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'14

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## THE SONS OF NORWAY VIKING

# RESOURCE

### Membership Recruitment and Retention

## 2014 Recruitment Challenge

We're heading into the final months of 2014, which means your lodge has only a few short weeks to improve its score in the 2014 Recruitment Challenge. Remember, every lodge is automatically entered into the challenge. As a refresher, let's highlight some of the rules for the competition and a key change that will help your lodge succeed.

What makes the 2014 Recruitment Challenge different is that your lodge will need to keep an equal eye on both recruitment and retention. That's because scoring is tracked by the lodge's overall growth, meaning recruiting 10 members is negated if your lodge isn't able to retain another 10 members.

### How is the score calculated?

For every 1% increase in your lodge's adult, dues paying membership, your lodge will receive 10 points. Like last year, a bonus point will be awarded for every member between 24 and 55 your lodge recruits. Don't forget: a list of the top three scoring lodges will appear each month in the R&R newsletter. You can also get an estimate of your lodge's performance by tracking the overall lodge membership total, which is available at the bottom of the monthly activity reports.

As an extra bonus for 2014, we're awarding 10 points for hosting a membership dinner with your lodge Financial Benefits Counselor. To qualify for the bonus points simply email a picture of your dinner with a brief description of its turnout and the number of members recruited to **Joe Eggers** at [membership@sofn.com](mailto:membership@sofn.com). Best of all, the members recruited at your dinners will count towards your lodge's overall score!

For questions about the 2014 Recruitment Challenge, or recruiting tips in general, contact **Joe Eggers, Membership Coordinator** at [membership@sofn.com](mailto:membership@sofn.com) or (800) 945-8851 ext. 697. Don't forget to look over the monthly R&R newsletter for even more tips and success stories!

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## Membership Recruitment and Retention

# Looking for Programming Ideas?

### **Program-in-a-Box**

**Program-in-a-Box** is meant to be adapted to the amount of time available and the interests of the members. Pick a topic and then select from the various choices suggested to develop an intriguing and engaging lodge program.

- Holiday Traditions
- Immigration & Immigrant Life in America
- Literature
- Music
- Syttende Mai
- The Norwegian Constitution's 200th Anniversary
- Vikings

### **Revised Cultural Skills Units Now Available**

Please make your members aware that the following Cultural Skills units have been updated and are available in the members' section of [www.sonsofnorway.com](http://www.sonsofnorway.com):

- #5 Genealogy
- #13 Folk Dancing Part 1
- #14 Music and Musicians of Norway

## Membership Recruitment and Retention

# 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 2014 lodge secretaries in November of this year (2014).

### **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, 2015**

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, 2015.

### **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. They 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 2014 and 2015 will be announced at the 2016 district conventions. International lodges of the Year for 2014 and 2015 will be announced at the 2016 International Convention.

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

There will also be one Family Lodge of the Year awarded in each district for 2014 and 2015. These awards will be presented at the 2016 district conventions.

## **Questions? Need more 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).

## Membership Recruitment and Retention

# Report Election Results by Dec. 15th

Election time for 2015 lodge officers is coming up in November. Please report your new slate of officers to Sons of Norway Headquarters by December 15, 2014. 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 2015.

### 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 2015:

- Click into the field containing the member number of the member who held the office in 2014. 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 submitted your changes.

If an officer from 2014 is continuing in the same capacity in 2015, you do not need to make any changes to that line.

If a position will not be filled in 2015, click the 'Remove this position' box. You can 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 2015, 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'.

#### Officer's Contact Information

Lodge officers cannot make changes to another person'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(s) to **Sherry Gorse** at [fraternal@sofn.com](mailto:fraternal@sofn.com) or by calling **(800) 945-8851 ext. 643**.

### Option B: On Paper

The 2015 Lodge Officer Update D63 form will be 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.

#### No Changes for 2015?

If your officers are staying the same for 2015, 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 2015 Lodge Directory printed in the April *Viking*.

## Lodge Administration

# Officer Duties: Who Does What?

It's nearly time to elect new lodge leadership for 2015. 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.

**Questions? Need more 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

# Volunteer Coordinator

## *Promoting Community Service*

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.

At the end of 2013, Sons of Norway introduced a new officer title, Volunteer Coordinator, to acknowledge the varied community service activities undertaken and the importance Sons of Norway places on all the volunteer efforts by our lodges.

Why not add a Volunteer Coordinator to your officer roster for 2015?

**Here are answers to some frequently asked questions about this 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.

## Lodge Administration

# Volunteer Coordinator (Continued)

**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 2015.

**Questions? Need more information?**

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

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

## Lodge Administration

# Barneløpet Have Fun and Gain Visibility!

Fall is the time to schedule your lodge's Barneløpet (the children's race). A Barneløpet is a fun and simple way for your lodge members to share their enthusiasm for *friluftsliv* (outdoor life/outdoor recreation) with other Sons of Norway lodges 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, and for your lodge to gain visibility in your community.

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? Need more information?**

Contact **Jana Velo, Cultural Coordinator**, at **(800) 945-8851 ext. 642** or at **[jvelo@sofn.com](mailto:jvelo@sofn.com)**.

## No Obligation Supply Count

Thinking about having a Barneløpet?

Please let Jana Velo at Sons of Norway Headquarters know the approximate date and estimated attendance so that adequate supplies will be available. There will not be a charge if your Barneløpet does not take place nor are you obligated to order your estimated medal and bib quantity.

Lodge Administration

# Simplified Event Reporting

## *[FraternalGive.org](http://FraternalGive.org)*

Sons of Norway is introducing a new way for lodge secretaries to track lodge events and volunteer hours in 2015 using a new website, [FraternalGive.org](http://FraternalGive.org) developed by The American Fraternal Alliance (AFA).

Instead of shuffling paper forms, the lodge secretary will be able to enter details for each lodge activity quickly and easily.

Using the website, the secretary will be able to create a page for each new activity where they will enter the name, a description and dates. They will be able to choose whether it is a membership activity or community outreach activity, and enter how many people attended the event (both members and non-members.) The number of volunteers will be noted separately along with the number of hours they devoted to the activity. There is even a place for photos to be uploaded to the event page.

The secretary can also record financial information for each event: how much money was raised selling tickets, how much money was raised through donations and the value of in kind donations. For 2015, Sons of Norway will be using the amounts reported on the 2015 D17 Financial Report as the official totals dedicated for membership and community spending, but the fields on the activity page will still be useful.

Individual volunteer hours can be reported in the same way as group events! For example, the lodge editor works 10 hours at home a month on the newsletter. He would report his work time to his lodge secretary who would record it as an activity for that month on the website. Likewise, members who cut stamps for Tubrim at home can report their hours to the lodge secretary each month and then the secretary would create an activity to represent their volunteer hours.

Paper forms will still be available and will be patterned after the new categories and features of the website. These new forms will be mailed out to 2015 secretaries in January.

In November, an email will go out to all 2014 secretaries that will include their user name and password for the site. In the beginning of 2015, lodge secretaries will be invited to attend a webinar hosted by the AFA.

As always, Membership Services staff at Sons of Norway Headquarters are happy to answer any questions. Please contact **Sherry at (800) 945-8851 ext. 643** or by email at [fraternal@sofn.com](mailto:fraternal@sofn.com). In addition, questions received will be addressed in the next issue of Viking Resource for the benefit of all lodge secretaries.

## Lodge Administration

# Help Your Lodge Shine

## Submitting Photos to Viking's District Happenings Section

*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 helpful guidelines for the submission process to 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. Contact information for the district publicity directors can be found on the corresponding district page of *Viking Magazine* or at the end of this article.

**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?

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. Since *Viking* is assembled two months in advance, it is generally timelier to email photo submissions and 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 that a photo 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 this requirement 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.

**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:** When emailing an image from a cell phone or tablet, be sure to send the image at the highest resolution or file size available.

**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.



## Lodge Administration

# Help Your Lodge Shine (Continued)

## I checked the resolution of my digital photo and it meets the criteria. Why wasn't it used?

Every case is different, but here are just some of the reasons this can happen.

- **Your lodge is featured frequently.** Occasionally a photo will be kept to be used at a later date in order to give an opportunity to a lodge that hasn't been in the District Happenings section as frequently.
- **Your photo features inanimate objects only.** Often submissions are received that feature objects like food, handicraft items and parade floats only. While it is great to receive these photos, the best course is to submit pictures that feature member engagement.
- **The image quality or composition is insufficient.** The quality of a photo is directly related to the conditions of the environment and the camera's settings at the time the photo was taken. A photo can have sufficient pixel resolution but if it was taken in poor lighting or is out of focus and it cannot be repaired.


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

Printed hard copy photos must have the same print quality as professionally processed photos and be a minimum of 3"x 5" 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.

**PC Users:** 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.

**MAC users:** Locate the stored image on your computer (desktop, pictures, etc.). Select/highlight the image file and hit the command key (it has a  symbol) and "I" key. An information box with drop down menus will pop up that contains details about the image. Select the "More Info" tab and note the values given for "dimensions." These numbers indicate the pixel dimensions of the photo. Ideally, a photo's pixel dimensions will be a minimum of 1500 x 900 and larger.

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 (dots per inch) 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 October 2014 issue of Viking includes a member profile on page 28 for Marsteinen 1-596 member Arlene Field and an event listing for District 2's Heritage Retreat on page 29.* 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>

## Questions? Need more 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

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## Lodge Administration

**New in the Media Lending Library**

Throw a pot-luck and movie night at your next winter lodge meeting. The Lending Library has added a few DVD's that are sure to entertain and amuse. Borrow up to three films at a time, keep them for up to one month, and simply pay to return them to Sons of Norway Headquarters.

**Frozen (DVD, 2013)**

Disney's new movie, Frozen, has been a huge hit and if you haven't seen it yet, here's your chance! This computer-animated musical fantasy-comedy is a heart-warming story inspired by Hans Christian Andersen's fairy tale, The Snow Queen. Kids love this movie and we think you will too. Learn the songs and sing them along with your kids or grandchildren.

**Kon-Tiki (DVD, 2012)**

After much anticipation, Kon-Tiki, the newest feature film from Norway is available in the Lending Library. Thor Heyerdahl's legendary adventure from Peru to Polynesia on a balsa wood raft has been dramatized for the big screen.

Filmed in both Norwegian and English, Kon-Tiki is a masterpiece that will leave you feeling uplifted.

**A Norway Passage: The Most Beautiful Passage (DVD, 2012)**

This one hour film takes you on a Hurtigruten cruise along Norway's enchanting coastline. This amazing program was originally a 134 hour NRK broadcast televised in Norway and seen by over half the population. This shortened version, as seen on PBS, will no doubt be the most beautiful voyage you've ever seen.

**Questions? Want to reserve a film?**

If you would like to reserve a film or suggest new films for the Lending Library call or email **Anna Grinde Stoltenberg** at **(612) 827-3611 ext. 640** or **culture@sofn.com**.

## Lodge Administration

# New Infobanks and Mini-Presentations

## *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. Check out the following revised and new materials that are available in the members' section of [www.sonsofnorway.com](http://www.sonsofnorway.com):

### Information Banks

- #231 WWII and the Norwegian Resistance
- #232 B.O. Draxten – Sons of Norway's First Supreme President

### Mini-Presentations

#### Vikings

- #307 Viking Navigation

#### Holidays

- #322 St. Patrick's Day

#### Food

- #336 Lutefisk
- #337 Lefse
- #339 Favorite Norwegian Foods
- #379 Norwegian Drinks

#### Traditions and Activities

- #381 Curling
- #382 Orienteering

### History & Geography

- #302 Maihagen
- #309 1905 – Norway's Independence
- #317 Norwegian-Danish Union
- #319 The Black Death
- #327 The Norwegian Flag
- #350 An Emigrant Story
- #353 Svalbard
- #360 Rjukan, Norway
- #370 Norway's VE Day – 1945

### Famous People

- #323 Birger Ruud – Ski Jumper
- #329 King Olav V
- #365 Sondre Norheim – Father of Modern Skiing
- #367 Sonja Henie – Figure Skating Queen
- #371 Astri Riddervold –  
Conserving Norwegian Food
- #376 Cleng Peerson (1783-1865)
- #378 Andreas Veistad
- #380 Henriette Schønberg Erken (1866-1953)

## *Questions? Need more information?*

Would you like 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

# 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 **Financial Benefit Counselor** 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 more 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).

# Mark Your Calendars

## **By October 15, 2014**

Lodge liability insurance premium should have been sent to Sons of Norway Headquarters by October 15. If your lodge has not yet paid its premium, please send it in as soon as possible.

## **In October 2014**

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

## **In November 2014**

Lodge Achievement and Family Lodge of the Year forms are mailed to lodge secretaries with instructions.

## **By December 15, 2014**

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 2015**

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.)

New Event and Hours Worksheets for 2015 are mailed to lodge secretaries.

## **By March 1, 2015**

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, 2015**

2014 Recruitment pins and certificates are mailed to lodge vice presidents with accompanying paperwork.

## **April 1, 2015**

2015 Lodge Directory is printed in the April issue of *Viking*.

## **By May 15, 2015**

Deadline for filing Form 990.

# Contact Us

## Headquarters Staff

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