



Grand Lodge NEWSLETTER

Elks Care — Elks Share



The game plan for incoming Lodge leaders

Welcome to a new fraternal year. April is a busy time filled with items of business that need to be tended to, some for the year gone by as well as for the year just starting.

I hope that the installations of officers are going well. They can instill a sense of deep pride not only in the incoming officers but in the Members and guests who attend. Everyone likes to be recognized, and a dignified installation will set the stage for dedicated service for the coming year.

If it hasn't been done yet, make sure to get all committees appointed. Past practice for some Lodges has been to just put names on paper, without the appointee caring—or in some cases even knowing—what the responsibilities are. Many Lodges have developed ways to ensure all committees are being supported and their Members made to understand that duties need to be carried out. One model involves assigning Lodge committees to the



**Message from
the Grand
Exalted Ruler**

**ROBERT L.
DUITSMAN**

various chair officers so that periodic review can be made, ensuring that the duties and requirements of each committee are being taken seriously.

Lodge Secretaries, I hope you have been mindful of the annual report to the Grand Lodge and to the Lodge membership as required under Section 12.050 of the Statutes.

Lodge Trustees, or Board of Directors if the Lodge is incorporated, please be mindful of your responsibilities concerning the finances of the Lodge. A detailed, separated budget must be submitted to

the membership for adoption no later than the last regular meeting in April, or the following regular meeting. In recent years increased scrutiny has pushed Lodges to maintain a strong financial footing, meaning that budgets are balanced and taken seriously. It isn't always easy to keep an eye on the Lodge's purse strings, but through your diligent efforts the financial viability of your Lodge can be maintained for the years to come.

Finally, I hope all Lodges have implemented the new Financial Reporting System approved by the Grand Lodge at its 2019 session. It was designed to allow for the timely review of Lodge finances, to identify unhealthy trends, and to help Lodges remain viable. All state associations have been developing a network of specialists to assist Lodges that are still having challenges. Please seek out those people to make this important leap forward to help your Lodges survive and prosper.

Expect quarterly invoices for dues, fees, assessments

Per Sections 14.150 and 16.010 Opinion 03 of the 2019 Statutes Annotated and continuing in April 2020, the Grand Lodge will be invoicing each Lodge, on a quarterly basis, the prorated Grand Lodge per capita dues and assessments and, when authorized by the State Association, their associated dues and fees for new and reinstated Members.

GRAND SECRETARY

Bryan R. Klatt

On a quarterly basis, the Chicago Lodge Membership System (CLMS2) will calculate the pro-rated amounts for each new or reinstated Member for payment for submission to Grand Lodge.

Also, when collected, the State Associations' portion will be forwarded to the respective State Association on a quarterly basis.

GRAND LODGE FRATERNAL COMMITTEE

Best Lodge websites attract, inform

By **MERYL ARNS**
Committee Member

We received 20 entry forms for the Lodge Website Contest, with 13 states represented. Some states do not have a state contest and there is only one award per state.

The entry forms showed that Lodges are interested in getting information out to the Members and letting the community know what Elks do.

If you are traveling across the country, the website keeps you informed of what you can expect from a Lodge. The pictures make you want to stop and join in on the fun. I would bet that a Lodge with a good website is growing in membership.

Keep up the good work! Next year, let's have all of the states participate. It is free to enter and the reward is knowing that you have let the world know what we do.

5 Star ★★★★★ Awards

Vancouver, WA Lodge No. 823
Calabash, NC Lodge No. 2679
Murphysboro, IL Lodge No. 572
Lancaster, CA Lodge No. 1625

4 Star ★★★★★ Awards

West Shore, PA Lodge No. 2257
Houlton, ME Lodge No. 835
Ashland, OH Lodge No. 1360
Dalton, GA Lodge No. 1267
Lakeland, FL Lodge No. 1291
Arlington, TX Lodge No. 2114
Meriden CT Lodge No. 35
Oglesby, IL Lodge No. 2360
Annapolis, MD Lodge No. 622

The internet is where it's at—and it's getting bigger. Get on it. Let people know what we do.

GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Charitable reports ensure smooth sailing for Elks

By **KENNETH N. BRUCKNER**
Committee Member

April begins a new Lodge year so we as Elks Members need to review our accomplishments and shortcomings from the previous year. What have we accomplished for our Lodge, and what have we done to assist less fortunate individuals within our communities?

During a previous meeting of the Government Relations Area Committee-men, a brochure was presented entitled, "BPOE U.S.S. Elks Lodge," and on this brochure it was noted that it takes volunteers to travel and donate money and time to keep the ship afloat.

Listed on this brochure were just some of the examples of charitable works we are involved in within our Lodges. This brochure should have been passed on to each state chairperson, who in turn

passed it on to each Lodge within their state. It should be posted for the Members to review and understand that their charitable activities are truly recognized in their Lodges and communities, and at the federal government level.

For some Lodges, the activities they perform are purely done out of pride and devotion to the organization and are forgotten to be considered charitable work. The chairperson of these activities needs to compile a report: The proper form is easy to fill out and can be obtained from the Lodge Secretary. It is then sent to the Secretary when the form is complete.

We as an organization are involved with the federal government on the various legislative items which may affect us in some manner. At the Lodge level, we must forward our charitable activity results to the Lodge Secretary to complete and

forward to Grand Lodge, which in turn forwards this information to the federal government.

In the past several years our charitable reporting has greatly improved thanks to the awareness of the Charitable Activity Committee chairs in compiling the reports, and the Lodge Secretaries for the proper reporting of the activities in CLMS. Lest we not forget to thank all the Members and families involved with donating time, talents, and dedication in the name of a great organization.

With the start of a new year comes new leadership, new ideas, devoted Members, new Members, and non-active Members. The opportunity to improve is always positive. It takes committed Members, donated time and energy, and many great programs to generate success in your Lodges and communities.

GRAND LODGE PUBLIC RELATIONS AND MEMBERSHIP MARKETING

Practicing sales skills can lead to membership boost

By **RICK GATHEN**
PR and Membership Marketing Manager

Lodges skilled with promoting membership know the key to attracting new Members is a great membership committee that applies good business management practices. These committees know to emphasize a business approach that will always improve the condition of their Lodge.

Like any service business, we must not only make the original sale, but also keep the customer sold.

Committee responsibilities include recruitment, orientation of new Members, public relations, and dues collection. Think in business terms – sales, customer relations, public relations and credit collections.

The membership chairperson needs committee members with various skills. Responsibilities for the committee include:

- **Sales.** Work recruitment tables, working reinstatements, greeting guests and inviting them to join.
- **Public Relations/Marketing.** Promote membership on social media and the Lodge website. Make sure everyone inside and outside is aware of the positive impact the Lodge has contributed toward the community.
- **Orientation.** Educate, involve, and inspire new Members to recruit and be active. Match their interests and time with a Lodge committee or activity.
- **Collection Department.** Assist the

Lodge Secretary with billing, collection letters, phone calls, e-mails, and visits to delinquents.

- **Agendas for Lodge membership committee meetings.** Meet regularly (such as weekly from April through June, then monthly) and set goals to initiate 10 percent more Members. The collection goal: No more than 5 percent of the Members dropped for non-payment of dues.

- **Publicize membership classes.** Discuss incentives and contests. Discuss reinstatement opportunities and strategies. Review delinquents and discuss collection strategies.

- **Review and evaluate the Orientation program.** Review membership numbers and compare to goals.

- **Awards.** Members initiating or reinstating three Members into the Order will receive the prestigious GER Award Pin. Members initiating or reinstating 11 or more Members into the Order will receive an attractive Elks watch available to both men and women.

- **Top recruiter incentive ideas.** Make posters that thank recruiters by name and possibly even show a picture of them in action. Hand out thank you tickets each time a recruiter brings in a new Member. Each ticket offers the chance for a monthly drawing for something as simple as a \$25 gift card. List your recruiters in your Lodge newsletter/website and social media page, and thank them. Create a recruiter of the month parking space (or two) at

your Lodge.

- **Recruiting.** Note what we do and how to join. All community events should include a strong public relations and membership presence. Set up a table with handouts.

- **Other precursors for gaining membership.** Earn a reputation as a premier charitable organization in your community. Provide a family- and Member-friendly environment. Have a good understanding of the Order's programs and ENF grant opportunities.

- **Invite prospects to become new Members.** Develop a brochure to have available for open house guests. Include contact information, state major projects, community projects, hours and dining menu, Elks mission, and national programs including scholarship information and grants. Put a positive spin on everything and avoid anything negative. Be sure to have a sign-in sheet for guests' names and contact information.

- **Image.** Portray your Lodge to be friendly, modern, and fun. Incorporate stories from those who have benefited from the Lodge's charity.

- **Expectations.** Outline what we expect and what they can expect from the Elks.

- **Financial Responsibility.** Spell out the dues and responsibilities of membership.

- And I thought you'd never ask. Don't forget to ask them to join!

DRUG AWARENESS PROGRAM

New Elks year starts with DEA's Take-Back Day

By **FRANK SCARPINO**
Special Contributor

Congratulations to all newly elected Lodge Officers! It is a new Elks year and it's time to plan and budget your Lodge's activities for the next 12 months. Be sure to include Drug Awareness in your plan, appoint a Drug Awareness Chairman, and make acquaintances with your state's Drug Awareness Chairman, the liaison to the Elks National Drug Awareness Program (DAP) and its leaders.

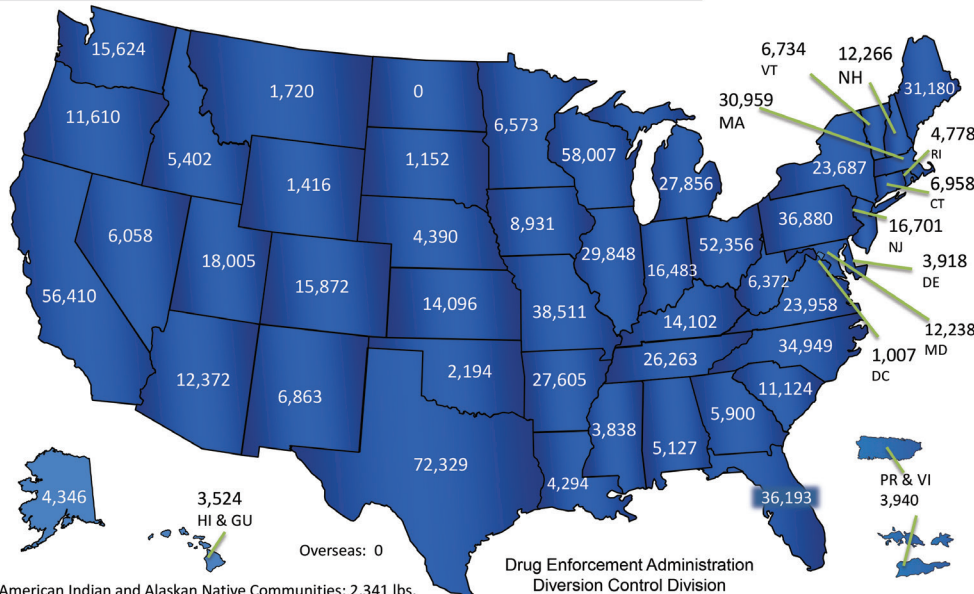
DAP teaches all children and parents about the dangers of illegal drug use and prevents the abuse of legalized and prescription drugs. As the largest volunteer drug awareness program in the United States, DAP relies on state, district and Lodge volunteers to promote a drug-free lifestyle by their participation at Elks youth events such as Youth Week, Hoop Shoot, Soccer Shoot, and Kids Fishing Derby. A drug awareness activity should always be included to illustrate the Elks' commitment to taking action against youth drug use through education, prevention, and inspiration. A quality activity fosters greater communication with your local schools.

One of the first events during this new Elks year is the DEA's National Prescription Drug Take-Back Day, held on April 25, 2020 from 10 a.m. to 2 p.m. It provides a safe, convenient, and responsible means of disposing of prescription drugs, while also educating the public about the abuse of medications.

Too often, unused prescription drugs find their way into the wrong hands, and it's dangerous and often tragic. That's why it is great to see thousands of folks from across the country clean out their

18th National Take Back Day: October 26, 2019

Total Weight Collected: 882,919 lbs. (441.5 Tons)



medicine cabinets and turn in—safely and anonymously—a record amount of prescription drugs.

Right on the tail of the Take-Back Day is Elks National Youth Week, held each year during the first week of May. What a great opportunity to promote drug awareness. Lodges could use an Elks Drug Awareness Trailer not only as a billboard but also as an information center by distributing drug awareness brochures, coloring books, and bookmarks. If you hold a Youth Day event, include a visit from Elroy the Elk and distribute drug awareness items. If your Lodge has access to a pair of Fatal Vision alcohol impairment goggles. These

make for a great activity for the older kids: Try to walk a straight line, bounce a tennis ball, or even just pick up a set of keys. Have you started to plan your drug awareness event for Youth Week? It is only a month away.

For further DAP information go to www.elks.org/dap or Elks Kids Zone at www.elkskidszone.org.



GRAND LODGE ACTIVITIES COMMITTEE

Disaster relief funds aid Puerto Rico, California

By **JAMES S. MASON**
Committee Member

Our country has experienced numerous natural disasters over the last year. The areas that have suffered from disasters are very much in need of all the assistance they can receive both physically and financially. We hear in the news how much damage has occurred and how the occupants of the areas are stuck and seeking any and all help available.

Puerto Rico, for example, has been attempting to recover from Tropical Storm Karen, which tore the place

apart last year. Just as recovery showed improvement, the island was struck by a series of high intensity earthquakes, resulting in deaths and buildings knocked off their foundations. Due to the island's economic condition, help is needed more now than ever before in all forms.

California once again went through a period of wildfires. Communities saw homes and businesses destroyed, and many residents had no place to stay. Following the fires, the state experienced rain storms resulting in mud slides that blocked roads and highways, which delayed aid from

reaching the affected areas. Many other areas also experienced disasters. All need our assistance both with physical presences and monetary resources. Our Lodges are encouraged to hold special fundraising events, with the money raised going to Grand Secretary's office in Chicago. It will be disbursed to the areas in need to show that **"Elks Care, Elks Share."** A special thank you to all who have contributed in the past and those who will in the future. Remember, HELP means "Have Elks Lodges Participate."

Veterans appreciate good deeds from grants

By **HANNAH GRABER**
ENVSC Programs Coordinator

Each year, hundreds of Elks Lodges around the country use Freedom Grants to fund projects that serve veterans and military families in need. Is there something you've always wanted to do for veterans in your community? This grant provides a great opportunity for your Lodge to try a new project or expand an existing program. Looking for ideas? Take a cue from these two Lodges.

Last year, Saratoga-Wilton, New York Lodge No. 161 used a Freedom Grant to provide winter coats, boots, and other cold weather supplies at a local Stand Down for veterans experiencing homelessness. They

even provided some handmade hats and scarves created by Elks family members.

The Edison Park, New Jersey Lodge No. 1488 used a Freedom Grant to host several barbecues for veterans at the Menlo Park Veterans Memorial Home and the Lyons VA Hospital.

Describing their experience at these barbecues, Edison Park Lodge Members said, "We believe that the more the Elks are physically present, the more people will acknowledge our good deeds and perhaps want to join us and become more involved in their community."

This is what Freedom Grants are all about! We encourage Lodges to

get involved with veterans in their communities and create active programs to meet their needs.

Freedom Grant applications open on April 1 and can be accessed on the Grants Dashboard at elks.org/enf/grants. As you fill out the application, keep in mind that grants may not be used as donations. Budgets should be specific: Avoid general categories like "supplies" or "gifts." Explain how your Lodge plans to use the grant and what Elks Members will be doing to support the project. If you have questions, please e-mail vets@elks.org or call 773-755-4736.



BRYAN R. KLATT, Grand Secretary
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 ORDER OF ELKS**
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GRAND LODGE ACTIVITIES COMMITTEE

Compete for an award by helping your community

By **DAVID B. LAKE**
Committee Chairman

The Grand Lodge Activities Committee encourages Lodges to enter the Grand Lodge Community Project Contest. This contest is designed to recognize Lodges for their projects that focus on meeting a need in their community.

These projects enhance the awareness of the good work we do as Elks. They also help the community better understand who we are and what we do as a fraternal

organization. It can also help us to find others in our community who would like to join our Order because of what we are doing in the community.

The winning Lodges will be recognized in all six Divisions at the upcoming Grand Lodge Session in Baltimore.

It's easy to enter the contest. After logging onto elks.org, click on Grand Lodge, then Committees, then Activities, then Dashboard. Under Dashboard you will see "Currently Featured Contests/

Programs". Under that heading you will click on "Community Project Contest", where you will find the application.

Complete the entry form and e-mail or mail it to David B. Lake, Area 3 Chairman of the Grand Lodge Activities Committee at the e-mail or postal address shown on the application.

Be proud of your Lodge's Community Project and enter this important contest. Please remember that the deadline for entries is May 1, so don't delay.

Spring is in full bloom



HOOP SHOOT NATIONAL FINALS



CHICAGO • APRIL 16-19