigfolk 5-627	Irene Berman speaking tour of Central WI	1,000
20. Norsk Folkedans Stemne	Publish 2013 Handbook	500
21. Greg Peterson	Syttende Mai Celebration in Dalton, MN	250
22. Sverdrup 4-107	“I Remember...” Oral History Project	500
23. Runic Vennskap 1-530	Traveling exhibit “Norwegian Immigration”	450
24. Norskfodt 1-590	“Crazy Finger “ performance	250
25. Akavit Theatre	Pride of Norway Festival	250
26. Nordic Heritage Festival	Nordic Heritage Festival, Lawrence, KS	300
27. Norwegian-American	Electronic publishing of Historical Assoc. Colonel Hans Heg’s Civil War letters	535
28. Augsburg College	Peer Gynt Collaboration project	250
29. Nobel Peace Prize Forum	Sponsor 2014 Forum	1,500
30. Jennifer McHugh	Oral History of Holmen, WI project	225
<b>Total</b>		<b>\$11,743</b>

Sons of Norway Foundation

## 2013 Sons of Norway Foundation Scholarship Recipients

Sons of Norway Foundation is excited to announce the 2013 scholarship recipients. This year \$75,079 was awarded.

### Oslo Summer School

Annika Faucon	Desert Fjord 6-133	Scottsdale, AZ	\$1,500
Laila Rode Simon	Grieg 2-015	Portland, OR	\$1,500

### Carl M Saltveit

Dianne Seymour	Grieg 2-015	Portland, OR	\$3,870
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### Lund Fund

Jon Erik Haines	Vonheim 1-108	Minneapolis, MN	\$1,500
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### King Olav V Norwegian-American – American Students

Sigrid Arneson	Mandt 5-314	Stoughton, WI	\$1,000
Mikayla Borud	Kringen 4-025	Moorhead, MN	\$1,000
Joshua Haney		Gardner, MA	\$1,000
Claire Keller	Synnove-Nordkap 1-008	St Paul, MN	\$1,000
Marisa Kramer	Normanden 4-424	Missoula, MT	\$1,000
Maria Stolen	Elvesvingen 1-582	Mankato, MN	\$1,000

### Norwegian Students

Kim Wigaard Johansen	Oslo, Norway		\$1,200
Hakon Magnar Skogstad	Trondheim, Norway		\$1,200

### Astrid Cates

D #1 -Allura Lothary	Marsteinen 1-596	Fort Atkinson, WI	\$1,000
D #2 – Chris Sutphen	Odin 2-041	Yakima, WA	\$1,000
D #3 – Arianna Wendt	Norge 3-337	Bay Shore, NY	\$1,000
D #4 – Mariah Arneson	Normanden 4-424	Missoula, MT	\$1,000
D #5 – Mary Roll Bittner	Circle City 5-614	Indianapolis, IN	\$1,000
D #6 – Steven Gullicksen	Stein Fjell 6-114	Colorado Springs, CO	\$1,000

### Myrtle Beinhauer

Ted Deitz	Nordskogen 1-626	Alexandria, MN	\$3,000
Kristina Heggedal	Kringen 4-025	Fargo, ND	\$3,000

### Helen Tronvold Folk High School

None awarded in 2013

Sons of Norway Foundation

## 2013 Sons of Norway Foundation Scholarship Recipients

### Nancy Lorraine Jensen Memorial

Daisy Bower	Storelva 1-655	Davenport, IA	\$17,425
Anastasia Hansen	Leif Erikson 5-097	Chicago, IL	\$12,847
Danielle Russell	5-000	Boone, NC	\$3,542
<b>Total</b>			<b>\$62,584</b>

<b>Draxten Scholarships</b>	<b>\$9,691</b>
<b>Evenson Scholarships in D # 4</b>	<b>\$1,804</b>
<b>Eikevik Ski For Light Scholarship</b>	<b>\$1,000</b>

**Total** **\$75,079**

### *Questions about the Sons of Norway Foundation?*

Contact **Cindy Olson**, Sons of Norway Foundation Director, (800) 945-8851 ext 632 or [foundation@sofn.com](mailto:foundation@sofn.com).

## **LODGE LIABILITY INSURANCE BY OCTOBER 1, 2013**

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 and 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** in the Supply Department at or (800) 945-8851 ext 645. or ***supply@sofn.com*** (preferred).

## **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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