



SONS OF  
NORWAY

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# LODGE MEMBERSHIP

  

# PROGRAM GUIDE

*Each Sons of Norway Lodge is encouraged to have an active Membership Program focused on retaining existing members and attracting new members. This Guide has been prepared for Lodges to use as a resource in establishing a Membership Program or to add to their current program.*

## SONS OF NORWAY

# LODGE MEMBERSHIP PROGRAM GUIDE

### INTRODUCTION

Each Sons of Norway lodge should have an active Membership Program focused on retaining existing members and attracting new members. This guide has been prepared to assist lodges in establishing a Membership Program, selecting a Membership Committee and identifying the responsibilities of each member of the committee. Included are examples of successful Membership Programs in Sons of Norway lodges and a listing of all membership related material available from Sons of Norway Headquarters, including how often it is sent, recipients, and expected action. One key report, the "Sons of Norway Lodge Membership Activity Report", expands to include suggestions for actions by the Membership Committee.

### LODGE MEMBERSHIP PROGRAM

A key to the success of Sons of Norway's membership initiatives is for each lodge to have an active Membership Program. Lodge Membership Programs should include activities associated with:

- 1) Retention of existing members
- 2) Attracting new members.

Examples of Membership Programs in Sons of Norway lodges are provided as a guide for starting a program in your lodge (see Appendix A).

### Membership Committee

The lodge President should appoint a Membership Committee to carry out the program. The lodge Vice President is generally the chairperson. Other members frequently include the President, Financial Secretary and Social Director, but other combinations of officers and members can be selected depending on the wishes of your lodge. The Membership Committee conducts the lodge's Membership Program with support from Lodge Officers, Lodge Members, District Officers, and Sons of Norway Headquarters. The involvement of Lodge Officers and Lodge Members is dependent on how the program is structured. For example, Lodge Officers can share responsibility for follow-up with members in arrears of dues. Also, current members can take responsibility for attracting new members.

### Membership Reports

Sons of Norway Headquarters sends out membership-related material, some on a regular basis to officers and some on an "as requested" basis to officers and members. A table listing all such material is contained in Appendix B along with how often the material is sent, recipients, responsible individual(s) and expected action. It is important for the success of the Membership Program that the responsible individuals perform the follow-up action identified for each report.

The report entitled the "Sons of Norway Lodge Membership Activity Report" is of utmost importance to the Membership Committee. The lodge Vice President and Financial Secretary receive it monthly. This report is described in detail in Appendix C by presenting samples and listing suggested activities by the Membership Committee relative to each item in the report. For example, the report includes information on

Heritage Members turning 16 years of age, members whose dues are over 45 days past due, and new members. Your Membership Program can include:

- 1) Contact of all Heritage Members turning 16 to invite them to become a member of the lodge
- 2) Follow-up with members who are late in dues payment to encourage them to continue their membership.
- 3) Contact of all new members to invite them to the next meeting. Individuals who agree to make these contacts will be responsible for follow-up and to report the results to other members of the Membership Committee.

Please refer to Appendix C for more detailed examples of suggested Membership Committee activity relative to this important report.

### District Support

District officers (including your District Vice President and Zone/Sub District Director) are available to work with lodges in developing the Membership Program. They are an excellent resource for helping you get started and answering questions.

In addition, the District Vice President and Secretary receive the "Sons of Norway Lodge Membership Activity Report" for Central Lodge (000) and Spirit of the New Century Lodge (999), virtual lodges with members from various communities in your District. A goal of your District Vice President is to transfer members from these virtual lodges into local, active lodges. To accomplish this goal, the District Vice President notifies the local lodge of (000 and 999) members living within the lodge's area. The local lodge can then contact and recruit these members to become active members of their lodge. With an active membership program and committee, it is possible for a lodge to increase membership by recruiting from the pool of virtual lodge members.

### New Members

Much of the above discussion has been related to retention of existing members. However, attracting new members is equally important. Examples of successful recruitment programs in other lodges are presented in Appendix A. These are offered as a guide for establishing a recruitment program for your lodge. It is important to assign a Mentor to each new member to introduce them within the lodge and involve them in meetings and socials.

### Rewards for Success

To motivate membership growth and retention efforts, the International Board establishes incentives for Districts, Lodges and individuals. Details of these incentives are described in mailings to lodges, and in articles in the Viking Magazine and Viking Resource newsletter. Refer to these resources or contact your District Officers to learn of current incentives!!!

Recognition is given to Districts, Lodges and individuals for outstanding results in membership growth and retention. This recognition includes articles in the Viking Magazine, Viking Resource newsletter, District newsletters, announcements on the website and other appropriate ways such as at lodge meetings and conventions.

## **Appendix A to LODGE MEMBERSHIP PROGRAM GUIDE**

### **LODGE MEMBERSHIP PROGRAM IDEAS**

Each Lodge is encouraged to have an active Membership Program. The following are examples of successful Membership Programs in Sons of Norway Lodges that can be used as a guide to start a program in your Lodge or to obtain ideas to add to your current program. The ideas are arranged in two categories: 1) retention of existing members, and 2) recruitment of new members. It is important to establish a program which is strong in each of these areas.

The Lodge Vice President is generally the chairperson of the Membership Committee. Other members can include the President, Financial Secretary and Social Director.

Here are some suggestions from various lodges:

#### **RETENTION**

1. The Lodge President writes a personal letter to each member in arrears of their dues, inviting them to continue their membership. The letter includes a discount on admission to the next social.
2. The lodge goes over the list of past due members at the board meeting, and someone who knows each person volunteers to phone them. The Sunshine Chairperson writes notes to those who have not renewed their membership. Lodge members also take the initiative to remind past due members on the next occasion they meet.
3. The lodge strives to retain members by having interesting programs and very short business meetings.
4. The lodge addresses retention of members in the March newsletter, March board meeting, and at the March business meeting. All active members in the lodge agree that the two issues of recruitment and retention are important and need to be part of the program.

#### **RECRUITMENT**

1. One lodge formed a new group called "The Vital Vikings". The group is geared to attract members within the 25-40 age group. They plan more athletic sporting activities like River Rafting and cross-country skiing. They also include activities for the children of young families. One such opportunity is weekly Norwegian language classes for kids. The lodge also opens their library for volunteers to read Troll stories to kids during meetings. This allows the parents to attend the lodge meetings uninterrupted.
2. New member recruitment is emphasized throughout the year. Recruiters' names go into a drawing (for \$50 and \$100 prizes awarded at year end) each time they sign-up a new member.
3. The lodge has prepared a business card with the lodge name, address, phone and annual dues printed on the card. The cards are made available to their members to pass out to their friends and neighbors.

4. October is designated as “new member month” and a membership dinner is held. Each member is encouraged to bring a guest to the membership dinner and guests who sign up as new members get their meal paid. New members are encouraged to tell something about themselves and all members are encouraged to participate in the program.
5. Members are encouraged to obtain new members. The member’s name goes into a hat for a drawing at the end of the year. The prize is one year’s dues paid.
6. The lodge has an active social and cultural program. Current members fill out the application form as much as possible beforehand to help prospective members in filling it out. All members are encouraged to invite non-members to meetings, especially when they have a particularly interesting program.
7. Recruiting of new members is done primarily through the lodge's dance program. A dance is held once a month and non-members attending are invited to join the lodge.
8. Members are encouraged to tell their friends and neighbors about their lodge. Articles are placed in the local newspaper advertising each of their activities.
9. The lodge encourages current members to purchase a one-year membership for their children and grandchildren, possibly as a Christmas or birthday present.
10. Membership breakfasts are held to recruit new members.
11. A display is set-up in a local Scandinavian Import Shop. Also, lodge activities are advertised on Cable TV.
12. The member who brings in the most new members during a year gets their membership dues paid for two years.
13. The lodge works on several recruitment ideas, including flyers and ads in newspapers. A drawing is held each meeting with a basket of some type as door prize.
14. All members are encouraged to recruit new members. The initiation fee is waived and membership applications are available at all lodge functions. Emphasis is placed on recruiting in the 30 – 55 year old age group.
15. Three lodges in one city meet to brainstorm things that they can do as a united group to increase membership. These include recruiting as a group city-wide, preparing a New Member Orientation Brochure, establishing a permanent phone number for Sons of Norway in the city, and spreading the word about Sons of Norway via the Chamber of Commerce, trailer parks and condominiums.

## Appendix B Sons Of Norway Headquarters Membership Forms

Forms/Reports	Frequency	Recipient(s)	Purpose/Action
<b>Applications and Transfers</b>			
A. Membership Application	As requested	Officers, members, and field staff	Complete by prospective member and submit to lodge financial secretary.
B. Heritage Application	As requested	Members	Complete by member and send to Headquarters.
C. Affiliate Member Application	As requested	Members	Complete and submit to financial secretary of lodge applied to.
D. Transfer Form	As requested	Members	Complete and submit to financial secretary of lodge transferring info.
<b>Other Membership Related Lodge Forms</b>			
A. Report of New Members and New Lodge Membership Report	As required	Headquarters	Financial secretary completes and sends to Headquarters along with membership applications and/or transfer forms.
B. Membership Register: Annual and Individual	As requested	Financial Secretary	Membership records for local lodge use.
C. Death Notice Cards	As requested	Financial Secretary	Complete and send to Headquarters by financial secretary.
<b>Membership Lists</b>			
A. Sons of Norway Membership Listing (for a specific lodge) * Membership listing can be downloaded from <a href="http://www.sonsofnorway.com">www.sonsofnorway.com</a> , click on "Members Only", then select "Download Member Listing."	As requested	Lodge and district officers	Used by lodge officers to determine current number of members and to update records. Available alphabetically, by birth month, effective date, zip code, and age. Other arrangements are also possible. Useful for ordering anniversary pins, listing birthdays, identifying Unge Venner members, etc.
<b>Monthly Reports</b>			
A. Sons of Norway Lodge Membership Activity Report: Local Lodges, 999 and 000 Lodges	Monthly	<b>Local Lodges:</b> Vice President and Financial Secretary <b>999 and 000 Lodges:</b> District Vice Presidents and Secretaries	<b>This is the key report for follow-up activities by the lodge membership committee.</b> Contains specifics on new members, members transferring, address changes, members whose dues are over 45 days past due, suspended/canceled members, heritage members turning 16 years old, and juvenile 21 members.
B. Lodge Monthly Financial Activity Report	Monthly	Financial Secretary	Details lodge portion of all membership dues sent in for previous month.
C. Members Joining/Leaving the Society - Including Juvenile Members (Report Mem 104) - Excluding Juvenile Members (Report Mem 108)	Monthly	District Presidents, District Vice Presidents, and International Board	Provides information on the number of members joining and leaving the society by lodge and district. A breakdown is given showing members joining through member and field staff sign-up, and leaving by cancellation, suspension or death.
<b>Semi-Annual Reports</b>			
A. Home Office Membership Records	December 31 and June 30 each year	Financial Secretary	Used for semi-annual update of lodge membership records.
B. Summary of Lodge Per Capita Tax Data	December 31 and June 30 each year	District Presidents and District Secretaries	Lists lodges by district and shows the number of members according to membership category. Also includes semi-annual per capita tax summary.

**Appendix C**  
**Sons of Norway Lodge Membership Activity Report**  
**Suggestions for Lodge Membership Committee Activity**

<b>Report Sub-Heading</b>	<b>Suggested Activity</b>
Heritage Members Turning 16 Years of Age	These individuals have just turned 16 years of age and are now eligible to become members of Sons of Norway. They are no longer Heritage Members. Inform them of our Unge Venner program and invite them to become a member of your lodge.
Juvenile Members Turning 21 Years of Age	These individuals have a Sons of Norway insurance policy but are not a dues-paying member. Inform them of the Unge Venner program and invite them to become a member of your lodge.
Address Changes / Corrections	This is information for the Financial Secretary.
Name Changes / Corrections	This is information for the Financial Secretary.
Members Transferred Into the Lodge	Welcome these members into your lodge, inform them of activities, introduce them within the lodge, and involve them in meetings and socials.
Members Transferred Out of the Lodge	This is information for the Financial Secretary.
Reinstated Members	Welcome these members back into your lodge and encourage them to become involved in your meetings and socials.
New Golden Members	This is information for the lodge President.
Members Whose Dues are Over 45 Days Past Due	Establish a plan whereby each of these individuals are contacted to learn of their situation, work to correct any problems, and invite them to continue their membership.
Suspended / Cancelled Members	Establish a plan whereby each of these individuals are contacted to learn of their situation, work to correct any problems, and invite them to reinstate their membership.
Notice of Death	This is information for lodge officers to convey to your membership.
New Members This Month	Welcome these members into your lodge, inform them of activities, appoint a <b>Mentor</b> to introduce them within the lodge, and involve them in your meetings and socials.
All Active Members	This is information for lodge officers.

## SAMPLE

**SONS OF NORWAY LODGE MEMBERSHIP ACTIVITY REPORT**  
**For the Month of April**  
**Lodge # 1-001**

**Heritage Members Turning 16 Years of Age**

Member #	Member Name	Address	City	ST	Zip	Birth Date
7845688	Krocker Lee	132 15th Ave.	South St. Paul	MN	55075	4/15/1987
7845795	Polito Emma	5900 Henry St.	St. Louis Park	MN	55416	4/22/1987
7846781	Thordal Nina	22 Losin Ln.	Taylors Falls	MN	55084	4/04/1987

**Juvenile Members Turning 21 Years of Age**

Member #	Member Name	Address	City	ST	Zip	Birth Date
7811708	Aageson Karly	3820 Park St. Apt.2	Brooklyn Park	MN	55443	4/12/1982
7818250	Frogner Gregory	62 Lakeside St.	Minneapolis	MN	55455	4/01/1982

**Address Changes/Corrections**

Member #	Member Name	New Address	City	ST	Zip	Country
7825658	Bickard Donna Lou	RR 5 Box 689	Aitkin	MN	56431	
7812439	Hauser Leon	429 Pine St.	Edina	MN	55424	
7854667	Johansen Bart	852 Broad St. Apt.33	Minneapolis	MN	55413	
7830254	Lind Mary	567556 Mission Rd.	Paynesville	MN	56362	
7856770	Martinson Ernest	5024 Woodduck Dr.	Long Lake	MN	55356	
7808674	Sorgaard Suzanne	26 Mountain Blvd.	Scottsdale	AZ	85258	
7819106	Tates Corinne	384 Zinnia St. N.	Brooklyn Center	MN	55429	

**Members Transferred Out of Your Lodge**

Member #	Member Name	Current Lodge
7876889	Jagnilowski Lindsey	1-108

**Members Whose Dues are Over 45 Days Past Due**

Member #	Member Name	Address	City	ST	Zip	Pd. to Date
7826450	Robert G. Barnes	8180 46th St. W. Phone - (763) 551-0236	New Hope	MN	55428	3/06/2003
7813362	Gary D. Elerstrand	195 Forest St. Phone - (651) 484-5551	Forest Lake	MN	55025	2/10/2003
7887222	Holly K. Emerson	1852 Jelly Ave. Apt 20 Phone - (651) 489-5571	St. Paul	MN	55108	2/02/2003
7854485	Astrid F. Hansen	4501 Birchwood Ct. Phone - (952) 958-6464	Minnetonka	MN	55305	3/01/2003

**Suspended/Cancelled Members**

Member #	Member Name	Address	City	ST	Zip	Country C/S
7864559	Birkeland Gudrun H.	1661 Parfell St.	Edina	MN	55424	S
7809277	Dovre Laila	8381 Borger Ln. Phone - (763) 535-6687	Brooklyn Center	MN	55429	C

**All Active Members**

420

(Includes Juvenile Members with active insurance)



## SAMPLE

## SONS OF NORWAY LODGE MEMBERSHIP ACTIVITY REPORT

For the Month of January

Lodge # 2-999

## Address Changes/Corrections

Member #	Member Name	Address	City	ST	Zip	Country
7898322	Berger Edmund H.	24552 102nd Pl. SE	Maple Valley	WA	98038	
7896681	Clingfus Mervin	1920 Rockfield St.	Sunnyvale	CA	94087	
7894889	Lindberg Johnny	21233 NW 148th St.	Kirkland	WA	98034	

## Members Whose Dues are Over 45 Days Past Due

Member #	Member Name	Address	City	ST	Zip	Pd to Date
7898231	Janet S. Harveson	c/o Fred Larsen	East Northport	NY	11731	11/26/2002
	Phone - (208)773-6345	13 Garfield St.				
7890322	Raymond L. Kittelsen	2615 Mohn Dr.	Gillette	WY	82718	10/13/2002
	Phone - (307)685-4301					
7885894	Charlotte A. Schmidt	4085 S. 3rd St.	Seatac	WA	98188	12/12/2002
	Phone - (206)461-6975					
7891313	Trine Vanske	P.O. Box 34211	Hillsboro	OR	97123	12/17/2003
	Phone - (503)493-6458					

## Suspended/Cancelled Members

Member #	Member Name	New Address	City	ST	Zip	Country
C/S						
7892321	Dauidsen Norma	4552 NE 23rd Ave.	Portland	OR	97212	S
7893111	Halvorson Anne Lise	8090 Samuelson Ave.	Bothell	WA	98011	S

## Notice of Death

Member #	Member Name	Address	City	ST	Zip	Country
7896905	Doe Jane	600 W. Hewitt St.	Linn	ID	83814	

## New Members This Month

Member #	Member Name	Address	City	ST	Zip	Country
7898554	Anderson Thomas K.	1944 Squirrel Rd.	Bellingham	WA	98226	
7895480	Aslaksen Nora	6685 Aiden Ct.	Kent	WA	98032	
7895462	Bergquist DeeAnn	2234 Hollyhock Ln.	Maple Valley	WA	98038	
7895463	Bergquist Michael	2234 Hollyhock Ln.	Maple Valley	WA	98038	
7898301	Bladwik Loni	254644 S. 34th St.	Carnation	WA	98019	
7896548	Crosby Erik	P.O. Box 34	Cle Elum	WA	98922	
7896484	Henriksen Roger	12 4th ST. W.	Seattle	WA	98125	
7898546	Kjellerud Gail	156844 98th St.Apt23	Redmond	WA	98052	
7894234	Nilsen Kurt Ivar	1 Songbird St.	Portland	OR	97230	
7898562	Persson Kristina	P.O. Box 1556	Phoenix	OR	97535	
7898471	Trygvesen Reidar	89745 Vanity Way	Anchorage	AK	99504	

## All Active Members 220

(Includes Juvenile Members with active insurance)