

# 2020 ★ 2021 GRAND LODGE PROGRAM



*“Creating Momentum for the Future of Elkdom”*

*— GER Paul R. Ryan*

**BENEVOLENT AND PROTECTIVE  
ORDER OF ELKS**



**“Elks Care — Elks Share”**



Benevolent and Protective  
Order of Elks of the U.S.A.  
A Fraternal Organization

## *Mission Statement*

★ *To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity; to recognize a belief in God; to promote the welfare and enhance the happiness of its Members; to quicken the spirit of American patriotism; to cultivate good fellowship; to perpetuate itself as a fraternal organization, and to provide for its government, the Benevolent and Protective Order of Elks of the United States of America will serve the people and communities through benevolent programs, demonstrating that “Elks Care — Elks Share.”*

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*[www.elks.org](http://www.elks.org)*

## INTRODUCTION AND MESSAGE TO ALL MEMBERS

*My* theme for 2020 is, **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM.”**

Since 1868, the Benevolent and Protective Order of Elks of the United States of America has been committed to the ideals of *Charity, Justice, Brotherly Love and Fidelity*. The selfless dedication and our commitment to our programs, charities and initiatives has evolved our Order into this country’s oldest and largest fraternal organization. With nearly 800,000 Members and more than 1,800 Lodges nationwide, Elks are providing charitable services that build stronger communities, while having a good time along the way.

**“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM”** is a focus on many aspects of what our organization is all about. The focus that we all need to make is getting more Members. This also needs to be done through finding younger Members.

Our momentum also needs to go in the direction of making sure the communities that we serve are aware of our existence. For too long, we have helped our communities, but not publicized the support that we have given.

By getting younger Members and letting our communities know we are there, we are sure to be able to create the momentum needed to take us stronger into the future.

We **MUST** continue to build the ELKS in our communities in order to keep our Lodges successful. By letting our communities know who we are, what we do and how we are helping our communities, we will gain community awareness, along with a possible gain in membership. This foundation will lead us to successful Lodges, helping make successful communities.

Through an active public relations campaign and telling the story of the good works the Elks do, relationships will be built in our communities and people will take special notice.

The entire basis of our organization was based off of Charity. The thought of Charity has expanded in great lengths for us as ELKS. The programs that we are all doing are in one way or another very successful. The programs have allowed us to not only serve our communities, but has allowed us to grow within each and every one of our Lodges. Justice means that our Lodges function as part of a greater whole, as every Member abides by our standards of law and order. Brotherly Love motivates us beyond the mundane, to ensure that we place our fellow man's needs above our own. Fidelity reaffirms our own faith in these principles and is manifest by the actions we undertake to grow and expand our Order.

Growing Lodge membership, charitable volunteerism, Member involvement, and creating more friendships that may lead to membership will help sustain the pillars that support the entirety of our many Lodges. The strength of our Order hinges on the strength of our individual Lodges and the dedication of the Members who fill them. When more people are involved in an undertaking, the load is lighter for each volunteer. Real growth in every Lodge is far more than a headcount, because involvement is the only way to truly understand the value of benevolence. In big ways or small, there is a role for each Member within his or her Lodge. Be looking for that role!

— **Paul R. Ryan**  
*Grand Exalted Ruler*  
2020-2021



## **A MESSAGE TO THE EXALTED RULER**

*Congratulations* on your election as Exalted Ruler of your Lodge. You will find that leadership is one of the best ways to thrive within our organization. Being the Exalted Ruler fulfills all of the cardinal principles of our Order. The Members, by their vote, have selected you to serve in the highest office within your Lodge and have demonstrated their faith in your leadership abilities and trust that you'll perform your duties to the best of your ability. When you lead by example, with impartiality and enthusiasm, your Officers and Members will embrace their roles as part of your team. A Lodge with Officers, Committees, and Members working together and participating in the Grand Lodge, State Association, and Local Lodge Programs will ensure a successful All American Lodge.

As Exalted Ruler, you are charged with understanding and following the Constitution and Statutes of the Grand Lodge, and especially your Lodge's Bylaws, which provide what duties are your responsibility as well as those assigned to others. Please make sure to familiarize yourself with the Statutes of the Order and the Bylaws of your Lodge. Your Lodge Officers will rely on your knowledge and look to you for leadership. Review your Lodge programs and set your goals for the year. Share your vision with your Officers and Members and encourage them to become involved in your programs.

As the leader of your Lodge, you must delegate many responsibilities to your Officers and Committee Members. Every Member, old or new, is a resource and should have a role in the life of your Lodge. Always be ready and available to nurture and provide support to those who might need it. New Members, get them involved early in the Lodge and in programs. They will become dedicated and a constant in the Lodge if you involve them early. Always show that you



appreciate the dedication and achievements of those who step forward to support the mission.

Take advantage of the manuals that are available to you, including those available for download at [www.elks.org](http://www.elks.org). They will provide you, your Officers, and Committee Members with reliable guidance and ensure that everyone understands their duties and responsibilities. This is the most effective way to ensure that your Lodge has a successful year under your leadership.

In the coming year, you are also required, by Grand Lodge Statute, to attend two District Deputy Clinics. These Clinics provide you with valuable information and tools you will need to help your Lodge succeed.

As Exalted Ruler of your Lodge, you are responsible to see that appropriate business practices are used. You have Trustees or a Board of Directors, an Accounting Committee, and a House Committee who are required to run the business of the Lodge. However, it's important to remember that your primary duty is to implement the Grand Lodge, State Association, and Local Lodge programs.

Monitor the groups that manage the business of your Lodge, and ensure they perform their duties as required. Monitor the budgets and procedures of your Lodge and Club operations. Review and implement the recommendations of your Area Member of the Grand Lodge Auditing & Accounting Committee and District Deputy. As the Exalted Ruler/President of your Lodge, you must be aware of and address any financial shortfalls or other problems that may arise during your year. Throughout your year, be mindful that your Lodge is a business and must be operated as one.



You may want to select a Past Exalted Ruler within your Lodge as an Advisor. When you have questions, you might first seek the assistance of your Advisor or your Lodge's other Past Exalted Rulers. They possess years of knowledge they will gladly share. Your District Deputy is another reliable source of information, and your district may have other advisors in place that should be considered additional resources. All of these individuals are happy to offer you guidance and want to see you succeed. All you have to do is ask!

You will receive a monthly Grand Lodge Newsletter through your Lodge, and I urge you to read it. It will provide timely information for you and your Lodge. Share the information in the Newsletter with your Officers and make it available for your Members to read. Feel free to reprint pertinent articles in your Lodge bulletins to educate and attract Member support for our many charitable programs.

## **A SPECIAL MESSAGE TO OUR LODGE SECRETARIES**

*When* you took the oath to become a Lodge Secretary, you made a commitment to serve your Lodge in a way no other Member can. While Exalted Rulers are often given the limelight, you, through your diligent service, will be the glue that holds your Lodge together and will be in large part the person responsible for its successes.

There is little glamour accompanying the Secretary position, and success can only be measured by your attention to detail. Your tasks are essential to the smooth operation of your Lodge, and you are an essential Lodge conduit, making sure the business of the Lodge is being handled and information gets where it needs to go.

You probably don't hear it enough, so please accept this ***"Thank You!"*** for your dedication and commitment.

## A MESSAGE TO ALL LODGE OFFICERS

*Thank You* for accepting the challenge to help lead your Lodge in achieving the goals and objectives of the Local and Grand Lodge Programs. You should consider it an honor to have been chosen to be a leader within your Lodge.

You took a solemn oath at your installation as an Officer, "*... to practice the virtues of Charity, Justice and Brotherly Love, and with Fidelity to perform the duties of the office for which you have been chosen to the best of your ability.*" If you faithfully honor that commitment, you will exemplify the positive leadership attributes that will catapult your Lodge to excellence. Throughout your time in office you should provide positive support to your Exalted Ruler so that he or she can complete the duties and programs that will lead to a successful year.

You are now part of a team — strengthen it by building relationships with your fellow Officers. View it as the opportunity to make new friends and learn from experience during your service to your Lodge. Your Exalted Ruler cannot do everything alone, and you should be proactive by seeking opportunities to contribute to the advancement and success of your Lodge.

At the same time, you will develop your own leadership and management skills and learn valuable lessons — as you proceed through the chairs to eventually take your own turn as Exalted Ruler. Approach all of your activities with a positive frame of mind in order to earn a reputation as an energetic person, full of good cheer. A base of good will toward you will be invaluable in the coming years when you may be relying on others to help. The diverse skills demonstrated by you and your fellow Officers will enable your Lodge to succeed and prosper.



As you lead and support Lodge activities, remember that your actions support the theme of **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM.”** As Officers, you must be exemplars of Brotherly Love.

Embrace these concepts when working alongside other Officers and Members, and you will be well on your way to being successful in your role and a leader in advancing the interests of your Lodge within your community. Utilize resources that have been provided by Grand Lodge, your State Association, and your District.

Take advantage of the many educational opportunities presented to you as an Officer when you attend District Deputy Clinics and State Association training sessions. These meetings are a great opportunity to learn about Elkdom and its many programs. Most State Associations also provide training for Officers and Members, and the skills you learn will reinforce your leadership and management capabilities. Do not forget that Grand Lodge manuals can be downloaded at [elks.org](http://elks.org).

As you participate in your Lodge’s community activities, it is important to remember that your Lodge gets credit. When your Members perform a benevolent act in your community, make some noise. Invite the media. Take pictures and write a press release. We have been the silent giver for long enough, it is time to toot our horn and make our communities aware that we are here, and make them want to be a part of our organization. We are loud and we are proud, make that our new belief when it comes to letting the communities know we are available to them. Be passionate about the good works of Elkdom and share your enthusiasm. By promoting the Elks name, you will project a positive image of your Lodge, its Members, and our Order while encouraging membership growth and volunteerism.

Again, thank you for your service to your Lodge, your Community, and to Elksdom. By dedicating yourself to the duties of an Officer, you have strengthened your Lodge, and contributed to **"CREATING MOMENTUM FOR THE FUTURE OF ELKDOM."**

## **MEMBERSHIP**

*We* are an organization that thrives on membership, but unlike our other sister and brother fraternal organizations, our membership is not based on service of our great country. So we have to strive to make sure that our Members are ones who want to serve in the community, for the kids, for the veterans, for the underprivileged and all other fantastic things that our organization does. We need to continue to go out and get new Members, involved Members, earnest Members.

Beginning this year, there will be a benefit to recruitment. For every three (3) new or reinstated Members that a current Member recruits, their name will be entered into a drawing. At the convention next year, we will draw names and the winners will receive a reward. One prize of \$500 will be given, two prizes of \$300 and four prizes of \$100. The more that you recruit, the better chance you will have at one of the prizes.

Our Order has gotten older and as it ages, our numbers are going down. Don't think of the Order as a retirement age and something to do, think of it as something for the whole family to get involved with at early stages of life. Habits are developed at early ages and wouldn't it be good to get younger families involved in order to keep them involved for all of their lives? Start an Antlers Program if you haven't got one already. This is where young kids can get involved in helping and learning this trait at an early age. If we can all get the younger generations to start to join, our organization and our founding forefathers beliefs can continue to go forward!

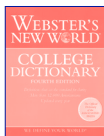
Along with that, when you do get new Members involved, don't let them go astray. Get them involved, early! Make them responsible for coffee at the meetings until they or someone else recruits a new Member. Have them help at the first activity or program that you have. Have them sign up with your volunteer coordinator, (*is this something new to you?*) to make sure they are the first ones called when help is needed. But get them and keep them involved.

## ACTIVITIES COMMITTEE

*The* Activities Committee is charged with adding and overseeing our Community Projects, Youth Activities Programs including the ELKS Hoop Shoot, the Dictionary Project, our Drug Awareness Program and Scholarship Programs. This is where **CREATING MOMENTUM FOR THE FUTURE OF ELKDOM** really takes shape. It is our opportunity to show our communities why they need to be engaged as Members of this organization.

What follows are just some of the many ways Local Lodges are helping their communities via the Activities Committee.

**DICTIONARY PROJECT** ● This worthwhile endeavor touches our youth in a very positive way. Many who receive our dictionaries have never heard of the Benevolent and Protective Order of ELKS, and this may be the only opportunity to reach out to them. The gift of a dictionary is the gift of language and literacy.



**ANTLERS** ● The newest opportunity to help our young Americans build sound character and civic awareness is the **ELKS Antlers Program**. By simply following the guidelines and bylaws supplied by the Grand Lodge Activities Committee, every Lodge can form its own Antlers Program for boys and girls ages 12-19 and guide them toward responsible citizenship through joint participation in our



community service programs. For information, log on to [elks.org](http://elks.org).

Teach young people what being an Elk is really like. The beneficial values that are instilled in our youngsters through a Local Lodge Antlers Program are merely examples of what the Order of ELKS is all about, and rewards them with the power of giving.

**ADOPT-A-HIGHWAY** ● Provide your Members with an opportunity to donate a small amount of their time to a worthwhile community endeavor. As a bonus, the Local Lodge will get credit with a highway sign acknowledging the service of its Members.



**MEALS ON WHEELS** ● This is a great way to serve your community, by donating a few hours each week. Special skills are not needed here. What is needed is a consistent donation of time serving the shut-ins, elderly, and disabled of your community. Let them know you are an Elk when you participate.




**SCOUTING** ● The ELKS' relationship with Scouting has a long and worthwhile history. Boy Scouts and Girl Scouts do a tremendous job of instilling positive values in our youth.



The ELKS can support these positive community programs by donating the use of our facilities.

The objective of the ELKS is to provide a safe meeting environment for Scout Troops/Units in our Local Lodges and give them the support necessary to succeed. If your Lodge does not currently sponsor or provide a meeting place for a local troop or unit, consider this as an excellent starting place to become more involved in scouting.

**BIG BROTHERS/BIG SISTERS** ● Be a mentor and help guide the youth of your community to actualize their potential. As the famous actor Denzel Washington related in his bestselling nonfiction book, *“A Hand to Guide Me,”* all a youngster may need is a role model who is a good citizen.  **Big Brothers Big Sisters** Seek out the local coordinator in your community.

All of these great programs will also solidify this year’s theme... **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM.”**

## **ELKS YOUTH PROGRAMS**

*The* youth of today are the Leaders of Tomorrow. Our young people are often subjected to many influences that can be detrimental to our communities. An important and positive contribution to our communities is to offer productive experiences to our youth. The Grand Lodge Activities Committee promotes numerous youth programs, including:

- ✓ Scholarships for graduating high school seniors and others
- ✓ Legacy Award Scholarships for children and grandchildren of ELKS Members
- ✓ Dictionary Project: ELKS give the “Gift of Words” to elementary school students
- ✓ Student/Teenager of the Month/Year Recognition Programs
- ✓ Formation and support of Antlers (Junior ELKS) Lodges
- ✓ Boys and Girls Scouting Programs and recognition awards
- ✓ Hoop Shoot Free Throw Competition
- ✓ Sponsorship of youth sports teams
- ✓ Support of junior golf, bowling and tennis programs



- ✓ National Youth Week
- ✓ Youth Citizenship Programs
- ✓ Community Projects
- ✓ Sponsorship of Youth Camps
- ✓ Sponsorship of programs for special needs and developmentally-challenged youth.

Many informative pamphlets are produced by the Grand Lodge Activities Committee and are available to the Lodges. These are valuable to the Lodge Youth Activities Committee for help in continuing existing programs and implementing new ones.

For years, our Order has run the following programs for our youth: ENF Most Valuable Student Scholarship, Emergency Grants for Children of Deceased Elks, and the Hoop Shoot. We have always given to our youth while never expecting anything in return. Now is the time to involve our youth and ask them to give back to the community. This is a challenge that can easily be accomplished.

The success of your Lodge's Youth Activities Program will depend on appointing ELKS who are dedicated to spending the time necessary to organize the different youth activities. An adequate budget of Lodge funds is also needed. Most youth programs require funding as well as hard work to operate effectively. The Lodge should consider being a part of the award contests sponsored by the Grand Lodge Activities Committee, which recognizes Lodges and State Associations that excel in youth programs.

We should make our communities aware that the ELKS are one of the LARGEST suppliers of scholarships to our nation's youth. Make sure information on all the online scholarship program applications are fur-



nished to all the high schools in your Lodge's jurisdiction. The information is posted at [elks.org](http://elks.org). Publicize the "Most Valuable Student Scholarship Program" by submitting news releases and photographs of scholarship recipients to the local media.

Implementing a sound and well-rounded Youth Activities Program while "**CREATING MOMENTUM FOR THE FUTURE OF ELKDOM**" will prove to our communities that we are dedicated to the youth of today who will be the leaders of tomorrow. It's time for each Lodge to step up and develop a stellar Youth Activities Program.

## **ELKS HOOP SHOOT FREE THROW CONTEST**

*ELKS* Hoop Shoot Free Throw Program continues to provide a competitive basketball free throw contest for upward of a half million boys and girls between the ages of 8 and 13 every year. This program, adopted by the Grand Lodge in 1972, has developed into one of the nation's largest and most recognized youth basketball activities. Through the *ELKS* Hoop Shoot Free Throw Program, the *ELKS* National Foundation teaches young people the values of hard work and good sportsmanship. Each Lodge must continue to provide this opportunity for the young people in its community.

The *ELKS*' involvement with youth demonstrates to our nation the positive image of our Order. This image can be projected through strong public relations. In addition, this program passed the *100 million participant milestone* and was recognized at center court of the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts. The ENF allocated about \$1,000,000 to fund this program, made possible with the support of you, the Members. It is imperative to enlighten the public to the good works for our youth, and our presence at the Hall of Fame gives the *ELKS* that opportunity.



We must continue to reach out in every community to assure that all boys and girls have the opportunity to participate in this worthwhile program. Each Lodge committee must send announcements to the schools, recreation departments and local media announcing the time and place of its contest. Also, be sure to follow up with a press release announcing the winners. These good works will expose you to many new potential Members. For more information on the Hoop Shoot, visit [elks.org](http://elks.org).

## COMMUNITY SERVICE

*Local* community service programs build stronger communities, while stimulating a public response that motivates worthy Members of the public to seek membership in our organization. In this way, our community service builds the foundation for our future.

If we have one shortcoming, it's our modesty. It's important to make sure that someone on your Public Relations Committee takes the time to make sure your community knows about your many good works.

The ELKS Activities Committees in each Lodge leads the way. We sometimes get sidetracked by cultural forces beyond our control that have influenced declines in all fraternal organizations. Technology has made it easier to reach out to new Members, but we need to embrace it if we are to be successful.

We must also remain steadfast to our proven principles, because they have withstood the test of time. If we work together toward our charitable pursuits and remain faithful to our programs, I'm confident we will soon see an increase in membership. Not mere temporary gains in numbers, but a new era of growth where participation becomes commonplace.

Successful Lodges of the future will create and develop local projects that will become signature accomplishments in the eyes of the community. In turn, members of the community will see these



projects mature from year-to-year and want to become involved. Every Member of our Order has the power to be a facilitator of change in their community. By joining a committee, you will have the support of Elksdom's entirety to bring your charitable idea to life. I challenge you to help usher in this new era by becoming a pillar within your own community.

Remember that no committee can be successful on its own. To achieve both short- and long-term goals, Lodge committees must coordinate their efforts in keeping with the theme, **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM.”**

Our great charity, the ELKS National Foundation, makes numerous grants available that facilitate these efforts. What better way to enhance the image of your Lodge in the community than to conduct a worthy community project with financial support from *“The Great Heart of Elksdom!”* Your community will thank you, your Members will thank you, and your Lodge will be rewarded.

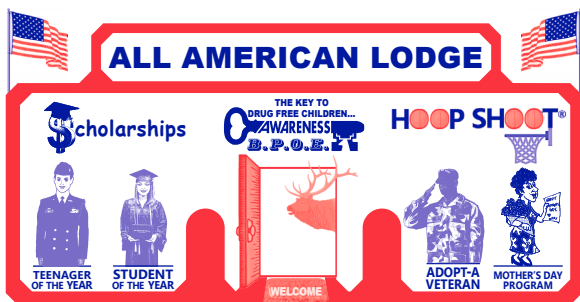
In turn, we offer our support to the ELKS National Foundation, which is an excellent way to help our brother and sister ELKS all over the country as they reach out to their own communities. Indeed, our unity makes us strong. Let us endeavor to work together as Local Lodges, within our home states, and throughout the nation, as proud ELKS **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM”** within our communities.

## LODGE ACTIVITIES

*Lodge* activities are vital to a successful Lodge. The Exalted Ruler and Officers have the responsibility to ensure that social activities, club functions, and projects are planned and implemented to involve all Lodge Members. A successful Lodge activity will promote unity involvement and will be an incentive for planning and implementing future activities.

The Lodge Activities Manual, which is available for download at [elks.org](http://elks.org), provides many programs for a Lodge to promote. The manual should be the first reference for the Lodge Activities Committee. Lodges should strive to involve new Members and encourage them to become active in Lodge activities and social functions. New ideas from new Members will have a positive influence on the direction of the Lodge and can bring new life to a lodge. Involving new and old Members will help ensure their long retention as active dues-paying Members.

The Grand Lodge annually presents awards for excellent participation in programs, including ELKS National Foundation contributions, among others. The most prestigious Grand Lodge award is the "All-American Lodge" designation. Lodges that participate in these activities are those that thrive in their communities.



## FRATERNAL COMMITTEE

*The* Fraternal Committee promotes, supports, and oversees essential Grand Lodge Programs that include Americanism, Flag Day, Elks Memorial Day, the All-American Lodge Contest and Lodge Activities/State Associations. These programs grow our Lodges, instill pride in the membership, and carry on long-held traditions unique to our great organization.

**AMERICANISM**—Patriotism is a cornerstone of Elkdom, so it's important to show your community that the ELKS promote national pride.

**FLAG DAY**—This event was created by the ELKS, and it's an opportunity to teach members of your community about our ritual while promoting respect for the flag of our country.

**MEMORIAL DAY**—ELKS are never forgotten, never forsaken. This annual ritual is an opportunity to memorialize beloved Brothers and Sisters who will come no more when their name is called.

**LODGE ACTIVITIES/STATE ASSOCIATIONS**—Many activities sponsored or recommended by Grand Lodge and the Grand Exalted Ruler are advanced via State Associations across the country. Every Lodge has a responsibility to develop and nurture their own Lodge activities while supporting State Association Programs.

**ORGAN & TISSUE DONATION PROGRAM**—The Benevolent and Protective Order of ELKS of the USA continues its association with “**Donate Life America**” to increase donations of organs, eyes and life-saving tissue.

The Grand Lodge Fraternal Committee is asking ELKS Lodges nationwide to promote the Organ Donor Program in their Lodge Bulletins and Lodge websites to help inspire Members and citizens in the communities to make these life-saving donations.

For more information on the importance of donation and how to become a registered donor in your state, click on the Donate Life icon at [www.elks.org/grandlodge/fraternal/donatelife.cfm](http://www.elks.org/grandlodge/fraternal/donatelife.cfm) to go to the Donate Life website, or by logging directly onto [www.donatelife.net](http://www.donatelife.net).

## AMERICANISM AND OUR FLAG

*ELKS* are first and foremost Americans who have always been proud to display and honor the flag of our country. This is especially important as some of our citizens seek to have the words "Under God" stricken from our Pledge of Allegiance to that emblem of freedom and symbol of unity.

Showing our Patriotism as ELKS is easy. Wear a pin of our country's flag on your lapel. Salute our flag as it passes in parades or when the Star-Spangled Banner is played. By taking part in these simple actions, you are exhibiting your love of country and sharing our understanding of the great sacrifices that have been made by the men and women of our Armed Forces.



The ELKS have always been there to support our flag and those who defend it. We must continue to take every opportunity to inform the public about our Americanism Program. When we honor the flag of our country, we not only honor the principles for which it stands, but also those who sacrifice so much in its defense. We honor generations past who ensured our liberty with the Declaration of Independence and those who forged the Constitution. We pay tribute to the generations who fought tyranny at home and on foreign soil, and those who presently serve to protect our freedom from those who try to undermine it.

We honor the memory of heroes — of common men and women, Patriots one and all. Lodge Members should be encouraged to fly the flag at home with the same pride and patriotism.

Make Flag Day special in your community by sponsoring a flag service for all organizations to attend. Present awards to local businesses that fly the flag every day.

The Grand Lodge Americanism Program is outlined in the Americanism Manual. It explains many programs for our Lodges, schools, and communities. These include presenting a classroom flag to our schools, the ELKS Americanism Essay Contest, Law and Order Night, Media Night, Citizen and Volunteer-of-the-Year Awards.

Exalted Rulers can guarantee a successful Americanism Program by appointing a dedicated chairperson and seeking out enthusiastic Committee Members. The flag that flies over your Lodge should be displayed day and night in a well-lit, properly maintained fashion. Most importantly, record your efforts and publicize them. Be loud and proud Americans!

For information, contact your State Association or your Area Member of the Grand Lodge Fraternal Committee, posted at [elks.org](http://elks.org).

The Fraternal Committee implemented a new program last year that presents a recognition certificate for flying the United States Flag ... 24/7.



**\*Representation of certificate. Actual certificate can be found, filled in and printed out at: <https://www.elks.org/GrandLodge/fraternal/files/FlyTheFlagCertificate.pdf>**



Local Lodges can now present a Grand Lodge recognition Certificate of Honor to local businesses and merchants for proper display of flying our U.S. Flag during the day and at night with proper illumination.

The recognition Certificate of Honor\* is available to Local Lodges as a fillable PDF document to download at the [elks.org](http://elks.org) website under the Grand Lodge Fraternal Committee section.

The Fraternal Committee believes that this Americanism Program activity will provide Local Lodges another key tool to increase good effective public relations and patriotism in the community by promoting outside-the-Lodge relationships. I believe Lodges also will be **"CREATING MOMENTUM FOR THE FUTURE OF ELKDOM!"**

## **STATE ASSOCIATIONS**

*State* Associations act as liaisons between Grand Lodge and Local Lodges, and are valuable to the Order. State Associations guide Lodges in promoting Grand Lodge Programs, in addition to sponsoring unique Major Projects within each state. Without State Associations, programs of the Order would not be as successful on a state level. State Associations also provide support and operational expertise that benefit individual ELKS, Lodges, and our entire Order.

Each Lodge is encouraged to participate in its State Association Programs, most of which are also Grand Lodge Programs. These programs provide opportunities to work with other Lodges in the state, thus offering opportunities to learn and gain experience from one another.

Every State Association has a "Major Project" that is supported by a suggested per Member contribution, fundraising or donations by all Elks Members in that State. Some are burn clinics and hospitals, eye clinics, mobile dental clinics, cancer centers, specialty homes



and summer camps for kids with and without special needs. Whatever the project is, they are near and dear to the Members and many times are staffed by Elks volunteers.

State Associations also implement many Grand Lodge Programs such as the Hoop Shoot, Drug Awareness, Accident Prevention, Veterans and Ritual competition to name a few. Most State Associations also have their own Scholarship Programs whether it be for graduating seniors, continuing education for those already in the workforce or those wanting to attend vocational schools. Most also have a program that recognizes those individuals or Lodges for their above and beyond participation and excellence each year and takes the opportunity to award them at its annual meetings in front of their Brother and Sister Members.



## **DRUG AWARENESS PROGRAM**

*In* 1983, the ELKS made drug awareness education for our youth a national priority. Since its inception, the program has grown in size and scope to be recognized as the largest volunteer Drug Awareness Program in the United States. The ELKS DAP strives to teach children and their families about the dangers of illicit drug use, and is dedicated to preventing the abuse of legalized and prescription drugs.

The ELKS DAP relies on State, District, and Lodge volunteers to promote a drug-free lifestyle. By taking pride in America's communities and youth, the program takes action against youth drug use through education and inspiration. The program constantly works to improve its message and is a leader among Elkdom in its innovative and technologically advanced delivery methods.

This struggle to educate our youth about drugs and assist them in making informed decisions must be advanced at the community level. Our National, State and Local Lodge Drug Awareness Programs encourage volunteers to LISTEN, EDUCATE, and MENTOR thereby, **"CREATING MOMENTUM FOR THE FUTURE OF ELKDOM."**

It is virtually impossible to answer anything before hearing and understanding the question. Youth today are faced with a myriad of challenges and problems. While "broad brush" solutions help many in the life-saving work of the DAP, it is imperative that action plans are developed that solve problems one life at a time. That is why the ELKS DAP offers a wide range of programs and activities.

The national program asks States to "do what works for them," but in all instances it asks them to listen. Youth want to be heard and to do that, we must LISTEN to what they're telling us. To get attention some will excel, others will act out, but the majority often suffer in silence because they fall between the two extremes.

The mission of the ELKS DAP is to influence how youth solve these dilemmas without resorting to the false promises of drugs, alcohol, and tobacco. By providing resource-backed information, tools, and educational programs, we can merge both ends of the spectrum to forge a positive, healthy and productive lifestyle based on wellness.

► **EDUCATE** ► The ELKS National Drug Awareness Program has partnered with federal agencies to provide the most up-to-date information available on drugs and their effects on youth and communities. The relationship this program has with the DEA is exceptional. Their core values: Rule of Law, Respect and Compassion, Service, Devotion, Integrity, Accountability,



Leadership and Courage, and Diversity go hand-in-hand with the mission statement and the values of the ELKS DAP.

All the “FREE” information that Elks provide to our communities through our Local Lodges is fact-checked by our experts to ensure that it’s accurate. Armed with this information, Lodges can develop successful and meaningful programs designed to meet local needs. By using information available through the Grand Lodge via your State Association and your State Drug Awareness Chairperson, AWARENESS must be the forefront of our effort. A prime example of this is the **“ELKS Drug Quiz Show.”** This contest, in the format of a TV game show, is fast growing in popularity and has the potential of being provided in every middle school in every community!



Annually, millions of pieces of awareness education literature are distributed by Local Lodges. Elroy the Elk, the official mascot of the ELKS DAP, and Drug Awareness trailers routinely appear at state and local community events. There is a wealth of information at your disposal, including parenting tips, videos, posters, coloring books, comic books, book markers and public service announcements. Poster and video contests are available, as is the prestigious **“Enrique S. Camarena Award.”** Red Ribbon Week and expert Speaker Programs, such as Ray Lozano, are also outlined for use.

Not only do these activities educate our communities, they also enhance your Lodge’s status within it. Let us not forget about bullying, which has reached epidemic proportions. Unfortunately, it often exposes an even larger problem — diversity. If left unchecked, we will continue to see young lives give up or give in



because of the pressures associated with bullying. The ELKS DAP is addressing these and other issues right now. As a start, keep a close eye and ears on youth that give you indication of Cyber Bullying. This is a huge up and coming issue amongst the young. This epidemic can be and is even more hard to handle for the young than other types of bullying. If you can't help, find someone who can.

There is strength in knowledge and it starts through EDUCATION. Continuing our long-standing relationship with the DEA, the ELKS DAP recently joined their "360 Strategy," which is a three-fold approach to fighting drug traffickers. These attributes include Leadership, Long-lasting Impact, and Attitude Change through outreach and education. The ELKS are recognized as leaders in the drug education field.

► **MENTOR** ► Listening to and educating our youth are important steps. EMPOWERMENT takes this knowledge to the next level. Having Peer Leaders mentor younger students, keep eyes open for students "crying out" for help, or offering suggestions learned from our educational materials and programs, are the core to success. Those students who we directly influence have the ability to reach thousands more. Leadership improves through mentoring. The ELKS DAP established and has been utilizing a mentoring program for over ten years.

Our ELKS' image is very important, and by setting an example we strengthen our image within our communities. Lodges should consider the Antlers Program as a way of developing Peer Leaders. Antlers are not only part of the future of America, they are *important* to the future of Elkdom. If you don't have an Antlers Lodge, consider starting one.



GRAND LODGE OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS

**ANTLERS CHARTER**

CHARITY • JUSTICE • BROTHERLY LOVE • FIDELITY

► **COMMUNITY AWARENESS** ► The ELKS National Drug Awareness Program is funded by the ELKS National Foundation. Individual State Associations and Lodges should develop budgets to advance their participation. All Lodges are encouraged to develop Community Investment Projects which will enable them to partner with local youth leaders helping schools and communities to become diverse places in which to live and grow and become the Leaders of Tomorrow. Grants are available to help fund these projects. When staging a community event, partner with other ELKS Youth Programs, as all positive programs are prevention programs.

## **PUBLIC RELATIONS AND MEMBERSHIP MARKETING**

*Public* Relations and Membership Marketing is essential to promote a positive image, foster goodwill, and increase membership. Help SHARE the PRIDE of Elkdom. A prime objective of every Local Lodge is to enhance both Member and community confidence in our purposes and programs.

By enhancing our Lodge image, we are investing in our future. This not only helps recruit new Members, but also helps retain the support of our current Members. Regardless of whether people support the Lodge with a donation or by volunteering their time, they'll likely want to know that they're making their community a much better place.

Adding worthy Members to our Order has become a priority in recent years. It's important to remember that there is far more to membership than filling out an application and initiating a new Member. For our Local Lodges to be successful, *new Members must become active and involved*. This is only possible when we focus on investigation and orientation. We must also be diligent to retain Members, or seek reinstatement for those who have allowed their membership to lapse.

It's the mission of the Grand Lodge Public Relations & Membership Marketing Committee to make sure the public is able to see the impact that **"CREATING MOMENTUM FOR THE FUTURE OF ELKDOM"** is having in the communities we serve.

### *Procurement, Retention & Orientation Program*

Invest in your Lodge by helping grow your membership. We all need to remain focused on membership in the form of recruitment, reinstatements, and scheduling frequent initiations. Invite friends and family to join our ranks. By being focused on membership growth in your Lodge, you are focused on the future of your Lodge and our Order.

All delinquent Members should be called and/or personally visited in September. Please review all delinquent Members who may be worthy of Lodge assistance and keep them on the rolls. We have many deserving Members who are suffering from health setbacks, advanced age challenges, and severe financial hardships. Charity is the greatest of all virtues, and ELKS Charity begins at home.

Orientation is the heart of membership, and it is the key to retaining new Members and getting them involved. Grand Lodge supplies an Orientation Video and many other materials that will familiarize the new Member with many of our programs. These tools are wonderful, but your interaction with the new Member is also of great importance.

After showing the Orientation Video, take some time to explain everything the ELKS do on a local, state, and national level. Show them how much money is contributed to worthy causes, and those in need. Empower them to take advantage of the many resources afforded them as a Member and encourage them to bring their ideas to a meeting or express an idea for an ENF Grant.

Orientation is also the time to show them around your Lodge and invite them to use it. Be sure to show them your house rules and hours of operation.

Explain the way a meeting is run, protocols, and how the ELKS is structured on every level.

Orientation is your best chance at making a first impression, so make it count. And also, this is a great opportunity to explain what your state project is and introduce them to the benefits of it.

It is important to be ever mindful of membership and be alert for those who individuals who might become valuable Members of your Lodge. At your Local Lodge events you will meet people who appreciate your efforts and be receptive of an invitation to join.

Also consider holding an open house after a public charitable event. Invite prospective Members to your Lodge and show them what you're all about. As ELKS, we do great work and we have fun doing it. If you approach membership with the same enthusiasm, retention and participation will become worries of the past.

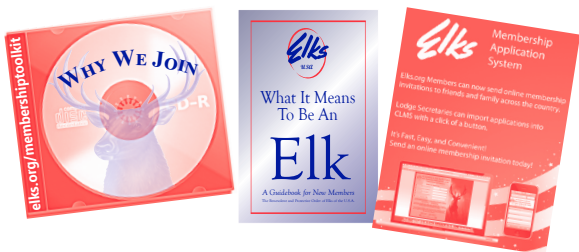
### ***Change your Sign—Change your Image:***

With millions of people driving by our Lodges each day, our roadside signs are a vital part of our PUBLIC RELATIONS & MARKETING strategy. We encourage you to make better use of your Lodge sign to enhance your image within the community.

What better way to support my theme **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM?”** Each month, take time to educate and remind your community and membership about the ELKS’ significant charitable impact. Ask your Lodge Secretary for the last 5-year average of your Government Relations Charitable Reports and proudly display this information for everyone to see.

Take the number of years your Lodge has been established and multiply that number by the 5-year charitable report average. Your community and your membership will be impressed and proud of the great work being done by your Lodge.





### ***Use our New Recruitment & Marketing Video:***

We have made available a video called ***“Why We Join.”*** This video was created to be shared with your friends, family, and with our communities at public events. It educates and inspires the public on what we as ELKS do and why we joined our Local Lodge.

This video was sent to your Lodge Secretary as a companion piece to the New Member Orientation video. It is free of charge. Our ***“Why We Join”*** video can also be found on [elks.org](http://elks.org) in the Membership Toolkit and on YouTube.

Educate your membership by showing ***“Why We Join”*** at a Lodge meeting and social quarters. Encourage your Members to send ***“Why We Join”*** to friends and family. Show it at all public events like your Lodge Hoop Shoot and when you invite the public to your Lodge. Consider placing the link to ***“Why We Join”*** on your Lodge website and social media page.

## **ELKS NATIONAL FOUNDATION**

*The* ELKS National Foundation, known as the ***“Great Heart of Elkdom,”*** helps ELKS build stronger communities through programs that support youth, serve veterans, and meet needs in areas where ELKS live and work. The best source for the most current

information about the ENF is the Foundation’s website at [elks.org/enf](http://elks.org/enf). Spend some time there. You’ll be amazed by what the Foundation is doing.





By **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM”** and promoting and participating in the work of the ENF, you can contribute to the success of this great program.

I especially want to call your attention to the Foundation’s Community Investments Program. The Foundation has allocated more than \$13,500,000 for Lodge community service grants. Through these grants, you can complete more and more for your communities.

Make ELKS’ presence felt in your community by using these grants to assist them. What is your Lodge known for in your community? What reputation would you like to have? Find a need, and meet it. That’s **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM.”**

Our support makes the Foundation’s work possible. We must all support the ENF by donating to, and supporting, ENF programs. The goal we have established for the 2020-2021 fraternal year is \$4.80 per Member. That is only a little more than 1¢ per day and is not much when you consider the outstanding achievements of this program.

I challenge every Member of Elkdom to support the ENF. Be sure to tell new Members about all of the incredible things that the ENF makes possible on a local, state, and national level. The charitable, educational, and benevolent causes supported by the ELKS National Foundation are the most important financial contributions made by our Order, and deserve the continued support of every Member.

I challenge you also with **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM”** by becoming a member of the of the Fidelity Club. This is an easy integrated system for you to give monthly to ENF with ease.

For more information about the ELKS National Foundation, or to make a donation, please visit [elks.org/enf](http://elks.org/enf).

The ELKS National Foundation is a nonprofit tax-exempt corporation under 501(c)(3) of the Tax Reform Act of 1959 and, as such, all contributions to the ENF are deductible for federal income and gift tax purposes.

## ELKS NATIONAL VETERANS SERVICE COMMISSION

*The ELKS are committed to their mission, "So long as there are Veterans, the Benevolent and Protective Order of ELKS will never forget them."*



The ELKS Veterans Service Commission takes that pledge one step further and promises to render aid to our nation's Veterans and military members, with a special focus on those in need. Our programs educate and empower local communities by giving them the resources to directly serve Veterans, military members and their families.

The ELKS National Veterans Service Commission supports a vast network of Voluntary Service Representatives, providing local outreach support to our Veterans in need all over the country. This network is only successful because of the hard work performed by individual Lodge Members.

In 1946, the Commission formalized a commitment to serving Veterans that was evident since the earliest days of Elkdom. Though much has changed since then, the ELKS' dedication to serve Veterans and military members in need has never wavered. In VA clinics, veterans' homes, USO's, homeless shelters, and more, thousands of ELKS volunteers give generously of their time, energy, and resources to serve Veterans and military members each year.

Through VA partnerships, independent sponsorships, funds available to State Associations, and ELKS National Foundation Lodge Grants, Lodges

have access to many resources to serve Veterans and military members in their community.

## **ELKS VETERANS PROGRAMS**

*Though* our volunteers serve the many needs of Veterans, these 4 programs comprise nearly 95% of what the Elks National Veterans Service Commission does.

**ELKS VOLUNTARY SERVICE PROGRAM!** The ELKS are a committed partner with VA hospitals, State Veterans Homes and other veterans facilities across the nation. Hundreds of ELKS serve as Voluntary Service Representatives and Deputy Representatives in more than 340 facilities. These volunteers assist hospitalized and recovering Veterans by providing comfort, support, and friendship. VA staff have come to learn that when they need help, they can count on the ELKS.

**FREEDOM GRANTS!** These grants offer a unique opportunity to harness the ELKS' passion for serving Veterans and military members. Freedom Grants offer Lodges the tools and funding needed to turn that passion into projects with tangible impact. These competitive grants are awarded to Lodges whose projects are judged to best serve the needs of Veterans and/or active-duty military members. Freedom Grants must focus on one of these five areas of increased need: employment, homelessness and housing, military families, health, or educational support.

**WELKOME HOME!** In partnership with the Department of Veterans Affairs, the ELKS have pledged to end veteran homelessness. The WELKome Home Program helps ELKS serve veterans exiting or at risk of homelessness by gathering home supplies for newly housed veterans, offering emergency assistance to help veterans prevent or exit homelessness, and offering grants to Lodges in areas of highest need specifically to help veterans experiencing homelessness.



**VETERANS LEATHER PROGRAM!** This program relies on the charity of hunters across the nation to donate hides. These hides are turned into professionally-crafted gloves for veterans in wheelchairs, which are distributed at veterans adaptive sports clinics and gatherings throughout the country. Leather is also used to create therapy kits to help veterans rehabilitate and recover.

These national programs are only a glimpse of the ways your Lodge can reach out to Veterans. Through myriad local and state programs, ELKS find many ways to directly support Veterans and military families in their community.

To stay at the forefront of Veterans service, we must be constantly listening and adapting to the needs of all Veterans, including those of younger generations. As we learn more about their need for mental health treatment, adaptive recreation, and accessible housing for Veterans with disabilities, among others, we will continue to update our programs to offer the best support possible to those who have served.

### **OUR PROMISE TO VETERANS IS NOT AN IDLE PLEDGE!**

Every Lodge should have an active Veterans Committee, dedicated to meeting the needs of Veterans and military members in their community.

The ELKS National Veterans Service Commission, a nonprofit 501(c)(3) tax-exempt organization, operates thanks to a generous grant from the ELKS National Foundation. When you donate to the ENF, you help the ELKS continue **"CREATING MOMENTUM FOR THE FUTURE OF ELKDOM"** and our tradition of *Serving Our Nation's Veterans*.

For more information about all our Veterans Programs, please visit [elks.org](http://elks.org).

## **ELKS NATIONAL VETERANS MEMORIAL BUILDING**

*If* you have the opportunity to visit Chicago, you should consider taking a tour of our ELKS Veterans Memorial Building. As you tour this awe-inspiring structure, which was completed in 1926, you will be reminded of all the Veterans who gave so much of themselves so that we could enjoy our freedom and peace.

You will be amazed at its elegance and beauty, and the incredible craftsmanship and artwork. It would be inspiring if Every ELKS Member could visit the Memorial with their family. If you do, you will have wonderful memories and pictures of your visit, and find yet another reason to be proud you are an Elk.

The Memorial Building has been restored to its original splendor, but there are financial needs to keep the building from deteriorating, and provide for its general upkeep. A Memorial Building Trust was established to take care of major repairs and keep the building in its restored brilliance, but the Trust needs our donations. We ask each Lodge to hold one fundraiser this year for the Memorial Building Trust, and for individual ELKS to donate so we can keep the monument to our Veterans in excellent condition.

The Memorial Building is open to the public from noon until 4 p.m. Monday through Saturday, the week of April 15 to the week of November 15, and closed on Sundays. For out-of-season tours, call the ELKS National Headquarters at 773-755-4708 for an appointment.

In 2019, our magnificent edifice hosted 7,453 men, women, and children, of which 3,792 were attendees at the Elks Open House on the weekend of October 19 and 20.



Donations to the Elks Veterans Memorial Building Trust are tax deductible. Voluntary, tax deductible contributions can be sent to "The Elks National Memorial Restoration Trust."

## RITUAL

From our earliest days, Ritual, in all its forms, has been an integral part of our Order. It has been a key to keeping tradition with times gone by, as well as offering opportunities for the Officers and Members of our Lodges to distinguish themselves in the eyes of other Members and Candidates for membership. From services like Mother's Day and our Elks Memorial Service, there should be passion and meaning conveyed to instill in the hearts of those who witness it, a deeper sense of the meaning of Elkdom. Please take the time to familiarize yourselves with the rituals of our Order so that the best possible exemplification can be rendered. It will be impressive and appreciated.



Of particular importance is the Initiatory Ritual. For new Candidates forming opinions as to whether their Lodge is a place they want to commit time and effort in, their Initiation is a vital step in helping them form a favorable impression. Please make every effort to present the best possible initiations in order to build lasting relationships with new Members.

One of the most impressive parts of the Ritual is the 11 O'Clock Toast. A remembrance of those who have gone before us. Also, a focus of one of our new contests in ritual. At least one person in each Lodge should compete in the contest in your state so that each and every state is represented in the national competition. Take pride in this new ritual contest and support it as well as the Rituals of our history.



## LODGE OPERATIONS

*The* most successful Lodges comply with the requirements spelled out in the Statutes and manuals of our Order. Those that are not as successful usually do things their own way and not necessarily by the rules. This may be because certain individuals are inexperienced, unaware of the requirements, or are purposely disregarding those rules.

Through the District Deputies, State Associations, and State Sponsors, Lodges are encouraged to adhere to sound business practices, comply with the manuals and Statutes of our Order, and follow the requirements of state and local governments where the Lodges reside. State Associations are encouraged to form **Lodge Assistance Committees**, staffed with capable ELKS to assist Lodges in following sound business practices as well as guiding them in complying with our Statutes, rules and regulations.

Assistance to Lodges is provided by request of the Lodge, or as determined through District Deputy evaluations and/or directions of the State Sponsor. Lodges are encouraged to operate properly, making them stronger and ensuring the long-term viability of both Local Lodges and of our great Order.



## **GRAND LODGE AUDITING and ACCOUNTING COMMITTEE [Financial Reporting System]**

Grand Lodge Auditing and Accounting Committee has implemented a new Financial Reporting System [FRS] into Grand Lodge mainly to help Lodges that might not have a strong sense of the financials. This is a superb program. Yes, there is a financial responsibility to the Lodges for the program, but the long term savings that the Lodges will have will overcome those expenses greatly. Once implemented, the Lodges will not have to have an audit prepared. This financial savings in most Lodges alone will cover the costs for years. Yes, you will still have to file your 990's to the IRS, but a full audit report won't be necessary. This FRS will also help your State Sponsors and District Deputies be able to see if some of your Lodge's financials are out of parameters. Better to see it occasionally, than to have it once a year and then have to be reactive to it. This program will allow everyone to be proactive.

## **FAMILY PARTICIPATION IN ELKDOM**

*The* family has long been the cornerstone of American society, as evidenced by our nation's two most popular holidays, Thanksgiving and Christmas. These holidays are observed throughout the country when families gather together and celebrate.

Family is also the cornerstone of Elkdom. Our Lodges provide an environment where parents can spend time with good friends without having to worry about the safety of their children. Many of our Lodge activities revolve around families, and many of our programs seek to help parents with the challenges of raising children.

We also reach out to families in need. Aid from relief committees, programs made possible through ENF Grants, and our many State Projects put families and their needs at the forefront of our charitable efforts.



## GRAND EXALTED RULER AWARDS

*The* Grand Exalted Ruler Awards are presented to individuals and Lodges who truly exemplify his theme: **“CREATING MOMENTUM FOR THE FUTURE OF ELKDOM.”**

### **FOR OUTSTANDING RECRUITMENT MEMBERS:**

**A.** ELKS who recruit (3) three or more new or reinstated Members will receive a personal message of “Thanks,” a GER Award Pin *and* will get their name entered into a drawing for prizes in Tampa Bay, Florida in 2021. For bringing in 11 new or reinstated Members, an ELKS Watch will be awarded. For 33 new or reinstated Members, an ELKS Desk Clock will be awarded.

**NOTE:** Lodge Secretaries should forward the completed request form to the Office of the Grand Secretary, ATTN: Membership Award. Postmark deadline is June 15, 2021.

**B.** Each Exalted Ruler may issue TWO (2) Grand Exalted Ruler “*Outstanding Service Commendation*” Certificates to Members performing outstanding service to their Lodge.

**NOTE:** These Certificates must be ordered in writing from your Area Member of the Grand Lodge Fraternal Committee. Please order on a timely basis. Specify if any special date is required on the certificate. This request should be postmarked no later than March 31, 2021.

### **FOR EXALTED RULERS:**

A Special “*Making A Difference*” Citation will be awarded to Exalted Rulers who participate in SIX (6) or more of the following programs during the year:

1. ELKS Hoop Shoot Free Throw Program;
2. Youth Scholarship Program;

3. Achieve \$4.80 ELKS National Foundation per Member giving goal plus participating membership by all Lodge Officers.
4. All-American Lodge Contest;
5. Drug Awareness Program;
6. ELKS National Youth Week;
7. Ritualistic Contest;
8. Student/Teenager of the Month/Year Program; or
9. Veterans Service and/or Adopt-A-Veteran Program.

Special Citations are available from your Area Member of the Grand Lodge Fraternal Committee upon receipt of a formal written request from the Exalted Ruler, supported with dated copies of cover letters, programs, news releases, etc. attesting to the participation by the Lodge and the Lodge family in the appropriate activities. Request should be post-marked no later than March 31, 2021.

### **FOR LOCAL LODGES:**

**A.** *"Making A Difference"* Special Citation will be awarded to each Lodge that participated in at least SIX (6) of the following programs. These certificates should be ordered in writing from the Area Member of the Grand Lodge Fraternal Committee. This request should be postmarked no later than March 31, 2021.

1. ELKS Hoop Shoot Free Throw Program;
2. Ritualistic Contest;
3. Youth Scholarship Program;
4. Veterans Service and/or Adopt-A-Veteran Program;
5. Drug Awareness Program;
6. Every Officer a current donor to the ELKS National Foundation;
7. Mother's Day Program;

8. Raises \$4.80 per Member in donations to the ELKS National Foundation;
9. Achieves a net membership gain of at least ONE;
10. Achieves a level at or below 2 percent lapsation;
11. Every Officer, elected and appointed (15), sponsors a New/Reinstated Member.

**B.** A Grand Exalted Ruler's Citation will be awarded to each Lodge with a Lapsation rate of 2 percent or less as of March 31, 2020. Entitlement to this award shall be determined by the Grand Secretary based on Lodges' final membership report for the period ending March 31, 2021.

**C.** A Grand Exalted Ruler's Citation will be awarded to each Lodge which has, as of September 1, 2020, a full team of elected and appointed Officers who are not Past Exalted Rulers (*excluding Secretary, Treasurer, Trustee, Organist, Presiding Justice and Alternate Delegate positions*).

This award encourages recruitment of new Officer talent, and builds continuity by progression through the chairs. The request should include the list of current Lodge Officers, noted as verified and approved by the District Deputy. Send entry to the Grand Secretary postmarked no later than October 31, 2020.

**FOR DISTRICT DEPUTY GRAND EXALTED RULERS:**

At the end of the District Deputy's term in office, a special Grand Exalted Ruler's Certificate of Appreciation may be awarded to any District Deputy Grand Exalted Ruler who complies with the Grand Lodge Program and qualifies based upon completion and submission of a copy of the District Deputy Duties. The entry of the checklist pages 1 to 5 (*of the District Deputy Manual*) should be forwarded to your State Sponsor and the Grand Secretary no later than May 15, 2021.

**Thank You** for taking the time to read this booklet and learn more about our great Order and its many diversified programs. I would ask that you take a closer look at your own Lodge, its facilities, its programs, and the support it provides to your community. Pay special attention to the welcoming atmosphere in your Lodge and how you engage your Members in helping with programs.

We invited our friends, neighbors and those desiring to join us into this organization, and we want them to have long and satisfying relationships as Members. Thus, we should treat them cordially and with due respect. We owe it to them to make sure our facilities are well maintained and places where they are proud to bring family and friends.

We will truly be **"CREATING MOMENTUM FOR THE FUTURE OF ELKDOM!"**

— **Paul R. Ryan**  
*Grand Exalted Ruler*  
2020-2021



GER Award Pin  
for Outstanding  
Recruitment  
Members

## **FAST FACTS OF ELKDOM —**

\* The ENF maintains fundamental expenses of less than 10 percent of overall spending. This is far below the Better Business Bureau's standard for charities of no more than 35 percent of total spending.

\* Tens of Millions of America's finest citizens and leaders have been proud Members of the Benevolent and Protective Order of Elks, and more continue to join our ranks every day.

\* There are more than 1,850 Elks Lodges in the United States today.

\* Our Benevolent Organization was founded on the principles of Charity, Fidelity, Justice and Brotherly Love, on February 16, 1868.

\* In October, 1918, after WWI, Elks built a 700-bed Reconstruction Hospital on Parker Hill in Boston and gave it to the federal government. This hospital was the forerunner of the VA Medical Centers that exist today.

\* Elks' youth programs like the Hoop Shoot and the Drug Awareness Program encourage kids to lead healthy lifestyles.

\* Support for the Elks National Foundation comes from thousands of generous donors and volunteers. The ENF typically spends nearly \$5 on its programs for every dollar donated the previous year.

\* Since 1928, the ENF has spent nearly \$480 million on Elks charitable programs, supporting youth, serving veterans, and meeting local needs across the country.

\* The ENF's three scholarships — Most Valuable Student, Legacy Awards, and Emergency Educational Grants — help more than 3,000 scholars attend college annually.

- \* Through Elks' youth programs, tomorrow's leaders lead healthy and active lives.
- \* The Community Investments Program will grant more than \$13.5 million this year to Elks Lodges, amplifying the Elks' service to their communities.
- \* Approximately 374 Elks Lodges participated in distributing more than 200,880 Dictionaries, Foreign Language Dictionaries, Atlases, Thesauruses, and Reference Books to elementary and middle school students nationwide in 2018-2019.
- \* The Elks Veterans Memorial Building is both a reverent monument and an architectural landmark in Chicago. It was dedicated on July 14, 1926, to the memory of Elks and all the men and women who sacrificed their lives in WWI. It was rededicated on September 8, 1946, to the members of our Armed Forces who perished in WWII. It was also rededicated on July 4, 1976, during America's Bicentennial celebration, to honor those who died for our freedom in Korea and Vietnam. As "the Price of Liberty is Eternal Vigilance," within the hallowed walls of this majestic edifice, the Elks will continue to honor America's Heroes who have given their lives in its defense.



“Elks Care — Elks Share”

# MOMENTUM

The word "MOMENTUM" is written in large, bold, blue, sans-serif capital letters. The letters are slightly slanted upwards from left to right. Several blue silhouettes of people are integrated with the letters: one stands on the 'M', another on the 'O', a third on the 'E', a fourth on the 'N', a fifth on the 'T', and a sixth on the 'U'. A seventh silhouette is positioned at the end of the word, appearing to be pushing or pulling it.

2019 Grand Lodge Program