

## **About Sons of Norway**

### **(For a leader)**

#### **Slide 1:**

As a leader in Sons of Norway, you are in unique position to help perspective members not only better understand the organization, but to entice them to join.

Over the next few slides, we will walk through the ways to introduce Sons of Norway to non-members and how we can leverage the history and benefits of membership to help bring turn those non-members into members.

#### **Slide 2:**

Sons of Norway has recently released a new promotional video, available on the Sons of Norway YouTube channel. Have you seen it? It does an excellent job of highlighting the roots of our organization, while still looking towards the future, all in just 90 seconds. Take a look!

(Present video)

#### **Slide 3:**

We should be proud of our organization's history. Since our founding in 1895 by 18 Norwegian immigrants in Minneapolis, we've grown to become the largest Norwegian organization outside of Norway.

Our more than 120 year history means that we're not only well established, but we're a trusted name in life insurance because we've been protecting one another for more than a century.

#### **Slide 4:**

To understand how we operate, it's important to understand our mission.

This means it is also important to note that we're celebrating Norway, but our Nordic neighbors as well.

#### **Slide 5:**

To achieve our mission, we can break Sons of Norway down into 3 core business areas: Cultural programming, financial products and philanthropic outreach.

When we talk about Cultural Programming, we're talking about things like the cultural skills programs or Viking Magazine, but our lodges, too. Our nearly 400 lodges are our number 1 member benefit.

It's important that perspective members know about the vital role financial products play in Sons of Norway, too. Not only do they provide for sound financial futures for members and their families, by they also support lodges and communities as well. It's what makes Sons of Norway special.

Perspective membership should also know about the role of philanthropic outreach. Over the last 50 years, the Sons of Norway Foundation has contributed more than \$2 million in the form of grants and scholarships to members, lodges and communities.

All together, these three areas make Sons of Norway special, and continue a tradition of shared values that stretches all the way back to our founders in 1895.

**Slide 6:**

Part of what makes Sons of Norway work is its structure. From the individual member of the lodge, all the way up to the staff working in Sons of Norway Headquarters, Sons of Norway is built on relationships that support one another, and our communities.

**Slide 7:**

To help promote your lodge and Sons of Norway, be sure to make use of the updated promotional material, available through the Supply Department at Sons of Norway Headquarters. Don't forget about the promotional video from earlier.

**Slide 8:**

Are there any questions?