

# THE SONS OF NORWAY VIKING RESOURCE

## Lodge Administration

### Check Out *NorwayConnects* A Valuable Tool For Your Lodge

Have you logged onto *NorwayConnects.org* yet? Sons of Norway has created an online community where young professionals, employers and higher education institutions from across Norway and North America can come together, innovate and collaborate. Through the site users can apply for jobs, increase financial literacy, and find scholarships, volunteer events and nearby Norwegian events. This new endeavor will help create a stronger community for a new generation of Norwegian-Americans.

How can your lodge capitalize on this new valuable resource? There are numerous ways. Think about using these features of *NorwayConnects.org* to help your lodge connect with a younger demographic:

- **Utilize the event calendar.** *NorwayConnects.org* features an event calendar anyone can use. However, as a bonus for lodges, events posted on the Sons of Norway calendar are automatically included on *NorwayConnects.org*. If your lodge isn't including your upcoming events on the Sons of Norway calendar, you should be; your lodge gets the added benefit of reaching out to a new, younger audience.
- **Post on the volunteer calendar.** Is your lodge volunteering in the community? We know younger people are looking for opportunities to make a difference in their communities so posting upcoming volunteer projects on *NorwayConnects.org* will showcase your community service to a new audience.
- **Spread the word!** Once your lodge has posted your upcoming events and volunteer projects, start talking about it! Encourage members to show *NorwayConnects* to their children or grandchildren who are either getting ready for college or a just starting off in the work force. As a bonus, if you know anyone looking to fill open positions, encourage them to post them on *NorwayConnects.org*. Remember, more traffic to the site means being able to reach out to a larger audience for your events or volunteer projects.

If you have any questions about *NorwayConnects*, include how to utilize the various features, contact **Joe Eggers, Membership Coordinator**, at (800) 945-8851 ext 697 or [membership@sofn.com](mailto:membership@sofn.com).

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# Volunteer Coordinator

## Helping Your Lodge Shine!

Since the founding of Sons of Norway, helping other individuals and communities has been a core value of the organization. Beginning almost a decade ago, Sons of Norway introduced the Adopt A School program to encourage lodges to volunteer in their local schools. A few years later, this program was expanded and lodges were encouraged to support youth through Project Framtid.

Once again Sons of Norway is expanding the volunteer program. This expansion, combined with the importance Sons of Norway places on all the volunteer efforts by our lodges, is reflected in the new, broader position title of Volunteer Coordinator.

## Here are answers to some frequently asked questions about this new position:

### **Is Sons of Norway replacing the Adopt A School Coordinator title?**

No, the Adopt A School Coordinator title is not being replaced. This title will continue to be an option when lodges want an officer to concentrate on volunteer activities in their local schools. The Volunteer Coordinator title will be an option for lodges that do a variety of community service projects in addition to or in place of school based programs.

### **We have a successful Adopt A School program. Is this program being discontinued?**

Absolutely not! Volunteering in schools and with youth organizations are great options, and lodges are encouraged to continue their existing programs.

### **Our Adopt A School Coordinator only wants to coordinate volunteering in schools. Does this change mean that she/he is required to coordinate more volunteer activities?**

Several lodges have very active, robust Adopt a School or Project Framtid programs that may require the undivided attention of an Adopt A School Coordinator. In cases like these, the current Coordinator can remain focused on these important youth related programs.

If your lodge does community service in addition to or instead of Adopt A School, a Volunteer Coordinator can be added to your roster to manage those volunteer activities. You may not need to add a Volunteer Coordinator if your Adopt A School Coordinator would like to manage all community service. In that case, the Adopt A School Coordinator title can be retained or changed to Volunteer Coordinator—whatever the lodge prefers.

### **Our lodge does not currently volunteer in schools. If we add a school based program to our current community service activities, do we need to add an Adopt A School Coordinator?**

Depending on the amount of time and effort the lodge wants to put into school and youth based activities, the lodge might determine that the Volunteer Coordinator can manage those activities as well as other community service. Adding an Adopt A School Coordinator is optional.

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**Volunteering****Helping Your Lodge Shine!** (Continued)**Are there any other changes related to the broader volunteer focus?**

Yes, there will be a small, but very important change in reporting responsibilities. The Adopt A School and the Volunteer Coordinators are the members who are most familiar with the community service activities that the lodge is undertaking. Because of the increased importance of our annual reporting to the American Fraternal Alliance (AFA), the coordinator(s) will be asked to work with the lodge secretary on compiling information on community events.

**What else can be done to expand our volunteer efforts?**

Both the Adopt A School and the Volunteer Coordinators can be an extremely valuable contributors to the lodge and to the organization as a whole by expanding community service involvement, showcasing good works and increasing visibility. Whether coordinating volunteer efforts in the schools or throughout the community, these positions can have significant impact by:

- Seeking out volunteer opportunities within the schools and/or within the community.
- Developing partnerships with other lodges and community groups to create a more significant impact with volunteer activities.
- Organizing members' involvement in lodge sponsored community service.
- Working with the lodge publicity director to publicize the lodge's community service activities.
- Coordinating with the lodge vice president to utilize volunteer activities as recruitment and retention tools.
- Promoting community service to lodge members (being a cheerleader).

**Where should our lodge begin?**

**Step 1:** Decide if your lodge will add a Volunteer Coordinator to your officer roster.

**Step 2:** If you decide to add a Volunteer Coordinator, determine if the position will be elected or appointed.

**Step 3:** If you decide to add the position to your officer roster, there is no need to wait for the officer elections in November. The lodge board can appoint a Volunteer Coordinator now who will serve the rest of the 2013 term. (Please notify Sons of Norway Headquarters of this addition to your roster.)

If your current Adopt A School Coordinator is going to manage all community service, in addition to coordinating volunteers in schools, this expansion of responsibilities does not need to wait until the next election. It can be implemented at any time. This change in responsibilities does not need to be reported. However, please notify Sons of Norway Headquarters if there is a title change from Adopt A School Coordinator to Volunteer Coordinator.

**Step 4:** Watch for the officer election information (D63) that will be mailed out in October, 2013. The lodge officer update request will include both Adopt A School and Volunteer Coordinator titles on the list of positions to be reported. Either one or both positions can be filled for 2014.

**Questions? Need additional information?**

Contact **Linda Nelson**, [lnelson@sofn.com](mailto:lnelson@sofn.com) or (800) 945-8851 ext 612.

## Lodge Administration

# Streamline by Going Online

## Stay in Touch With Your Members With Easy-to-Use Tools

For many lodges, some of the biggest challenges are keeping members informed and up-to-date on all the great things happening within the lodge and Sons of Norway as a whole, and reaching out to potential members within the community. In the past this has been achieved through printed newsletters, lodge meetings and word of mouth. Today, though, there are a number of free online resources that can increase your reach and help your lodge succeed in the New Year!

### Websites

This is probably one of the most essential tools both for keeping members informed and providing useful information to potential members who want to know more about your lodge before joining. Thanks to the large number of free website editors available these days, a lodge can create its own website with a little time and next to no technical knowledge.

### Blogs

A blog is another great option because it's free and can house a wealth of information about your lodge and its activities. Think of it as an online diary, combined with a website, calendar, newsfeed and more. A great example of what can be done can be seen at Sons of Norway's blog ([www.sonsofnorwayblog.blogspot.com](http://www.sonsofnorwayblog.blogspot.com)). All sorts of information can be posted while organizing it into categories for easy searching.

### Facebook

By now everyone has probably heard of Facebook, but you may be wondering how it can apply to your lodge. Facebook now allows for groups and organizations to build "pages" which are like small versions of websites. They can host information about upcoming events, allow for comments and discussions between members and, best of all, provide a central location online for members to come together. To see some examples of how this can be done, check out <http://www.facebook.com/sonsofnorway> and <http://www.facebook.com/NorwayConnects>.

### Twitter

This resource is often referred to as a micro-blogging site because it allows users to post links, comments and other information, but they are limited to 140 characters for each post. This can be a great way to reach members immediately because this free service also offers cell phone apps that alert people in your network whenever there is a new post or link on your feed.

What's best about all of these resources is that they are all free to the public to use, provide a way to communicate with members immediately and can help your lodge build up a network of other organization with which to collaborate and inform the public (i.e. potential members) about all the great things Sons of Norway is doing in their community.

If you are interested in trying one or more of these resources, but have questions about how to start, don't hesitate to contact Sons of Norway's Communications Manager, Erik Evans, at [eevans@sofn.com](mailto:eevans@sofn.com). Also, be sure to check out the article "Online Outreach" in the February *Viking* for more great ideas!

Lodge Administration

# Viking's District Happenings

## How to Submit Your Photos

*Viking's* District Happenings section is the perfect place to showcase your lodge, so why not take full advantage of this prime 8-page space of our organization's much beloved publication?

## Here are some answers to questions about the submission process to help get you started.

### Who do I send my photos to?

Send your photographs to your lodge publicity director who will forward them to your district publicity director. In the event that your lodge does not have a lodge publicity director, please send submissions **directly** to the district publicity director via mail or email. Each month, the district publicity director selects four of the best photos and submits them to Sons of Norway Headquarters so that they may be edited and sent to the magazine publisher.

***Helpful Tip:** Each month there is often a shortage of useable photos for the district happenings section, so if you submit a high quality photo, it is extremely likely that your photo will run in Viking.*

### How should I send my photos?

Since *Viking* is assembled two months in advance, it is generally timelier and more efficient to email photo submissions and their caption information. Emailed photo submissions should be sent as attachments. Photos may also be submitted in hard copy via postal mail as long as they reflect the same quality as professionally processed photos. Photo submission forms can be found in the members only section of the Sons of Norway website for download. Several of the forms are available in editable PDF format, which is very easy to fill out, save and email. <http://www.sofn.com/members/showPage.jsp?document=lodgeresources/LodgeForms.html>

### I submitted a digital photo and was told it couldn't be used. Why would that happen?

Above all, the number one reason photos cannot be used for *Viking* Magazine is resolution. Photos must be 300 dpi or greater with no visible pixelation or blur and be at least 3"x 5" in physical size. The easiest way to determine if your photo will meet these requirements is to look for detail, clarity and crispness in the photo. For digital images, zooming in on the image will give you an indication of how clear and detailed the image is. Photos with high resolution will always be of a larger file size, often several hundred kilobytes (KB) or from one to ten megabytes (MB) and up.

***Helpful Tip:** Always be sure to set your digital camera to the highest photo quality setting. Higher resolution photos will take up more space on your memory card, but adjusting this setting will help ensure that your photo will be of sufficient resolution and physical size. **It is not possible to add resolution to a photo.** The camera's settings at the time the photo was taken determine the quality of the photo.*

***Helpful Tip:** Photos obtained from the Internet or social media sites like Facebook usually do not reflect the image quality needed for the magazine. Images obtained from the Internet are often smaller in physical size and resolution in order to allow for faster web page loading. These images typically do not meet the size and resolution criteria for Viking. If you can, try to locate the original digital file from the camera and submit that image instead.*

## Lodge Administration

# Viking's District Happenings

## How to Submit Your Photos (Continued)

**Helpful Tip:** If possible, try to attach image files to emails by manually navigating to them on your computer rather than using photo management programs like Picasa. Picasa automatically compresses attached photos so that they are easier to email, which means that your photo's resolution could be degraded without your knowledge during the email process.

**Helpful Tip:** Know a member who is skilled with a camera? Ask them to take photos at your lodge events. You could also help to engage your lodge's tech savvy youth members by encouraging them to take photos.

### I mailed a copy of a printed photo but it couldn't be used. Why not?

Printed hard copy photos must have the same print quality as professionally processed photos and be a minimum of 3"x5" in physical size. If your print is from a home printer, it cannot have visible ink patterns, dots or bands from printing. Scanned newspaper clippings cannot be used under any circumstances. It is also important to look for clarity and detail in your printed photo. If the photo looks blurry or grainy it likely cannot be used. If you are unsure about the quality of your print, email the original digital file to your district publicity director, as it is likely that the digital file can be used instead.

### How can I tell if my digital photo meets the resolution and size requirements?

Resolution in its most basic terms refers to how many "dots of information" make up an image whether in printed format or viewed on screen. Computer monitors display significantly fewer of these "dots" per inch than a printer, for this reason, a photo may look passable on screen, but grainy once printed. So, if you are on a PC, navigate to "My Computer" and then locate where the image file is stored on your computer (desktop, my pictures, etc.) Once you see the icon representing the image file, right-click on it and select "Properties" and then "Summary". The information that you are looking for are the pixel dimensions. As a general rule, the larger the pixel dimensions, the better the quality of the photo.

For example, if a photo has a pixel dimension of 253 x 360 it will yield only a .84" x 1.2" photo at the required 300 dpi resolution. Dividing each of the pixel dimensions by 300 (the desired minimum resolution for *Viking* photos) will determine the **maximum** print size of the photo. In this case, the example photo falls well short of the *Viking* criteria.

### What if I have an upcoming lodge event or a special member I want to feature?

Each district happenings page has a special space at the bottom of the page dedicated to promoting one upcoming lodge or district event or a special member.

For example, the January issue of *Viking* includes a member profile on page 36 for Trollheim 1-511 member Talleiv Vollen and a event listing for Snorre 6-061's Crab Feed Dinner on page 41. A submission form for these items is available in the members only section of the Sons of Norway website here <http://www.sofn.com/members/showPage.jsp?document=lodgeresources/LodgeForms.html>

Please keep in mind that *Viking* is produced two months in advance, so event information that is sent in has to be two or more months in the future.

### Questions? Need additional information?

Please contact your district publicity director or **Melissa Johnson** with Sons of Norway Headquarters at [mjohnson@sofn.com](mailto:mjohnson@sofn.com) or 800-945-8851 ext. 636.



Lodge Administration

## Your District Publicity Directors Who to Contact

### ***District Publicity Directors***

***District 1*** Dorothy Zimmerman, 3937 County Hwy. 7, Porter, MN 56280 *Email - [pub.dist.1@frontier.com](mailto:pub.dist.1@frontier.com)*

***District 2*** Ron Rolla, 8220 W. Gage Blvd. #118, Kennewick, WA 99336 *Email - [publicity.dist2@gmail.com](mailto:publicity.dist2@gmail.com)*

***District 3*** Ron Martinsen, 18544 Water Lily Ln., Hudson, FL 34667 *Email - [romar8402@aol.com](mailto:romar8402@aol.com)*

***District 4*** Garry Bratland, Box 787, Carstairs, AB T0M 0N0, Canda *Email - [bratland@telus.net](mailto:bratland@telus.net)*

***District 5*** Gary Melby, 1720 Manchester St., South Beloit, IL 61080 *Email - [gmcmmreal51@gmail.com](mailto:gmcmmreal51@gmail.com)*

***District 6*** Irene Jordahl, PO Box 50, Milbrae, CA, 94030 *Email - [ijordahl@yahoo.com](mailto:ijordahl@yahoo.com)*

***District 7*** Erik Brochmann, 32412 Ptarmigan Dr, Mission, BC V2V R5R, CAN *Email - [erik.brochmann@shaw.ca](mailto:erik.brochmann@shaw.ca)*

***District 8*** John Granly, Postboks 5, 2071 Råholt, Norway *Email - [jongra@online.no](mailto:jongra@online.no)*

Lodge Administration

## Lodge Achievement Your Lodge Could be a Winner

Formerly known as Lodge of the Year, the Lodge Achievement forms were mailed out to 2012 lodge secretaries in early January. They are also available to download from the members' area of [www.sonsofnorway.com](http://www.sonsofnorway.com) as an editable PDF. By completing this questionnaire, your lodge can qualify for a Gold, Silver or Bronze Merit Award.

The top scoring lodges will be considered for District and International Lodge of the Year. These certificates and plaques will be announced and awarded at the district and international conventions in 2014.

Lodges also have the opportunity to win the distinction of District Family Lodge of the Year by filling out the appropriate form included in the same mailing as the Lodge Achievement form.

Lodge Achievement and Family Lodge of the Year forms are due to your Zone Director by March 1, 2013.

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

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

## Lodge Administration

## Media Lending Library

### Great Programming Ideas

Is your lodge looking for an interesting program idea? How about using a video from the Sons of Norway's Media Lending Library? Check out these films for possible viewing at an upcoming lodge meeting:

**Speed, Grace, Glory** is a documentary film, produced by NRK, that was broadcast in January 2010. The film highlights the history, world champions and rising stars from the sport of speed skating in Hamar, Norway – the town in Northern Europe where the oval race track sport originated. The film includes never before seen color footage from 1952 and is a tribute to the sport and the Hamar, Stange and Rinsaker communities in Norway. (DVD, 90 minutes)

**The Birkebeiner Tale** is the legendary story of two Nordic warriors certain to save Norway's reigning prince and ski him to safety in the early 13th century. The film tells the amazing story while highlighting the famous Birkebeiner ski race that takes place in Hayward, WI annually each February. This documentary will indulge your true Norwegian spirit. (VHS, 30 minutes)

If you are interested in borrowing a film from the Media Lending Library, plan ahead and order at least two weeks before your program. Contact **Anna Grinde Stoltenberg, Cultural Coordinator** at (800) 945-8851 ext 640 or at [culture@sofn.com](mailto:culture@sofn.com).

## Lodge Administration

## Distinguished Service Award

### Recognizing Members for Their Service

Do you have a member who deserves to be recognized for their distinguished service to their lodge, zone or district? A Distinguished Service Award has been established for that very purpose.

Personalized certificates are available, at no charge, to present to the member whose contributions are being recognized. Distinguished service plaques or King Harald medallions are also available for a charge.

Consider recognizing a member in good standing who has done three or four of the following activities or made similar valuable contributions as defined by the lodge, zone or district:

- Served as a lodge, zone, district or international officer,
- Volunteered in lodge's name,
- Been a chairperson for lodge activities and/or
- Been a mentor to new members,
- Been a willing participant in lodge meetings & events,
- Assisted members in need.

***Want to place an order?***

***Need additional information?***

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



## Lodge Administration

## Mark Your Calendars: Upcoming Important Dates

### March 1, 2013

Lodge Achievement and Family Lodge of the Year forms are due to zone directors.

### March 1, 2013

2012 Financial Statements (Form 17) are due to the Accounting Department at Sons of Norway Headquarters.

### March, 2013

2012 recruitment pins and certificates will be mailed out to lodge Vice Presidents.

### April 1, 2013

2013 Lodge Directory is printed in April issue of the *Viking*.

## Lodge Administration

## Celebrate Lodge Anniversaries January/February/March

3-410	Nansen	Staten Island, NY	1/12/1938	75
1-604	Elveby	Omaha, NE	2/13/1988	25
3-607	Sun Viking	Spring Hill, FL	2/20/1988	25
4-138	Lodsen	Great Falls, MT	2/17/1913	100
4-140	Fedraheimen	Kalispell, MT	3/16/1913	100
8-015	Terje Vigen	Arendal , NO	3/12/1988	25

## Lodge Administration

## Help for Officers Check Out the Guide for Leadership

Do you have questions about the duties and responsibilities of your officer position? Do you have questions regarding Sons of Norway policies and procedures? Check out the Guide for Leadership. A section is available for most officer positions in the lodge. The information contained in each section answers the most commonly asked questions for that position.

Perhaps you received a copy from your predecessor. (Check the bottom of each page for "GFL 12-06" to make certain you have the most recent version.) If you have not received the section of the Guide for Leadership for your position when you took office or if you have an outdated version, sections can be downloaded from the members' section of [www.sonsofnorway.com](http://www.sonsofnorway.com) under **Management: Guidance for Leadership**. Sections can also be ordered from the Sons of Norway Supply Department for \$3.00 each by calling (800) 945-8851 ext 645 or by emailing [supply@sofn.com](mailto:supply@sofn.com).

## Financial Matters

# Important Bits of Information for Officers

## Do you Know?

### Tidbit #1

Sons of Norway was founded in 1895 as a fraternal insurance company that provided benefits to those immigrants that became sick as well as provide funds to loved ones upon death. This is still part of our mission today.

### Tidbit #2

Each year, over a million dollars from the insurance operation helps support fraternal programming and services. This is 50% of the funds needed to operate the fraternal aspect of our business. Without this support from insurance sales, dues would be at least double their current amount.

### Tidbit #3

Our mission statement includes a requirement to provide quality insurance and financial products to our members.

### Tidbit #4

Up to \$400 is available through the Marketing Department to each lodge that holds a new member recruitment breakfast, brunch, lunch or dinner. There are only a few requirements to qualify for these funds. Check with the FBC assigned to your lodge or call **Len Carlson**, (800) 945-8851 ext 609 or [lcarlson@sofn.com](mailto:lcarlson@sofn.com).

### Tidbit #5

There should be no competitive advertising of other companies' life insurance products. Because a significant portion of the proceeds from the sale of our financial products helps support our fraternal operations, our International Board of Directors strongly encourages local lodges not to allow competitive advertising in lodge newsletters or other publications. This holds true even if those ads are to be placed by members.

### Tidbit #6

The Financial Benefit Counselor assigned to your lodge is a great resource and is part of the Sons of Norway family. Your lodge's Financial Benefits Counselor should be allowed to do periodic presentations to the membership and to place advertisements in newsletters. Also, remember to ask them to help out at lodge events and meetings.

### Tidbit #7

Your lodge can make money with no effort through lodge revenue sharing. Have your Financial Benefit Counselor explain the program to you.

### Tidbit #8

Your lodge can utilize the lodge deposit fund to get a higher interest rate than at the bank. Contribute between \$5,000 and \$200,000 and realize the following rates:

(as of 1/1/13, rates are subject to change)

\$5,000 to \$10,000	= 1.25%
\$10,000 to \$25,000	= 1.60%
\$25,000 to \$50,000	= 1.80%
\$50,000 to \$100,000	= 1.90%
Over \$100,000	= 2.00%

A statement will be sent out quarterly. There is a minimum withdrawal amount of \$1,000 with 2 free withdrawals per quarter. Additional withdrawals are subject to a \$25 fee.

### Tidbit #9

Financial Benefits Counselors offer a free financial review to members. This valuable member benefit helps members stay on track to reach their financial goals.

### Tidbit #10

Sons of Norway offers a variety of competitively priced life insurance products to meet members' needs and to help them achieve their financial goals.

## Questions?

### Need additional information?

Contact the Financial Benefits Counselor assigned to your lodge or **Len Carlson**, (800) 945-8851 ext 609 or [lcarlson@sofn.com](mailto:lcarlson@sofn.com).

## Membership Recruitment and Retention

**Founders Award Winners****Congratulations to the 54 Founders Award Winners!**

Founders Awards are presented to lodges experiencing a 3% or more growth during the calendar year. Winning lodges receive a certificate and a prize check. Lodges growing a healthy 3% to 19% receive \$50. Lodges which have generated a remarkable growth of 20% or more are gifted \$100.

**Lodges with 20% Growth or Greater**

1-498	Nordlys	MN	57%
4-203	Fagerlund	ND	52%
4-571	Aspelund	AB	22%
1-554	Vennskap	MN	22%

**Lodges with 3% - 19% Growth**

5-183	Nordlyset	WI	18%	4-520	Hilsen	MT	7%
6-091	Norseman	CA	18%	1-240	Granlund	MN	7%
8-003	Bernt Balchen		18%	5-580	Norskeland	WI	7%
4-576	Brubyen	SK	18%	6-112	Aasgaarden	CA	7%
3-242	Fredheim	NY	17%	3-678	Vennekretsen	GA	7%
3-232	Dovre	RI	16%	1-041	Nornen	MN	7%
8-017	Hamar		15%	4-345	Hamar	AB	6%
8-001	Oseberg		15%	1-364	Valheim	MN	6%
5-286	Jotunheimen	WI	15%	2-029	Abel	WA	6%
1-685	Rumelva	MN	15%	1-579	Fedrelandet	SD	5%
4-524	Fjell Heim	MT	15%	3-439	Pleasant Point	NJ	5%
2-037	Olympic	WA	15%	1-010	Bjorgvin	MN	5%
3-438	Oslo	NY	13%	8-021	Leiv Eiriksson		5%
5-593	Elvesund	IL	11%	1-596	Marsteinen	IA	4%
5-220	Trygvason	WI	11%	1-667	Fjell Syn	MN	4%
1-676	Kråkeelva	MN	10%	6-165	Desert Troll	NV	4%
8-018	Haugaland		10%	6-107	Fjellheim	CO	4%
3-664	Maine Nordmenn	ME	10%	7-079	Dawson Creek	BC	4%
2-023	Fedrelandet	AK	9%	1-547	Solglimt	IA	4%
6-083	Leif Erikson	UT	9%	4-543	Fjellidal	MT	4%
3-617	Scandia	FL	9%	8-009	Eidsvold		3%
5-378	Nordkap	MI	8%	6-153	Overtro Fjell	AZ	3%
1-017	Terje Viken	MN	8%	2-143	Roguedalen	OR	3%
4-140	Fedraheimen	MT	8%	8-022	Dalbuen		3%
				4-536	Norhaven	MT	3%

## Membership Recruitment and Retention

# Recruiting Tip

## Use *Viking Magazine*

Having an event or membership dinner? Doing a community service activity? Setting up an information table at a cultural fair? Don't forget to have a supply of *Viking Magazines* on hand. With its colorful covers and informative articles, it is a great tool to attract the attention of prospective members and to engage them in conversation.

Order a supply by contacting **Mary Henkels, Supply Department**, by phone at (800) 945-8851 ext 645 or by email at [supply@sofn.com](mailto:supply@sofn.com).

### In addition, add an Event Kit to your order!

Containing the basic event supplies, such as a banner, Publicity Tool Kit, Benefits of Membership booklets and Something for Everyone brochures, you will be ready to recruit those new members to join your lodge.

## Membership Recruitment and Retention

# 2012 Recruitment Pins and Certificates

## Congratulations!

Watch your mailbox: 2012 recruitment pins, along with recruitment certificates, will be distributed to lodge vice presidents this coming March.

### There are three denominations of pins:

- bronze for recruiting 1 to 4 new members,
- silver for recruiting 5 to 9 new members and
- gold for recruiting 10 or more.

The accompanying certificates, one for each recruiter, will acknowledge the exact number of members recruited. Paperwork, detailing the names of recruiters and the new member(s) they recruited, will be included in the mailing.

In 2012, 1,383 people recruited 2,329 new members. This compares to 1,504 recruiters who recruited 2,481 new members in 2011.

### Congratulations!

Please join in congratulating these members who recruited 10 or more individuals to join Sons of Norway.

Lodge	Recruiter	Number Recruited
4-025 Kringen	Elaine Nelson	23
3-541 Gateway To Florida	Kent Larson	22
4-025 Kringen	Doreen Grobe	18
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Sons of Norway Foundation

## Foundation News

### Keeping You Up-To-Date

### Apply for Scholarships Online

Sons of Norway Foundation scholarship applications went entirely online on December 15, 2012. Please toss out any old scholarship application forms you may have and check out the new format by going to [www.sonsofnorway.com](http://www.sonsofnorway.com), select **Foundation** and then click on **Scholarships**. There are six different scholarship categories, each with their own set of guidelines and areas of study.

Please make scholarship applicants aware that all Sons of Norway Foundation scholarship applications need to be completed online. Hard copy application forms will no longer be accepted.

### Scholarship Application Deadlines

Deadline for scholarship applications vary from March 1st to May 1st depending on the scholarship category. Students need to get started on their applications now by gathering the following required information:

- ACT/SAT scores
- letters of recommendation
- essays and
- grade transcripts.

### Grant Reminder

Helping Hands to Children grant applications were due February 1st. If your lodge missed the deadline, start planning now for 2014. As with the scholarships, all grant applications must be completed online. Go to [www.sonsofnorway.com](http://www.sonsofnorway.com), select **Foundation** and then click on **Grants**.

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

Contact **Cindy Olson, Foundation Director**, at [foundation@sofn.com](mailto:foundation@sofn.com).

### Hurricane Sandy grants update

As of December 19, 2012, we have had seven requests for Helping Hands to Member grants from Sons of Norway Foundation for current Sons of Norway members whose homes were deemed unlivable due to Hurricane Sandy damage. The applications were processed quickly. The recipients want to thank all who have given to the Humanitarian Fund that has made these grants possible. They tell us that knowing members from across the country were keeping them in their prayers made a difference.

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