

# R *THE SONS OF NORWAY VIKING* RESOURCE

## Membership Recruitment and Retention

### 2013 Recruitment Challenge

Did you know Sons of Norway is heading into peak recruiting season? It's true; October through December 2012 accounted for nearly 30% of new members for the year! Recruitment is not the only thing heating up as the temperatures cool down – the 2013 Recruitment Challenge is heading into the home stretch. The next few weeks are the perfect time to add to what's already been a stellar year for many Sons of Norway lodges.

#### *Not familiar with the 2013 Recruitment Challenge?*

It's a year-long competition to recognize the small and large lodges with the most success in recruiting new members. Unlike recruitment contests in the past, this one has a couple twists. First, retention as well as recruitment is being tracked. This means your lodge's ability to keep members is as important as its ability to recruit them. Second, a bonus point is awarded to your lodge's score for every new member between 24 and 55 years old who is recruited. Complete rules and scoring guidelines for the 2013 Recruitment Challenge, as well as a leader board, can be found on Sons of Norway's website.

#### *How can you give your lodge the upper hand in the competition?*

Here are a few tips to share with your lodge to give it a boost:

- **Turn your lodge holiday party into an opportunity to showcase your lodge.** Encouraging your members to invite friends and family to your party gives guests a glimpse into the fun that comes with being a member of Sons of Norway. Don't forget, though, it's important to remember to ask them to join while they're at the party!
- **Have your own lodge recruitment competition.** Create a small incentive to reward the most successful recruiter in your lodge for the last month of the year. Even a small prize should create enough excitement to get your members actively recruiting!
- **Follow up with members who have been absent lately.** Have you noticed a member has not been coming to meetings lately? Give them a phone call and invite them to the next meeting or event. Not only will it demonstrate your commitment to the member, but it could be the difference between keeping and losing a member. Don't forget for this competition retaining a member is as important as recruiting a new one!

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Membership Recruitment and Retention

# 2013 Recruitment Challenge

***What's at stake? The winning small and large lodges will be featured in a 2014 issue of Viking!***

For more tips and ideas, be sure to check out the monthly R&R newsletter. If you're not receiving it, contact **Joe Eggers, Membership Coordinator**, at [membership@sofn.com](mailto:membership@sofn.com). You can also find an archive of recruitment and retention ideas from past R&R and Viking Resource articles in the members section of the Sons of Norway website.



## **Convention Representation**

Lodge representation for your district convention is determined based on the adult membership (members age 16 and over) on December 31, 2013. Make certain to get new member applications in by December 13, 2013 so that they are processed before the end of the year.

## Lodge Administration

# Community Support and Fraternal Activities

Has your lodge been tracking Community and Fraternal Support events and hours for 2013? Lodge secretaries record this information on the Lodge Achievement form every year in order for the lodge to be eligible for Lodge of the Year and Merit Awards. Sons of Norway Headquarters reports these numbers to the American Fraternal Alliance (AFA) for inclusion in their annual report. The AFA, in turn, uses these numbers to demonstrate the benefits Sons of Norway provides to its members and the impact our lodges have in their local communities.

## **NEW FOR 2013: Individual Support Hours**

The AFA has expanded its definition of member hours. Up to this year, only hours spent at events (a gathering involving two or more people) were to be counted. Now, the AFA has determined that Individual Support Hours can be tracked as well. Modifications have been made to this year's lodge achievement form to help you add these hours to your event hours total.

Because this is new in 2013, the lodge secretary should ask officers and members to estimate any Individual Support Hours so they can be added to the hour total on the Lodge Achievement form.

## **Questions?**

Check out these answers to commonly asked questions about compiling the necessary information:

### **Q: What should be counted as an Event?**

A: To be considered an event it must meet two qualifications:

- Must be officially organized by the lodge. Typically, an event is an activity that appears on the lodge's monthly calendar.
- Must involve two or more members.

### **Q: How are events tracked?**

A: The lodge secretary, with the help of other lodge officers, records lodge events each month on the Fraternal Event and Community Event Worksheets.

### **Q: What are Member Event Hours? How are they tracked?**

A: The lodge secretary tracks the number of members who attend each event on the Fraternal Event and Community Event Worksheets and multiplies that by the length of the event (number of hours) to determine Member Event Hours.

### **Q: What should be counted as an Individual Support Hours?**

A: Individual Support Hours is time spent by individuals on Sons of Norway business or programming outside of an event.

### **Here are some examples:**

- A lodge member putting together a scrapbook for the lodge alone at their home (Fraternal).
- The lodge editor compiling information for the monthly newsletter (Fraternal).
- A member cutting stamps for Tubfrim on their own (Community).
- A lodge president preparing a speech for a lodge meeting (Fraternal).
- A lodge member reading to kids at a school on behalf of Sons of Norway (Community)
- Time members and officers spend driving to and from lodge and district meetings and events (either Fraternal or Community.)

Continued on next page

## Lodge Administration

# Community Support and Fraternal Activities

**Q: *What is the difference between Community and Fraternal Support?***

A: Fraternal Support activities have the primary goal of serving lodge members. Monthly meetings are an event that would count in this category.

Community Support activities have the primary goal of serving people outside Sons of Norway. For example, if the lodge organizes a group of members to help build a Habitat for Humanity house for a day, this would be considered community support.

**Q: *What shouldn't be counted?***

A: Volunteer events or hours spent on activities that aren't organized by Sons of Norway. For example, if a group of members are leaders in the Boy Scouts and organize a camping trip for their troop, this should not be recorded as an event. They are working on behalf of the Boy Scouts, not Sons of Norway. Another example would be driving for Meals on Wheels: if a member volunteers to deliver meals because they feel it is a worthwhile activity, even if they make mention that they belong to Sons of Norway, the time should not be included as Individual Support Hours. However, if the lodge organizes a group of volunteers to provide drivers for a week of deliveries, those hours would be counted.

**Q: *How does counting Individual Support Hours change reporting?***

A: In past years, some individual hours have been included with event totals. For instance, the average driving time for members to attend a lodge meeting or community event may have been included with the totals for the particular meeting or event. Also, the time volunteering at schools under the Adopt A School Program/Project Framtid may also been grouped together as one event. Individual members cutting stamps for Tubfrim, separate from a group activity, may have also been counted as an event in the past. Now, these hours can all be counted as Individual Support Hours, rather than including the time with the event or activity total.

**Q: *How exact does a lodge need to be in its reporting?***

A: Tracking the number of Events, Event Hours and Individual Support Hours is a big undertaking. Precise reporting can be very difficult. Just do the best job you can.



A larger number of community service hours will not get your lodge more points towards Lodge of the Year; nor will a smaller number hurt your chances in any way. The only factor taken into consideration is whether or not information is provided.

## 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

# Volunteer Coordinator: A New Position in 2014

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.

### ***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.

Continued on the next page.

## Lodge Administration

## Volunteer Coordinator: A New Position in 2014

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

Both the Adopt A School and the Volunteer Coordinators can be an extremely valuable 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 and if the position will be in addition to or a replacement for the Adopt A School Coordinator position.

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

**Step 3:** The lodge officer update form (D63) 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 **Sherry Gorse, Membership Services**, at (800) 945-8851 ext. 643 or [fraternal@sofn.com](mailto:fraternal@sofn.com) if you have any questions on the Lodge Officer Update process (D63).

Contact **Linda Nelson**, at (800) 945-8851 ext 612 or [lnelson@sofn.com](mailto:lnelson@sofn.com) with questions about the Volunteer Coordinator position.

## Lodge Administration

## Barneløpet - Ordering Materials

It is time to start thinking about your lodge's Barneløpet (the children's race). A Barneløpet is a fun and simple way for your lodge to share their enthusiasm for *friluftsliv* (outdoor life/outdoor recreation) with other Sons of Norway members and the local community. Doing a skiing Barneløpet this winter can be a great way to provide a fun and healthy way for members to spend time as a family.

To learn how to plan a Barneløpet check out #40 Barneløpet Manual: Planning Children's Races in the Sons of Norway Idea Bank online at [www.sonsofnorway.com](http://www.sonsofnorway.com).

**Helpful hint:** Toss old order forms! Make certain to use the most up-to-date order form that lists the medal price of \$3.50 and bib price of \$3.50.

### *Questions? Planning on having a Barneløpet?*

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

## Lodge Administration

# Lodge Achievement Program Kicks Off Be a Winner

Celebrate the accomplishments of your lodge by participating in the Lodge Achievement, Family Lodge of the Year and Merit Award programs!

Lodges who complete the appropriate forms are eligible for:

1. Gold, Silver or Bronze Merit Awards
2. District Family Lodge of the Year
3. District Lodge of the Year
4. International Lodge of the Year

Lodge Achievement and Family Lodge of the Year forms will be mailed out to all 2013 lodge secretaries in November of this year (2013).

### ***Editable PDF Available***

The Lodge Achievement form can be completed online! An editable PDF version of the form can be found in the member area of [www.sonsofnorway.com](http://www.sonsofnorway.com) under "Management: Lodge Forms." The original version of the form, to be downloaded and completed, can be found in the same area.

### ***Complete by March 1, 2014***

Lodge Achievement forms should be filled out by the lodge secretary with the help of fellow officers and submitted to your zone director no later than March 1, 2014.

### ***Scoring***

The highest scoring lodges will be awarded Gold Merit Award certificates and will be eligible to win Lodge of the Year for their district and are also eligible for Sons of Norway International Lodge of the Year.

Lodges which score in the middle range will receive Silver or Bronze Merit Award certificates.

### ***Announcement of Winners***

District lodges for 2012 and 2013 will be announced at the 2014 district conventions. International lodges of the Year for 2012 and 2013 will be announced at the 2014 International Convention.

### ***Family Lodge of the Year***

There will also be one Family Lodge of the Year awarded in each district for 2012 and 2013. These awards will be presented at the 2014 district conventions.

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

Contact **Sherry Gorse, Membership Services**, by phone at (800) 945-8851 ext. 643 or (612) 821-4643, or by email at [fraternal@sofn.com](mailto:fraternal@sofn.com).

## Lodge Administration

# Family Matters

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 prospective members about joining? If so, check out the Family Matters page that appears quarterly in *Viking* magazine.

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 will be made 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 (testimonials).
- 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 past pages will be maintained in the members section of [sonsofnorway.com](http://sonsofnorway.com) for continued reference by you and your members.

## Questions? Want to share a testimonial about usage of the page?

Have an idea for future content? Contact **Joe Eggers, Membership Coordinator**, (800) 945-8851 ext 697 or [jeggers@sofn.com](mailto:jeggers@sofn.com).

## Lodge Administration

# Celebrate Lodge Anniversaries October/November/December

2-080	Columbia Basin	Moses Lake, WA	10/18/1963	50 years
5-609	Myrmarken	Marshfield, WI	10/16/1988	25 years



## Lodge Administration

# Guidelines for Youth Volunteers

Does your lodge offer community service activities that include children or grandchildren of members? If so, please be aware that there are both federal and state guidelines for what activities youth can perform.

***Here are some answers to frequently asked questions:******1. How does present child labor law define volunteer service?***

Volunteer services are services, not prohibited by statute or regulation, performed by minors on a part time, occasional, and volunteer (not for pay) basis for non-profit organizations, recognized also as educational, charitable, religious or community service in nature. Community service benefits a community and has no private gain.

***2. Is there anything that a child can do as a volunteer for a non-profit that they can't do as an employee?***

Youth volunteers may not do community service in any area or use designated equipment that is prohibited by the child labor laws. Youth volunteers are not to be used to replace a paid employee.

***3. Are the laws for the hours of volunteer community service work the same as for child employment?***

Yes.

Hours and times of day standards for 14- and 15-year-olds are as follows:

- volunteering must be done outside school hours;
- no more than 3 hours on a school day, including Fridays;
- no more than 8 hours on a nonschool day;
- no more than 18 hours during a week when school is in session;
- no more that 40 hours during a week when school is not in session;
- between 7 am and 7 pm - except between June 1 and Labor day when the evening hour is extended to 9 pm

There are no federal rules limiting hours for 16 and 17-year-old, but there are restrictions on the types of jobs they can do.

***4. What activities can youth volunteers perform?***

The federal government has a website that provides detailed information on permitted activities and those that are considered hazardous (prohibited activities). Check out the YouthRules! website at [www.youth-rules.dol.gov](http://www.youth-rules.dol.gov). You can also call toll-free 1-866-4US-WAGE or 1-866-4US-WAGE FREE (1-866-487-9243 or 1-866-487-9243 FREE) for information.

While all of the material on the YouthRules! website is important, because many times youth may be involved in annual lodge sponsored holiday dinners and other events that include food preparation, you might want to pay special attention to Fact Sheet #58: Cooking and Baking under the Federal Child Labor Provisions of Fair Labor Standards Act (<http://www.dol.gov/whd/regs/compliance/whdfs58.htm>) and Fact Sheet #2A: Child Labor Rules for Employing Youth in Restaurants and Quick-Service Establishments Under the Fair Labor Standards Act (FLSA) (<http://www.dol.gov/whd/regs/compliance/whdfs2a.htm>)

## Lodge Administration

# Guidelines for Youth Volunteers

**5. *Our lodge needs to only be concerned about federal guidelines, right?***

No. In addition to federal regulations, all states have rules regarding the employment of young workers. When federal and state rules are different, the rules that provide the most protection will apply. Be sure to find out about the rules in your state.

**6. *Where do I find my state guidelines?***

Links to your state labor department can be found at [www.dol.gov/whd/contacts/state\\_of.htm](http://www.dol.gov/whd/contacts/state_of.htm)

**Questions? Need additional information?**

This Viking Resource article is for general information only and is not to be considered in the same light as official statements of position contained in federal and state regulations. Please consult the YouthRules! website ([www.youthrules.dol.gov](http://www.youthrules.dol.gov)) and your state's labor department for additional information and for answers to specific questions.

## Lodge Administration

# Media Lending Library

## Featured Videos

The Sons of Norway Lending Library has a film for every occasion and holiday. Members consistently enjoy borrowing feature films to show for movie nights (popcorn is a perfect treat), documentaries to learn something new and motivate interesting discussions, and shorter films to get a look at what Sons of Norway members are doing around the world. Take a look at a couple films that are fit for fall.



### *My Folk High School Experience*

Share the experience of a Sons of Norway scholarship winner with your lodge. This short film takes you on a wonderful journey through pictures, music, video clips and narration with Anna, a 2006 Helen Tronvold Folk High School scholarship recipient. After taking a friluftsliv course at Seljord Folkehøgskule in Seljord, Norway she made a video to relive those memories. (dvd, 20 minutes)



### *Troll Hunter*

A chilling Norwegian film about trolls is perfect for a brisk late fall/early winter showing. As a group of Norwegian students investigate a series of bear killings they learn something else is going on. Danger lurks ahead for these curious young adults as they risk their lives to uncover secrets about creatures they believed only existed in fairy tales. This film is in Norwegian, dubbed English with English or Norwegian subtitles. (dvd, PG-13, 103 minutes)

## ***Want to borrow a film, have questions about the Media Lending Library?***

Call or email **Anna Grinde Stoltenberg** at (800) 945-8851 ext. 640 or [culture@sofn.com](mailto:culture@sofn.com).

### *New InfoBank Perfect for Sharing at the Lodge*

The transition to fall means the weather is cooling down and lodges are getting busier. The Sons of Norway Information Banks and Mini Presentations are a great addition to any lodge meeting or program. Share a little cultural knowledge with your fellow members and coincide that with an informational speaker, entertainer, video or class. Our newest information bank explores Norwegian folklore and its traditional characters.

### *#217 Norwegian Folklore*

In the days before modern science, Norwegians told stories that filled the forest, fjords and mountains with an array of supernatural creatures. The characters, creatures and writers that surround these folk tales have shaped a fantastical Norwegian identity that will remain in the stories told to our grandchildren and great-grandchildren for years to come. Learn more about Norway's popular storybook creatures.

## ***Need more information or want to recommend a new Info Bank or Mini Presentation?***

Call or email **Anna Grinde Stoltenberg** at (800) 945-8851 ext. 640 or [culture@sofn.com](mailto:culture@sofn.com).

## Lodge Administration

**Officer Duties: Who Does What?**

It's nearly time to elect new lodge leadership for 2014. To assist the nominating committee as they recruit candidates and develop a slate of potential officers, the following brief summary of duties for the top six local lodge officers may prove helpful:

**President**

The president is the highest-ranking officer and has general supervision over the lodge. He or she serves as the 'team leader' who appoints committees, presides over meetings, encourages the activities of fellow lodge officers and helps to plan lodge programming.

**Vice President**

The vice president serves as the driving force behind membership recruitment and retention strategies, usually serving as chair of the membership committee. He or she should also be prepared to replace the president if the need arises.

**Secretary**

The secretary's primary function is to keep accurate and impartial records of all meetings of the lodge and of the board of directors. He or she also serves as the primary communicator between the lodge and its members.

**Financial Secretary and Membership Secretary**

Each lodge gets to choose whether they wish to have a financial secretary or a membership secretary. Both of these officers collect new membership applications, process requests to transfer membership and inform Sons of Norway Headquarters of membership cancellations and deaths. The financial or membership secretary is the primary communicator between the lodge and Sons of Norway Headquarters.

In addition to the duties described above, the financial secretary also collects monies from lodge members and presents them to the treasurer as well as assisting the treasurer in the filing of financial reports. The membership secretary does not have these financial duties but focuses on the administration of membership as described in the first paragraph. In a lodge that has chosen the membership secretary structure, all financial duties are relegated to the lodge treasurer.

**Treasurer**

The responsibilities of the lodge treasurer include handling all incoming and outgoing funds, keeping accurate accounting records and preparing fiscal reports. He or she should also be present when the financial books are audited.

**Social Director**

The social director plans and supervises the social activities of the lodge. He or she works closely with any other officers who have a programming focus, such as the Cultural Director, Sports and Recreation Director and Youth Director.

**Need Additional Information?**

More information about lodge officer duties can be found in the Guides for Leadership in the members section of [www.sonsofnorway.com](http://www.sonsofnorway.com).

## Lodge Administration

# Report Election Results by December 15th

Election time for 2014 lodge officers is coming up in November. Please report your new slate of officers to Sons of Norway Headquarters by December 15, 2013. Timely reporting is needed to ensure accurate information for the upcoming District and International Lodge Directories.

There are two ways to update your officers for 2014.

## Option A: Online

Change your officer line-up quickly and easily by signing on to the member area of [www.sonsofnorway.com](http://www.sonsofnorway.com) and selecting "Management: Lodge Officer Updates" from the menu on the right side.

## Replacing an Officer and Removing Empty Offices

If an office is changing hands in 2014:

- Click into the field containing the member number of the member who held the office in 2013. Highlight that number and delete it.
- Type in the member number of the member who is taking over the position.
- Note: the name of the new member will not appear on the line until after you have saved you have submitted your changes.

If an officer from 2013 is continuing in the same capacity in 2014, you do not need to make any changes to that line.

If a position will not be filled in 2014, click the 'Remove this position' box. You can always add it later if the position gets filled.

After you have typed in all the new numbers and/or marked the titles to be deleted for 2014, click the 'Submit Changes' button in the lower left under the officer list.

## Adding a New Position

Do you have an officer title on your roster that is new for your lodge, such as Volunteer Coordinator? Perhaps you have an extra Social Director this year. Here is how you add an office:

- At the bottom of the officer list, click the button for 'Add a New Position.'
- Select a Title from the drop down
- Enter the member number for the person assuming the office.
- Click 'Submit' and agree to the change.

## Change in Meeting Location and Time

These changes can also be made online by selecting "Management: Lodge Officer Updates" from the menu on the right side after you have signed on to the membership area.

- Click on the 'Change Meeting Information' button.
- Make changes as needed and hit save.

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## Lodge Administration

# Report Election Results by December 15th

## Officer's Contact Information

Lodge officers cannot make changes to individual's contact information via the Sons of Norway website. Individuals can sign on themselves and make these changes.

If you are aware of an address, phone number or email change for an officer, you can email the change to **Sherry Gorse** at [fraternal@sofn.com](mailto:fraternal@sofn.com) or by calling 800-945-8851 ext 643.

More details about how to make changes online were included with the D63 mailing sent to lodge secretaries in late Oct.

## Option B: On Paper

The 2014 Lodge Officer Update D63 form was mailed to lodge secretaries at the end of October. This form lists your 2014 officers on the left hand side of the page. Any changes in office holders can be recorded on the corresponding blanks running down the right hand side. Member numbers, names and contact information for new officers will be needed to complete the form. Changes to the addresses and to contact information of continuing officers, as well as the lodge's meeting place and time, can also be recorded.

## New for 2014

A new officer title has been added to the D63 for 2014. The Volunteer Coordinator organizes and tracks community service opportunities for the lodge. At the discretion of the lodge, this position can either absorb Adopt A School responsibilities or focus on community activities while the Adopt A School Coordinator continues to focus on school and youth activities. See an explanation of these two positions on page 6. Questions? Contact Sons of Norway Headquarters.

## No Changes for 2014?

If your officers are staying the same for 2013, you can make note of this online or on the D63 form. Just follow the directions included with the mailing.

You can also notify Sons of Norway Headquarters by contacting **Sherry Gorse** at (800) 945-8851 ext. 643 or (612) 821-4643, or by email at [fraternal@sofn.com](mailto:fraternal@sofn.com).

## Elections Not Completed by Dec 15?

Please send in the information you have and/or contact **Membership Services (Sherry Gorse)** by phone at (800) 945-8851 ext. 643 or by email at [fraternal@sofn.com](mailto:fraternal@sofn.com) to explain the situation.

Updates made after December 15 should still be reported. There is a possibility that updates reported after the deadline may not be reflected in the 2014 Lodge Directory printed in the April *Viking*.

## Lodge Administration

# Model Lodge Program

In order to improve our organization and increase membership, Sons of Norway adopted key initiatives to guide and focus our efforts. One of the initiatives is to develop a model lodge program. The objective of this program is to identify successful lodges within Sons of Norway, determine those factors that contribute to their success and then utilize those factors to improve existing lodges and to “model” new lodges. Sixteen lodges were selected to survey and three surveys were sent out: one to the entire membership (members and officers), one to the members and one to lodge officers.

## Demographic survey

Based on the responses from this survey, we have gained insight as to what makes these lodges different or unique from other lodges in the organization. The responses from the members do not seem to distinguish these lodges from what we have learned, anecdotally, about other lodges: gender, age and membership tenure are consistent.

However, there are some noteworthy points: First, belonging to a lodge can be an individual activity; meaning that, according to responses on this survey, a spouse need not belong in order for the member to continue their association and participate in lodge activities. We also learned that, at least for retired members, involvement with other organizations does not preclude their involvement in Sons of Norway. Rather, it is those with other involvements—joiners—who also join Sons of Norway.

Finally, we learned that existing relationships are imperative to successful recruiting. Encouraging our members to reach out to friends and family, potentially, has the greatest potential for increasing membership.

## Membership survey

The results from the survey of members in the model lodge are consistent with the various research studies that have been conducted by Sons of Norway throughout the past ten years, as well as feedback that we have gotten from our members. In particular we continue to see:

- Current members are our most effective recruiters, as compared to other avenues to connect with prospective members.
- Having friends and family in the lodge (pre-existing relationships) are the greatest incentive to join.
- Opportunities for social interaction through events and lodge programs are critical to member satisfaction and retention.
- Norwegian-themed programs are expected.
- Communication with members, specifically through a lodge newsletter, is necessary for members to feel connected to the lodge.

## Leadership survey

This project also examined the role of officers in the lodge, including what seems to make them successful as leaders and what impact their leadership has on the success of the lodge. Because they control key aspects that contribute to member engagement and satisfaction, in particular communication and programming, the impact of a lodge leader can be significant.

With regard to the leaders in the model lodges, we saw that:

Continued on next page.

## Lodge Administration

## Model Lodge Program

- The relationships between the officers play a significant role in their success. Model lodge officers function as a team: They rely on one another for information, they communicate with each other and they get along.
- They are in tune with the membership: Members value programs that provide a social experience along with a focus on Norwegian heritage and culture; and leaders plan such programming.
- They bring knowledge of Sons of Norway, along with a diverse skill set gained through education, work experiences and experiences with other organizations, to their positions. Similar to the membership, involvement with other organizations, particularly in leadership roles, does not preclude their involvement in Sons of Norway.

### Next Steps?

Based on the results from other surveys, as well as what we discovered from a review of model lodges, a continued emphasis on providing cultural programming and ample opportunities for fellowship within the lodges will be encouraged.

In addition, because of the importance of effective leadership that was revealed, additional discussions concerning support for lodge leaders will be undertaken to develop recommendations for action.

## Lodge Administration

## Call First Before Unsubscribing

Sons of Norway uses e-mail to provide information to members and officers, such as the E-Post, Newsletter Service, R & R Newsletter, monthly activity reports and Viking Resource. Specific e-mail correspondence is also sent to officers throughout the year with information related to their particular position.

What happens if you mark an email from Sons of Norway as 'Spam' or 'Junk Mail' or if you 'Unsubscribe'? By doing so, you will no longer receive any electronic communication from the organization. You could be missing out on important information.

If you have a question about why you are receiving certain communication(s) from Sons of Norway or if you want to be removed from the mailing list for a

certain Sons of Norway publication or communication, please contact Headquarters first rather than selecting "unsubscribe."

### Helpful E-mail Tip

Questions about e-mail or Sons of Norway communications?

Contact **Erik Evans, Communications Manager**, at (800) 945-8851 ext. 623 or [eevans@sofn.com](mailto:eevans@sofn.com).



## Financial Matters

# Utilizing Your FBC

The Financial Benefits Counselor (FBC) assigned to your lodge is a great resource to utilize for recruitment. Why not take advantage of them to help your lodge win the 2013 Recruitment Challenge?

Now is an ideal time to plan a Membership Recruitment Dinner for the beginning of the New Year. A dinner is a great way to promote your lodge and increase your membership at the same time. What better way to entice potential members than with food and fellowship? And what's better than to begin the year with an increase in membership?

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, your lodge will receive up to \$400 from the Sales/Marketing Department to help pay for the breakfast, brunch, lunch, or dinner, whatever applies.

## Steps for Planning an Event with Your FBC

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. Obtain estimated cost for the event. Consider:
  - printing
  - postage
  - facility rental
  - food cost
  - decorations
  - entertainment
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, in the lodge newsletter and/or through an email to members. 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 the Financial Benefits Counselor.
9. As the guests' names become available, personalize the guest kit, including partially completing their new member application.
10. Have an agenda prepared that includes 15-minutes for the 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 at Sons of Norway Headquarters.
13. Follow-up by phone with those prospective new members that didn't join during the event to invite them to become a member.

## Sound like too much of an undertaking?

Consider doing an informal breakfast, lunch or brunch, instead of a dinner to make planning easier. Just remember to involve your FBC in the planning and to allow time for him/her to do a presentation.

## Questions?

## Need additional information?

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

# Mark Your Calendars

## ***By October 1, 2013***

Lodge liability insurance premium should have been sent to Sons of Norway Headquarters by October 1. If your lodge has not yet paid its premium, please send it in as soon as possible.

## ***In October 2013***

Lodge Officer Update/D63 Forms are mailed to lodge secretaries.

## ***In November 2013***

Lodge Achievement and Family Lodge of the Year forms are mailed to lodge secretaries. The form can be printed out as a static form and completed, or done as an editable PDF.

## ***By December 15, 2013***

Lodge Officer Update/D63 information is due to Membership Services at Sons of Norway Headquarters.

Your new slate of officers should be submitted:

- via our website ([www.sonsofnorway.com](http://www.sonsofnorway.com)), preferred,
- by mail (Sons of Norway, 1455 W Lake St, Minneapolis, MN 55408, Attn: Membership Services),
- by e-mail ([fraternal@sofn.com](mailto:fraternal@sofn.com)) or
- by fax (612) 827-0658.

Please contact Sherry Gorse, Membership Services, [fraternal@sofn.com](mailto:fraternal@sofn.com) or (800) 945-8851 ext. 643 with any questions.

## ***In January 2014***

Form 990 filing information will be sent to lodge presidents and treasurers, along with the D17 Financial Statements. (This form is also available under "Forms: Financial Forms" in the Management section of the members' area at [www.sonsofnorway.com](http://www.sonsofnorway.com). It can be printed out as a static form and completed, or done as an editable PDF.)

## ***In February 2014***

Community Event and Fraternal Event Worksheets for 2013 are mailed to lodge secretaries.

## ***By March 1, 2014***

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

D17 Financial Statements are due to the Accounting Department at Sons of Norway.

## ***In March, 2014***

2013 Recruitment pins and certificates are mailed to lodge vice presidents with accompanying paperwork.

## ***April 1, 2014***

2014 Lodge Directory is printed in the April issue of *Viking*.

## ***By May 15, 2014***

Deadline for filing Form 990.

# Contact Us

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