

About Sons of Norway

(To a non-member)

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For more than a century, Sons of Norway has been built on a simple promise: to provide financial security to its members. Over the last 120 years, has helped us grow into an organization committed to improving the lives of our members and our communities.

Today Sons of Norway is the largest Norwegian organization outside Norway. We are a diverse community that shares a passion for Norwegian culture and heritage, a dedication to philanthropy and a desire to build a strong future for our families and ourselves.

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This short clip will help you better understand what we're all about.

(Present message video)

Slide 3:

Sons of Norway was founded by 18 Norwegian immigrants in 1895 who envisioned an organization of mutual support, one that would help one another during even the worst times. Formed in Minneapolis, the group was also passionate about preserving their Norwegian heritage.

We've been sharing that same dedication to our heritage ever since. Today, Sons of Norway continues to advance the mission of its Founding Fathers, while celebrating our relationships with other Nordic countries.

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We do this by embodying the mission of Sons of Norway:

The mission of Sons of Norway is to promote and to preserve the heritage & culture of Norway, to celebrate our relationship with other Nordic Countries, and to provide quality insurance and financial products to its members.

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We stay true to the mission of the organization by staying true to three core business areas: Culture, financial products, and philanthropic outreach.

As a Sons of Norway member, you can explore your Norwegian heritage by participating in one of our many cultural skills programs or reading the monthly *Viking Magazine*. Best of all, as a member you have access to a Sons of Norway lodge, a community itself that shares your passion for Norway.

Additionally, by purchasing one of Sons of Norway's competitive financial products, you not only secure your and your family's financial future, but money from the product goes back into the lodge itself, helping spread Norwegian culture.

Finally, the Sons of Norway Foundation has awarded more than \$2 million in the form of grants and scholarships to members, lodges and community groups over the last 50 years. Additionally, Sons of Norway members spend tens of thousands of hours volunteering in their communities annually, making invaluable contributions.

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As a Sons of Norway member, you are part of a network of people who share your same passion for Norwegian culture and heritage. From our talented group of Financial Benefits Counselors to our leaders at the District and International level, you are part of an international group of individuals dedicated to supporting one another and the organization.

Slide 7:

Are there any questions?