



# Grand Lodge NEWSLETTER

*Elks Care — Elks Share*



## Half is good... with parts of the budget

Is your Lodge only doing half with income? Well, it might be good but could be better. Is half where your expenses are? If it is, that is good, but less is better. This is the month where half is a target for your budget, but for everything else it is always good to give 100%.

I know it is hard to believe, but now is the time to take a serious look at your budget. I know the new Financial Reporting System (FRS) is informing your District Deputies and State Sponsors of what is happening, but it is you as a Lodge Member who should be looking at your budget and realize that your budget percentage should be at 50%.

Is something in your budget out of whack? Are you running way higher than 50%? Then your Board of Trustees/Directors should take a serious look



**Message from  
the Grand  
Exalted Ruler**

**PAUL R.  
RYAN**

at the budget and figure out what to do to make sure that it gets back in line, or how you will make it through the rest of the year. Now, if you are one of the Lodges that rely on your accountant to be doing this for you, then put someone in charge to have a conversation with your accountant and report back to the Lodge or your accountant.

So where is it good to give 100%? Membership! This year's GER Class

should be based on the motto, **Creating Momentum for the Future of Elkdom**. Get out there and recruit Members. But, recruit with the following things in mind:

- 1) The future of Elkdom relies on the age of our Members.
- 2) The future of Elkdom relies on future leaders.
- 3) The future of Elkdom relies on volunteers.

4) The future of Elkdom is dependent on us to create new and future Members. Give 100% to the best GER Class ever.

Another place to give 100%: ENF. This is ENF Month and with the raise in the amount of my goal to \$4.80, this is a great time to give 100%. How about giving 100% more than you did last year? This is the year to have an event

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## Financial assistance available for worthy, needy Elks Members

Needy Members can qualify for up to \$1,000 of assistance from the Order under Section 5.070 of the Grand Lodge Statutes.

The assistance would be available to "worthy and needy Members of the Order who are suffering from diseases of an incurable character or from total disability, and who are without funds or property or relatives able or willing to care for them," the Statute states.

The Statute also provides that the Lodge of the assisted Member "shall contribute toward the relief of the Member an amount not less than one-half of the sum that is contributed by the Order."

The assistance program is administered by the Board of Grand Trustees,

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## DRUG AWARENESS PROGRAM

## Elks DAP is Zooming along in 2020

By **WILLIAM J. BRYAN**  
Assistant National Director

After a very successful on-line training for Elks Drug Awareness Program State Chairs, the directors of the program have decided that virtual meetings during the COVID-19 pandemic are the way to go.

While the CDC and various states are working to reopen, the work of the DAP needs to continue. According to National Director, Kent Gade: "The DAP has always been on the cutting edge of technology and recent events have made it necessary for us to communicate now more than ever."

Gade said that he and Frank Burr, Tim Jaeger, and Bill Bryan have established Zoom accounts and meet on a weekly basis. "Communications has always been the key to our success and now with Zoom we can have regular discussions with our State Chairs, their District Chairs, and even Lodge Chairs."

He further advised that the DAP is putting together programs for District

Deputies as well. "The virus has changed a great deal of things, but we have decided that it is not going to change our mission," Gade said.

In other news, the DAP has been very busy creating virtual lesson plans for teachers to use in school regarding drug and alcohol education. A manual is being produced to assist teachers and Elks for how to use this newly developed program. Many thanks to Elks Members Donna and John McEntire for working on the manual. Keep an eye on this spot for a rollout announcement.



## GRAND LODGE FRATERNAL COMMITTEE

# All American Lodges get attention, earn respect

By JAMES E. STEWART  
Committee Member

Is your community aware of the great deeds your Lodge does to promote charity and support our veterans? Do they know about our youth programs offered through Hoop Shoot, scholarships, etc.?

The best way to answer these questions is to participate in the Contest "A" – All American Lodge Contest! This year's contest form has been revised and the due date has been extended by two weeks – April 1, 2021.

The application is only one page. Points really add up when you participate in the numerous programs of our Order. Point values range from 5 to 100 and are easily attained. The form has been redesigned this year to address more programs and activities performed by the Lodge throughout the Lodge year. It is a great way to measure the success of your Lodge and to compete against other Lodges in your membership division. The contest is designed to let your Lodge shine and



receive the recognition so deserved of your Members' hard work all year long!

Letters are distributed to Exalted Rulers, District Deputies, and State Association Lodge Activities Chairs introducing them to the contest and explaining their duties. Contest applications must be signed by the Exalted Ruler and Secretary prior to sending to the District Deputy by the deadline date of April 1, 2021.

The District Deputy will score district submissions and forward the winners in each membership division to the State Lodge Activities Chair, who will select the top three state winners in each membership division and forward them for national judging.

Does your Lodge participate in the Americanism Contest, Hoop Shoot, Drug Awareness, CIP grants, Flag Day, and Mother's Day, just to name a few? All of these qualify for entry into the contest!

The contest is grouped into six membership divisions and first, second, and third place winners in each division are recognized. Recipients are announced at the Grand Lodge Convention.

For more information, go to [elks.org/grandlodge/fraternal/default.cfm](https://elks.org/grandlodge/fraternal/default.cfm)

All American Lodge Contest administrator:

**JAMES STEWART**  
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## ELKS NATIONAL FOUNDATION

## ENF phases in grant year

Every year on April 1, Lodges eagerly apply for Elks National Foundation Community Investments Program grants. On April 1 this year, the pandemic was unfolding across the country, making grant projects—and planning for the future of them—virtually impossible.

The CIP wasn't exempt from uncertainty, challenge, and change. Instead of opening applications for all five CIP grants on April 1, only Gratitude Grants were available to eligible Lodges.

Lodges stepped up across the country by donating their Gratitude Grant funds to organizations working on the front line of the pandemic. Those funds helped meet the most pressing needs across the country, especially food insecurity.

On June 1, the ENF opened the application for the Spotlight Grant. Lodges had the option to donate the funds directly to an organization equipped to serve populations in need affected by the pandemic.

On August 1, the Beacon Grant application launched. Available to every Lodge, the Beacon Grants increased to \$3,500—a 40 percent increase over last year—and the funds could be donated.

West Palm Beach, FL Lodge No. 1352 was able to carry out their Beacon Grant

project this year. The Lodge maintains and supports the Loaves and Fishes community garden. The garden supplies organic produce for schoolchildren in the after-care programs the Lodge partners with—more than 70 percent of whom live at or below the poverty level—and four soup kitchens in their community.

Since the pandemic began, Lodge Members adapted the project to include mask requirements and social distancing in the garden space. Their hope is to increase production to meet growing needs in their community related to the pandemic.

Through Beacon Grants, the Elks National Foundation gives Lodges the opportunity to develop an ongoing, charitable, Elks-driven community project. In response to the COVID-19 pandemic, Lodges are able to donate Beacon Grant funds this year. These \$3,500 grants are available to all Lodges. To find out more about Beacon Grants and the Community Investments Program, visit [enf.elks.org/BeaconGrants](https://enf.elks.org/BeaconGrants).



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which is authorized to appropriate up to \$10,000 annually for the program. The board by resolution may give the Grand Exalted Ruler up to \$1,000 so that authorized payments may be made regularly by him.

"The monies so appropriated shall be administered by the Grand Exalted Ruler with the consent of a majority of the Board of Grand Trustees," the Statute states.

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for ENF in order to recruit Members to become a part of the Fidelity Club. This is a club where a monthly donation is given to ENF. See how many Members are in your Lodge and then plan on doubling it—That is giving 100%.

This is the time for the Americanism Essay Contest. This year my goal is to get the Elks Magazine to publish the two winning essays. I've had many years of pressure from a Member in my state and I hope to achieve it for him. The student that writes it deserves the recognition, and we deserve to be able to read the winners.

Don't forget that Red Ribbon week is October 23-31. And now is the time to prepare for all of your veterans activities for the month of November. Lastly, our Hoop Shoot programs should now be ramping up and getting prepared.

## GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

# A tough question could lead to more good Elks

By DANIEL J. CAPELLA  
Committee Member

Throughout our history, Americans have experienced wars of many types: Revolutionary, 1812, Civil, World (I and II), Korean, Vietnam, Cold, Trade, and others. We have endured the 1918 pandemic, recessions, the Depression, strikes, assassinations, poverty and concerns relative to civil liberties, and child labor, plus other life changing conditions.

The COVID-19 pandemic has been challenging for all of us to the point where our resolve has been truly tested. Perhaps because of our living situation, frustrations at work, the lack of employment, overall financial status, the need for social contact, or especially our health and the health of family and friends, we have had to endure difficulties we never thought possible.

Fact is, despite the many tragic realities that our country has faced since our inception, America has emerged as, and has continued to be, a world power and the leader of the Free World. This includes our being at the forefront of science, medicine, and so many other discoveries and breakthroughs. Even with our difficulties, America remains a great country, just as the Benevolent and Protective Order of Elks has been, and continues to be, a great organization of which each of us can be very proud.

Elkdom has been in existence for over a century and a half. During that time, our Lodges have provided millions upon



millions of dollars to residents of our cities, towns, and villages in the form of activities, scholarships, and donations to worthy causes that seek to help those in need and those who are suffering from illness. We value and remember our veterans and make donations to hundreds of organizations to assist those groups in carrying out their own objectives and programs. We stand ready to donate time and effort to our communities wherever or however it is needed. We provide space for blood drives, elections, and to groups with lesser means for their own purposes. Elks take the lead in patriotic programs such as Flag Day, Memorial Day, and Veterans Day. In many ways, our Elks Lodges are the backbone of many American communities.

What we continue to accomplish within our communities and across the nation makes it rewarding to belong to

the B.P.O.E. Yet, if we enjoy the Elks and are proud of our record of service to our communities, why is it that our membership numbers are not where they once were? That begs the question, when was the last time you sponsored a friend, a coworker, or a relative for membership in our Order? For any organization to prosper and make an impression upon society, it is necessary to expand its membership.

Granted, many individuals do not feel comfortable asking others to join a club or association. We may feel it is some sort of an intrusion, especially since it involves the cost of initiation and dues. Some do not want to take the chance that the individual they sponsor will not be acceptable to the rest of the membership. Whatever the reason, it is presumptuous for us to make this type of determination, because it prevents our prospective candidate from having a chance to join. Who knows, our choice could very well become an excellent Elk who fulfills the spirit and responsibilities of being an Elk. In other words, a good Elk.

If our Lodges are going to survive, it is imperative that we build our membership. Much good work has been accomplished in recent years but there is so much more to be done. Let those whom you know, or work with, or are related to, receive the opportunity to become a Member of our great organization. Let them experience the enjoyment and pride of Elkdom.

Just ask the question, "Would you like to become an Elk?"

## GRAND LODGE ACTIVITIES COMMITTEE

# Award honors Members who spread Scouting

By MICHAEL T. OHREN  
Committee Member

The Grand Lodge Activities Committee invites all Lodges to nominate one candidate for the **Marvin M. Lewis Award**, the highest award for scouting presented by the Elks. This is awarded to those Elks Members who have been strong promoters of Scouting in their Lodge and have an extensive history in working with Scouts. Four Elks each year are given this prestigious award.

Marvin M. Lewis Awards are presented annually at the Grand Lodge Convention. In addition, presentations can be made at events such as Boy Scouts of America Local Council, an Elks State Convention, or a Local Lodge meeting.

When selecting a candidate for the Marvin M. Lewis Award, candidates must have the recommendation of their Local Lodge and their local Scouting Council to be eligible. A Lodge should consider Elks who:

1. Have brought Scouting to many young people.
2. Have assisted Lodges in forming Scouting units.
3. Are fully trained in the skills of Scouting and are outstanding role models.
4. Have contributed significantly to Elks and Scouting by bringing the two movements together to serve the community.

5. Have offered Scouting to all youths regardless of race, creed, or income level, and have been instrumental in organizing Scouting units, especially in inner-city or other low-income communities.

A Grand Lodge selection committee will review candidates and choose qualified recipients. Applications for this award can be found on the Elks website under Grand Lodge Committees and are due on or before March 1, 2021. Lodges that submitted an application in the past and were not selected are encouraged to resubmit.

If you have questions, contact Michael Ohren at [white-tail@cox.net](mailto:white-tail@cox.net) or William Sternberg at [bigjockewing@yahoo.com](mailto:bigjockewing@yahoo.com).

# Volunteers step up when Stand Downs are nixed

By **HANNAH GRABER**  
ENVSC Programs Coordinator

Elks are always ready to serve veterans in their communities. For Elks volunteers who are used to being involved in veteran activities regularly, it has been difficult to stay home while facilities are closed to visitors and events have been canceled.

Stand Downs, often one of the year's main events where veterans gather to access resources, have been cancelled or postponed all over the country. But just because large gatherings can't be held doesn't mean Elks can't help. As an alternative way to distribute much-needed items that veterans would access at a Stand Down, some Lodges are putting

together kits of survival items, clothing, or packages of food to distribute to veterans in their community.

Your Lodge can start a similar project by contacting the VA or other organizations that were involved in organizing a cancelled Stand Down to come up with ways to reach the veterans who need these supplies. You may be able to distribute through a central pickup location like a food bank or a clinic where veterans will visit for medical appointments. Or, find places near veteran residences where Elks could drop off items for distribution.

Some activities may still be possible

if they can be done outdoors. Voluntary Service Reps for ENVSC have reported holding brief meetings with their facility's Volunteer Coordinators in the parking lot. Some volunteers have created vegetable and flower gardens or improved recreation equipment for veterans at residential facilities. Others have provided bird feeders and seed for veterans to enjoy nature from indoors.

Letter writing isn't always popular these days when we have faster ways to communicate. Now could be a great time to slow down and give more



*Continued below*

**BRYAN R. KLATT**, Grand Secretary  
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## GRAND LODGE PUBLIC RELATIONS AND MEMBERSHIP MARKETING

### 3 membership campaigns launched

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

Check out the new sharable recruitment campaigns, which target young and diverse Americans. This is the first phase of three recruitment campaigns coming in 2020. It features a new recruitment website, videos, sharable artwork, and a sharable platform for Facebook, Twitter, and Instagram that are easy and fun to use.

Help us grow by sharing these social media posts. These shareables are focused on attracting younger Members. Direct your friends to [join.elks.org](http://join.elks.org) to sign up for membership.

We have three campaigns: "New Generation of Elks," "Join The Herd," and "Charity with Friends for Those We Love."

For more information on the new campaigns, visit [virtualmanuals.elks.org/social-shareables/](http://virtualmanuals.elks.org/social-shareables/)

Right: Shareable flier from the "Join the Herd" campaign.



## VETERANS From above

traditional forms of communication a try again. Many veterans in hospitals or nursing homes appreciate receiving mail when they can't receive visitors.

If you'd rather stick with newer technology, you may consider providing iPads, laptops, or phones for veterans who can only see their friends and family through video communication. Enabling electronic communication can also give veterans a way to stay in touch with their healthcare provider when an in-person visit is not necessary. Video calls can also be a great way for Elks volunteers to stay in touch with the veterans they're used to visiting.

With a little bit of planning you may come up with even better ways to serve your community's veterans. Who knows, maybe you'll discover something that your Lodge will continue even after things get back to normal.