

LODGE ACHIEVEMENT SURVEY | 2025

Purpose and Instructions

This survey is to measure lodge progress year over year and use the data to recognize and celebrate lodges that are achieving their goals. It is also used to determine Lodge Achievement awards that are given out during convention years as well as Merit Awards (gold-silver-bronze).

In addition to recognition, the survey helps to drive content and offerings and should be considered as a communication tool with headquarters.

The designated lodge officer (usually the secretary) should fill out all sections of the survey. The survey will take a minimum of 30 minutes to complete. We suggest you use this draft copy from the Sons of Norway website so that you can look through the questions ahead of time and gather needed information for the fastest completion. Please answer all questions. Responses should reflect Jan-Dec 2025.

The survey is worth a total of up to 100 points. An extra 10 points will be awarded for submissions by or on **March 15**.

QUESTIONS?

Contact Sons of Norway headquarters at (612) 821-4643 or fraternal@sofn.com.

Lodge Overview (0 pts)

Questions 1-5 are basic demographics for the lodge (Name, number, location).

* 6. Does your lodge own property?

- Yes
- No

7. Each lodge has different strengths. Please rate how your lodge does in each of these areas.

(Great-Good-Fair-Below Average-Needs Improvement-Don't Do)

- Organizing and hosting lodge events
- Organizing and hosting community events
- Welcoming new members
- Growing lodge membership/recruitment
- Marketing and advertising to the surrounding community
- Communicating with lodge members
- Engaging members
- Having a strong leadership team/officers
- Finding volunteers for events
- Scheduling events and meetings
- Using social media and technology
- Creating/arranging lodge programming
- Foundation fundraising

8. What is your lodge's top goal for the year? (Choose one)

- Increase membership
- Plan better programming for meetings and/or events
- Recruit leadership for the lodge/ Succession planning
- Increase meeting and event attendance
- Better promote Sons of Norway products
- Increase participation in Foundation
- Recruit younger members
- Create or improve youth programming
- Increase community awareness of our lodge
- Increase active lodge participation
- Other

9. Approximately how many members of your lodge regularly and actively participate in meetings and/or events?

- Less than 25%
- 25-50%
- 51-75%
- 76-100%

10. Has your lodge increased or decreased in membership over the last year?

- Increased
- Decreased
- Stable

11. By how many members (approximately)?

- 0-5
- 6-10
- 11-19
- 20 or more

12. What do you think is the primary reason?

- Dedicated recruitment efforts
- Increased advertising
- Robust programming and events
- Health issues
- Financial struggles
- Death
- Ambivalence/Lack of interest
- Scheduling or commitment conflicts
- N/A - Our membership is stable

13. Has your lodge discussed the possibility of disbanding in the last year?

- Yes
- No

14. Does your lodge plan to disband or merge with another lodge this upcoming year?

- Yes
- No

Promotion & Recruitment (20 pts)

15. Did your lodge participate in a parade or public festival? (1 pt)

- Yes
- No

16. Did your lodge have a newsletter that is distributed at least 4 times per year? (2 pts)

- Yes
- No

17. Did your lodge utilize at least half of Sons of Norway Newsletter Service content for any/all newsletters? (1 pt)

- Yes
- No

18. Did your lodge have an up-to-date website or Facebook page? (1 pt)

- Yes
- No

19. Did your lodge establish recruitment goals for the year? (1 pt)

- Yes
- No

20. Did your lodge have a membership committee that met at least 3 times per year? (2 pts)

- Yes
- No

21. 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? (1 pt)

- Yes
- No

22. Did your lodge have information for potential members at every meeting, such as newsletters, event flyers, business cards, applications? (1 pt)

- Yes
- No

23. Does your lodge try to appeal to a variety of age groups? (2 pts)

- Yes
- No

24. Share one effective recruitment method your lodge uses.

25. Did your lodge organize at least 1 special event open to the public during the year? (dinner, festival, etc.) (1 pt)

- Yes
- No

26. Did you encourage new members to join on the website? (1 pt)

- Yes
- No

27. Did your lodge recognize those who recruited new members? (1 pt)

- Yes
- No

28. Did your lodge partner with schools in the community? (2 pt)

- Yes
- No

29. Was your lodge featured in local media? (advertising or news) (1 pt)

- Yes
- No

30. About how many members are comfortable accessing information online through websites or email, including for Sons of Norway communications? (1 pt)

- Nearly all
- More than half
- Less than half
- Very few

31. How does your lodge share information with its members? (1 pt)

- Mostly paper mailings, with some electronic communications
- Mostly electronic communications (email, social media), along with some mailings
- Only mailings
- Only electronic communications
- At meetings only
- Phone primarily

Member Experience – General (20 pts)

32. 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, knitting, etc.) (1 pt)

- Yes
- No

33. Did your lodge collaborate with another organization or lodge for a program, activity, or community service project? (3 pts)

- Yes
- No

34. Did your lodge utilize a member satisfaction survey in the last year? (1 pt)

- Yes
- No

35. Did your lodge provide a calendar of meetings and events for members? (1 pt)

- Yes
- No

36. How many community service activities did your lodge participate in during the year? (up to 8 may be counted) (8 pts max)

- | | |
|-----|-----|
| • 1 | • 5 |
| • 2 | • 6 |
| • 3 | • 7 |
| • 4 | • 8 |

37. How many culturally focused lodge programs did your lodge offer during the year? (up to 6 may be counted) (6 pts max)

- | | |
|-----|-----|
| • 1 | • 4 |
| • 2 | • 5 |
| • 3 | • 6 |

Member Experience (FLOY) 20 pts

38. Did your lodge have any Heritage members? (0-15 years old) (2 pts)

- Yes
- No

39. Approximately, what percentage of Heritage members are active in your lodge? (1 pt)

- Nearly all – 75% or more
- Most – 50-75%
- Some – 25-50%
- A few – less than 25%
- None

40. Did your lodge have an active group or programming specifically geared towards Heritage members? (2 pts)

- Yes
- No

41. If yes, how often did the group meet? (0 pts)

- Weekly
- Monthly
- Quarterly
- Other (please specify)
- N/A – we have no Heritage members

42. Did any Heritage members from your lodge go to a language or heritage camp this past year? (1 pt)

- Yes
- No

43. If yes, how many? (0 pts)

- Less than half
- More than half
- N/A - None went, or we have no Heritage members

44. Did your lodge have members who participated in a "family camp"? (1 pt)

- Yes
- No

45. Did your lodge financially support a "family camp"? (1 pt)

- Yes
- No

46. Did your lodge have a scholarship program? (1 pt)

- Yes
- No

47. If yes, how many scholarships did you give? (0 pts)

48. What was the total amount of scholarship dollars? (0 pts)

49. Did your lodge sponsor or help sponsor other youth activities within your community? (2 pts)

- Yes
- No

50. Were any of the youth of your lodge involved with the cultural skills program? (2 pts)

- Yes
- No

51. Which cultural skills? (0 pts)

- Rosemaling
- Dance/Music
- Woodcarving
- Language/Culture
- Cooking
- Weaving/Embroidery/Knitting
- Literature
- Stamp Collecting
- Genealogy
- All of the above
- None of the above

52. Were any of the youth of your lodge involved with the Sports Medal Program? (1 pt)

- Yes
- No

53. Which sports? (0 pts)

- Biking
- Swimming
- Skiing
- Walking
- General Fitness
- All of the above
- None of the above

54. Did your lodge hold family-oriented programs during the year? (2 pts)

- Yes
- No

55. Were the youth of your lodge encouraged to participate in monthly meetings or special events like Syttende Mai, Julebord, etc.? (1 pt)

- Yes
- No

56. Did the youth present part or all of the program for a monthly meeting, cultural or community event? (1 pt)

- Yes
- No

57. Did your lodge participate as a group in a community service project? (2 pts)

- Yes
- No

Administration & Compliance (20 pts)

58. Did your lodge hold at least 8 meetings per year? (excluding executive/board meetings) (1 pt)

- Yes
- No

59. Did your lodge hold separate business and social meetings? (1 pt)

- Yes
- No

60. Did your lodge file officer changes (D63) by December 31? (1 pt)

- Yes
- No

61. Did your lodge submit your D17 by March 15? (1 pt)

- Yes
- No

62. If your lodge owns property, did you submit your D18 by May 15? (0 pts)

- Yes
- No
- n/a

63. Did your lodge record community and fraternal events to submit for the AFA survey? (1 pt)

- Yes
- No

64. Did your lodge prepare and utilize an annual budget? (1 pt)

- Yes
- No

65. Did your lodge send delegates to your last district convention? (1 pt)

- Yes
- No

66. How many pictures did your lodge submit to your district publicity director for inclusion in Viking magazine? (4 pts max)

- 0
- 1
- 2
- 3
- 4 or more

67. Did any of your lodge officers participate in online training through the Sons of Norway website or through your district? (1 pt)

- Yes
- No

68. What primary training topic does your lodge want to learn more about? (Choose one) (0 pt)

- Technology/website
- Leadership mentoring
- Foundation
- Financial products
- Recruitment
- Programming
- Marketing

69. Does your lodge have 4 separate people filling the roles of president, vice president, secretary, treasurer? (4 pts)

- Yes
- No

70. Did all your officers know how to access information from the Sons of Norway website and actively use email? (1 pt)

- Yes
- No

71. Do you know who your Zone Director is? (1 pt)

- Yes
- No

72. Did you file your 990 with the IRS for the last year? (2 pts)

- Yes
- No
- N/A – my lodge is in Canada or Norway

Business & Financial (10 pts)

73. Has your lodge discussed the role that the three operational areas (financial, fraternal, foundation) play in supporting the mission of Sons of Norway during at least one meeting this year? (2 pts)

- Yes
- No

74. Has your lodge had printed materials on hand related to the financial services offered by Sons of Norway at two or more lodge meetings or events? (2 pts)

- Yes
- No
- N/A – my state or country does not sell SON products

75. Has your lodge included an article or short blurb about the financial products and services Sons of Norway offers at least twice in your newsletter, website, and/or social media? (1 pt)

- Yes
- No
- N/A – my state or country does not sell SON products

76. Has your lodge highlighted the financial section of the bi-monthly Viking magazine during at least two lodge meetings? (2 pts)

- Yes
- No

77. Do members have a basic understanding of the products Sons of Norway offers? (2 pts)

- Yes
- No
- N/A - my state or country does not sell SON products

78. Does your lodge want or need additional education about products?

- Yes
- No
- N/A – my state or country does not sell SON products

79. Do you have an agent who works closely with the lodge? (1 pt)

- Yes
- No
- N/A – my state or country does not sell SON products

Foundation (10 pts)

80. Did your lodge hold a fundraising event for the Sons of Norway (American or Canadian) Foundation with proceeds going to the foundation? (2 pts)

- Yes
- No

81. Did your lodge have at least one article or short blurb in your lodge newsletter promoting the Sons of Norway (American or Canadian) Foundation? (1pt)

- Yes
- No

82. Did your lodge participate in Sons of Norway Foundation initiatives such as Together We Are the Future? (2 pts)

- Yes
- No

83. Did your lodge make members aware of scholarship and grant deadlines? (1 pt)

- Yes
- No

84. Does your lodge emphasize to members that Sons of Norway Foundation is a separate entity from Sons of Norway and is financially independent of it? (1 pt)

- Yes
- No

85. Has your lodge utilized any grants in the last year? (1 pts)

- Yes
- No

86. Does your lodge encourage members to donate to the Foundation? (2 pts)

- Yes
- No

END OF SURVEY