Improved Communication Key to Program Success

By KURT WIEBE/Director, Membership; Chief Marketing Officer

The recent series of Membership Growth and Retention Workshops provided an excellent opportunity to interact with the local leaders of our Lodges and Chapters, and if we learned one thing, it is that communication is the key.

For example, a number of officers did not know that each month Moose International sends a Member Retention Kit via email to each fraternal unit, which includes a list all expired members from the previous month, as well as their contact information, dues owed (including Moose Legion dues), scripts for phoning and emailing, payment options and sponsor information.

All the Lodge or Chapter has to do is print out the information and put a few volunteers to work. It’s the easiest way to stay on track with your retention initiatives. If you are not using your Kit, contact your administrator or recorder now.

Many members also did not know that there is now a sticker attached to each new member card that instructs them to dial an 800 number (1-800-262-1766) in order to “validate” their card. When they call, a recorded message informs them about our three core programs – Mooseheart, Moosehaven and Heart of the Community initiatives. This call-in program was developed to enable new members to hear about our fraternal priorities at least once in addition to the written material that is included with their cards.

Our communication at Moose International needs to get better so that our local leaders are more aware of the programs that impact them and their members, and we will strive to improve going forward.

Is Your Lodge the Victim of an ‘Uninterested Drive-by’?

By DARRELL O’BRIEN/Assistant Director, Membership

Every day a drive-by occurs at a Moose Lodge in North America. Not the violent drive-by we hear about on local news broadcasts, but rather, a silent, almost imperceptible glance from a passing motorist who then quickly drives away.

Perhaps we need to ask why these drivers continue on their way barely slowing enough to afford them a glance at our facilities. Could it be the “basic.”

Curb appeal, the immediate attractiveness of a property, is not just important in real estate. Positive curb appeal is what helps to get non-Moose members curious about what happens inside our Lodge Homes and keeps current members feeling proud to belong to the Fraternity.

How do we put an end to these occurrences? Here are a few items to examine, and if necessary, correct:

- Is the landscaping (grass, trees, hedges, fountains, statues, etc.) well maintained?
- Is the painting cracking, peeling or chipping? Are windows clean?
- Are there unattended vehicles with “For Sale” signs on them sitting on the property?

Any one of these things could result in another drive-by at a Moose Lodge. Being mindful of what others see when they pass your Lodge, and ensuring it’s the image you want on display, just may turn the next drive-by into a stop-in.

Just What Are The Basics?

By BARB McPHERSON/Grand Chancellor

Our membership theme this year “Moose – Back to Basics” is a catchy phrase that has caught on throughout our Fraternity with somewhat of a military theme. Many Chapters and Lodges have taken this theme and decorated with various camouflage-colored items, created skits and designed clever individual campaign themes and posters.

But what does this theme mean?

This year’s theme should remind the members of our Order to get back to the basics; back to focusing on the great mission of this organization: taking care of our children at Mooseheart, the senior members at Moosehaven and providing assistance to our communities through volunteer services. It’s pretty simple and pretty “basic.”

By focusing on our mission, we realize the need to provide for those who depend on us for their existence. We realize the need to increase the membership of our Order to lessen the burden on members who routinely volunteer and we realize the need to provide the financial assistance for the operation of our two campuses.

Our communities are also the beneficiaries of our volunteer hours to help ease their needs and budgets while strengthening our relationship with our communities to be good citizens.

“Back to Basics” doesn’t mean going back to the old way of doing things but focusing on the basic duties of our membership. It means increasing our commitment to ensure Mooseheart and Moosehaven are around to care for others for generations to come.

To stay aligned with the military theme, “Uncle Sam Wants You!” should say “Our Kids and Our Seniors Need You!”
Your Lodge Can’t Be The Heart of the Community
If Your Community Service Efforts Have Flatlined

By SHAWN BAILE/Manager, Activities

We are more than midway through the second year of the Heart of the Community program being utilized as our Fraternity-wide community service initiative. Many of our Lodges have done an excellent job of adjusting to the new initiative by continuing to excel at performing community service, as well as utilizing the updated reporting form and submitting on-time quarterly reports.

Unfortunately, we also have Lodges at the other end of the spectrum that are either performing little or no Community Service of any kind, or doing so but are not taking the time to report the activity on a quarterly basis. There are even some Lodges that do not submit a quarterly report at all, and in some instances, haven’t submitted a report in years.

As we have mentioned in previous publications and during International Conventions, “Heart of the Community” is more than a program or a catchy tagline. It is a mindset and an attitude that should begin with the officers of our Lodges and Chapters and be shared throughout our membership. If leadership doesn’t believe Community Service is important, how can we expect members to believe any differently?

In the overall scheme of the program, quarterly Heart of the Community reports should be the easy part. The reports should contain brief, yet detailed accounts of the community service efforts that have taken place during the previous three-month period. Information should include names of agencies assisted, dollar amounts contributed to various courses, miles driven by volunteers to participate in community service efforts and the number of hours worked.

Additionally, Lodges should make sure that they are using the appropriate reporting form, which can be found in the Members Area of the Moose International website (www.mooseintl.org) under Heart of the Community in the Forms section. Only the current version of the form will be accepted. The form should not be altered prior to submission. Do not cross out or change the names of section headings.

The most important aspect of the Heart of the Community program is making sure that the Lodge is actually performing Community Service. Lodge leadership needs to commit to making sure that the Lodge’s program contains a variety of efforts that provide assistance locally, regionally and nationally, and that there is a good balance between monetary donations and efforts that require volunteer participation.

A strong Heart of the Community program is beneficial to a Lodge’s future. It builds strong ties with local agencies and those they assist, which leads to the Lodge being viewed in a positive light by local residents, both members and non-members alike.

Our Heart of the Community program is very similar to the human heart — it gets stronger if there is a pattern of consistent activity. Please do your part to ensure the health of your Heart of the Community program for the remainder of this year and for years to come.

If additional assistance is required or you have any questions, please contact the Assistant Manager of Activities Chris Ecker at (630) 966-2216.

A Post-Holiday Message from Moose Charities

By JAN FREGULIA/Executive Director, Moose Charities

‘...to these I pledge my heart, my hand and all that I have...’ — James J. Davis

Mooseheart Thanks You!

Because of you and your donations to Moose Charities, we can continue to provide a nurturing setting for children in need of our care, and to also provide them with opportunities for higher education.

Moosehaven Thanks You!

Because of you and your donations to Moose Charities, senior members of the Moose can enjoy their sunset years in a secure and worry-free environment.

Moose Charities Thanks You!

We are joined with you in heart to accomplish our goal — of providing for those less fortunate who are dependent upon our compassion and our generosity.

Brothers and Co-workers, we at Moose Charities thank each of you for the dedication, commitment and financial donations you give on behalf of the Mooseheart children and Moosehaven seniors. Thank you for making the difference in their lives. Their well-being is the best gift we can receive in return.

We send our warmest wishes that all had a blessed Christmas season and a happy and healthy start to the New Year.

A Christmas Message to all by an unknown author:

Every time a hand reaches out
To help another — That is Christmas.
Every time someone puts anger aside
And strives for understanding — That is Christmas.

Every time people forget their differences
And realize their love for each other —
That is Christmas.

May this Christmas bring us
Closer to the spirit of human understanding
Closer to the blessing of peace!
New Year Brings New and Renewable Opportunities!

By BOB NEFF/Director, Ritual and Higher Degrees

Thanksgiving is over and hopefully everyone found much to be thankful for. Similarly, Hanukkah and Christmas have come and gone with all the festivities that go with them, and now it is early into 2015. It is indeed a busy time of year:

In some ways, I know some who reflected and were thankful for accomplishments in 2014 and others who were glad the year was over. Either way, 2015 and its opportunities is now here.

This is a time of resolutions. We resolve to lose weight, be kinder, stop smoking, go to church more frequently, finish some task, exercise more to improve our health and so much more. What will be on your list?

It is resolve that built our Fraternity. A different kind of resolve, a determination to make good things happen to enrich the lives of others. That is what we do as Moose: we work with resolve to make things better for the children at Mooseheart, our senior members at Moosehaven and for various causes throughout our communities through our Heart of the Community events.

We can only continue to do these things by being friendly, loyal, accommodating to others and fraternal in our ways.

Can My Lodge be Open to the Public?

By STEVE GREENE/General Governor

We have had many questions about a Lodge or Chapter wanting to make proceeds by inviting the public to functions and keeping the proceeds.

The simple version of this is as follows: The Lodge, Chapter and Moose Legion Jurisdiction may have no more than two (2) like events open to the public in a calendar year. These functions do require dispensation from the General Governor’s Office and the Social Quarters is closed to non-members (except qualified guests).

Examples:

If your Lodge decides that it would like to have a car show on September 8, 2014 that is open to the public, it has 364 days to have another car show. The Lodge could have another car show or on or before September 7, 2015 open to the public and keep the profits.

Your Lodge decides that it would like to have a steak fry on Saturday August 25, 2014 that is open to the public. It has 364 days to have another food function. The Lodge could have another food function on or before August 24, 2015 open to the public and keep the profits.

A food function is defined as: A dinner, pancake breakfast, luncheon, pig roast, chili cook-off, crab feast, BBQ. This is a combined total of two (2), not two (2) of every kind.

To be more specific; a Mother’s Day brunch, or a St Patrick’s Day dinner are food events. If the Lodge or Chapter decides to have a car show and is serving hot dogs and hamburgers this is not a food event, it is a car show. If a Lodge or Chapter is having a comedy night and dinner this is not a food event, it is a comedy night.

Examples of functions, but not limited to:

<table>
<thead>
<tr>
<th>Dinner</th>
<th>Breakfast</th>
<th>Casino Nights</th>
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<tbody>
<tr>
<td>Comedy show</td>
<td>Dances</td>
<td>Haunted House/Halloween</td>
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<td>Car Shows</td>
<td>Lawn mower races</td>
<td>Garage sale/lea market</td>
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<td>Oktoberfest</td>
<td>BBQs</td>
<td>Mother’s Day Brunch</td>
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<tr>
<td>Picnics</td>
<td>Craft show</td>
<td>St. Patrick’s Day dinner</td>
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The Chapter and Moose Legion Jurisdiction fall into this category also.

The only downside is that the annual collective proceeds derived from the public should not exceed 35% of the Lodge total income.

The only limitations could be the officers’ imaginations and their ability to find people who want to work hard to make the Lodge succeed.

Cable and Satellite TV at Lodges

By CYNTHIA D. TRAYNOR/Sr. Staff Attorney

Does your Lodge have cable or satellite TV so that your members and qualified guests can watch their favorite programs or sporting events while at the Lodge? If so, you need to make sure that you have the proper type of license or commercial account from your cable or satellite provider. If you do not, you could soon face an expensive lawsuit.

To show cable or satellite TV, including Pay-per-view events, in a commercial establishment (for purposes of the Cable Communications Policy Act this includes Lodges), you must have a commercial account. You cannot use a residential account to show cable or satellite TV in your Lodge. Using a residential account to show cable or satellite TV in your Lodge is an unauthorized use that is a violation of federal law.

We offer many member benefits that save our Brothers and Co-workers money, often more than they pay in dues. We plan social functions for the good of our fellow members. We have a proud history of accomplishments, but our work is not done.

Moose Legionnaires were asked “to increase your service to children and senior members by contributing more of your time, energy and substance.” Resolving to do even more than we have already done is what we pledged when we became leaders and advanced in our Order. Other Higher Degree members made additional promises and pledges.

Now I am asking all members in this new calendar year to help us finish our fiscal year strongly by resolving to do all we can as men and women working together to build our Order. We can do that not just by asking new members to join — but equally as important (arguably more so) — to reach out and encourage current members to stay the course and save our Membership base, which is the foundation of the Fraternity. That way, new members will truly strengthen efforts on behalf of our cause.

May we have a Happy New Year, full of opportunities!
ORDER FORM

MOOSE LODGE
ENTRYWAY MATS

HORIZONTAL

Vertical

Above are reproductions of our fine quality entryway mats that are backed by a one year guarantee against wear. The fiber is 100% high density olefin that is soil resistant and will absorb one gallon of water per square yard. The backing is a pliable vinyl that grips even the slickest floor and has a tapered edge to eliminate trip hazards.

These mats are functional, attractive and best of all cost effective.

The Trademark can be applied on a vertical and horizontal mat. Use the term V for vertical and H for horizontal when ordering.

SPECIAL OFFER

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<th>SIZE</th>
<th>3X5' SINGLE DOOR</th>
<th>4X6' DOUBLE DOOR</th>
<th>4X8' SINGLE DOOR RUNNER</th>
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MOOSE MAT COLORS
- Gray • Burgundy • Black • Red • Brown • Royal Blue • Green • Hunter Green

MOOSE IMPRINT COLORS
- Black • Brown • Royal Blue • Beige • Gold • Maroon • Red • Gray • Navy Blue

SPECIFY CHOICE

Mat Color: ______________________ Imprint Color: ______________________

Optional: Imprint Lodge Name & No. 120 letters maximum $25.00 per name

*Maintenance sheets are enclosed with each mat.

NOTE: Customer will be responsible for proper selection of mat & imprint color.

Allow 4 to 6 weeks delivery. (No Freight Allowed) (Illinois residents add 7% sales tax)

LOGS Name & No. ______________________

Street No. ______________________

City ______________________ State: _______ Zip Code: _______

Credit Card #: ______________________ Exp. Date: _______

Signature: ______________________

The decision to retire is a big one and is not taken lightly or made with haste. It is a decision that will literally affect the rest of your life. Do you stay in your home and maintain your financial and healthcare independence? Do you make the move into a retirement community and enjoy an active lifestyle, experience a sense of security, and obtain healthcare assistance if required all within a community of other seniors such as yourself? What if you could live both lifestyles in one place?

Retirement to Brandon Place at Moosehaven gives you all of those things and more! Brandon Place, a Continuing Care Retirement Community, allows you to maintain your financial and healthcare independence while giving up the worrisome aspects of daily living such as home and lawn maintenance, fear of living alone and the concern of how you will manage when you need a bit of assistance with everyday living.

Nestled on the beautiful 72-acre Moosehaven campus in Orange Park, Florida, residents enjoy riverfront views of the St. Johns River, an active, maintenance-free lifestyle, as well as top-rated healthcare. Brandon Place at Moosehaven offers a full spectrum of amenities, activities and services ideal for an active, retired lifestyle.

When you choose to retire to Brandon Place at Moosehaven, you make the decision to have a retirement lifestyle you’ve worked hard to achieve and the peace of mind in knowing your future is secure.

Brandon Place at Moosehaven offers a varied selection of one- and two-bedroom homes and apartments for the independent retiree, beautifully designed one-bedroom assisted living suites, semi-private and private nursing suites and state-of-the-art Memory Care apartments in our Katherine Smith Hall.

With a 5-Star rating, Moosehaven delivers top healthcare for our senior residents provided by caring staff in surroundings that are more than a “place,” more than a “level of care” in the healthcare continuum; our care is delivered to you “at home.” Let us welcome you home to Brandon Place at Moosehaven, where every day is Another Day In Paradise.

For more information, please visit our website: www.brandonplace.org.