

# Healthy Lodge Checklist

## Promotion and Recruitment

How your lodge promotes itself can have a significant impact on recruitment. Ask yourself - how many of these activities has your lodge participated in?

- Did your lodge participate in a parade or public festival?
- Does your lodge have a newsletter that is distributed at least 6 times per year?
- Does your lodge have an up-to-date website or Facebook page?
- Did your lodge establish recruitment goals for the year?
- Did your lodge have information for potential members at every meeting?
- Did your lodge organize at least 1 special event open to the public during the year (*lutefisk dinner, cultural festival, etc.*)?
- Did your lodge recognize those who recruited new members?
- Did your lodge advertise or was it featured in local media (*advertising or news*)?
- Did your lodge have a membership committee that met at least 3 times per year?
- Did your lodge create a welcoming environment for guests and new members by having greeters or members of a welcoming committee at every meeting and event?

## Member Experience

Meeting the expectations for members means they're more likely to renew their memberships. Not only do satisfied members keep their memberships, they are more likely to bring friends and family into Sons of Norway. With that in mind, how is your lodge enhancing the member experience?

- Did your lodge participate in at least 1 community service activity during the year (*activities done on behalf of Sons of Norway that assist the needy or improve your community*)?
- Did your lodge offer at least 1 special interest group or cultural class during the year that met on a regular basis for multiple sessions (*book club, Norwegian language, cooking, hardanger, knitting, etc.*)?
- Did your lodge offer culturally focused lodge programs during the year?
- Did your lodge utilize a member satisfaction?
- Did your lodge provide a calendar of meetings and events for members?
- Did your lodge collaborate with another organization or lodge for a program, activity or community service project?

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### Administration

A strong lodge starts with strong leadership. Great leaders can have a significant impact on the experience of Sons of Norway members. Does your lodge meet all the suggestions below?

- Did your lodge hold at least 8 meetings per year (*excluding executive/board meetings*)?
- Did your lodge hold separate business and social meetings?
- Did your lodge file officer changes (D63) by December 15?
- Did your lodge use FraternalGive to record community and fraternal events?
- Did your lodge submit your D17 by March 1 of the previous year?
- Did your lodge have at least 3 officers who utilized the officer resources on the Sons of Norway website?
- Did your lodge prepare and utilize an annual budget?
- Did your lodge submit photos to your district publicity director for inclusion in Viking magazine?
- Did your lodge send delegates to your last district convention?

### Promoting the mission

As a fraternal life insurance company, profits from Sons of Norway's outstanding financial products go back into lodges throughout the organization. This provides a valuable benefit for lodges. How is your lodge promoting Sons of Norway's financial products?

- During the year did your lodge discuss the role that the three operational areas play in supporting the mission of Sons of Norway?
- Did your lodge have a New Member Dinner, with support from the Marketing Department?
- Has at least one member of your lodge purchased a Sons of Norway financial product during the year?
- Has your lodge shared information about Sons of Norway's message in your lodge newsletter or on your webpage?
- Do you have members who own a Sons of Norway financial product?

### Foundation

The Sons of Norway Foundation is the giving arm of the organization, providing valuable funds for members, lodges and communities alike. The great work of the Foundation is due in large part to the work of the lodges. Is your lodge helping support the Foundation?

- Did your lodge have a Foundation Director?
- Did your lodge hold a fundraising event for the Sons of Norway Foundation (*proceeds going to the Foundation*)?
- Did your lodge have at least 1 article in your lodge newsletter promoting the Sons of Norway Foundation?
- Did your lodge participate in Sons of Norway Foundation initiatives such as Foundation month?
- Did your lodge make members aware of scholarship and grant deadlines?