



# Grand Lodge NEWSLETTER

Elks Care – Elks Share



## A fruitful Elks year blooms this month

As flowers explode with dazzling splendor in May, so too does our Elks' year begin to blossom. Loyalty Day falls on the first of the month, and it's the day your Lodge's Annual Report is due.

As Elks, it is our responsibility to run both local and Grand Lodge programs. These two responsibilities may seem unrelated but, in reality, they are symbiotic parts of the greater whole.

Your Lodge is measured by the programs it operates and supports throughout the year. Track how many Elks and non-Elks were involved in each event. Log all of their volunteer hours. Note the total participants from your community. Record the amount of money spent by your Lodge for the event.



**Message from the Grand Exalted Ruler**

**MICHAEL T. LUHR**

While reviewing reports from across the country, we see that many Lodges track programs effectively, but others do not. Please take the time to monitor your programs throughout the year and ensure the data is logged in your charitable reports. Show pride in your accomplishments by taking time to track your effort.

Mother's Day falls on May 12th. Make sure you're running the Mother's Day Program in your Lodge to honor all mothers on their special day. Memorial Day is on the 27th. Partner with other service organizations to create a community-wide event. One of the best ways to honor our former Members who gave all for our freedoms is to place flowers and American flags on their graves.

Coming in June is Father's Day and Flag Day. Grand Lodge Convention starts at the end of the month so register as soon as possible. Lastly, make sure to conduct all local and Grand Lodge programs. By doing so, you are truly *"Working Together to Make a Difference."*

## How to pre-register and acquire badges for Elks Convention

Pre-registration for the St. Louis Grand Lodge Convention is available at [elks.org/convention/prereg.cfm](http://elks.org/convention/prereg.cfm) through June 23.

The online pre-registration fee is \$50 for all Members, while the on-site registration fee will be \$60. A current credit card for PayPal will be needed. There is no fee for a non-Elk spouse or guest.

**GRAND SECRETARY**

Bryan R. Klatt

When you arrive at the convention center, go to the designated pre-registration line in the Registration area. You will need your e-mail confirmation and current membership card to receive credentials (and voting credentials, if qualified) for you and your spouse or guest. A registration badge will be required to enter the exhibit hall and all business sessions.

All non-Elk guests, including widows and widowers of Elks, **must** register

Please see **CONVENTION**, Page 3

## Disaster Relief is an old tradition

By **MIKE CHAMERNIK**  
Publications Coordinator

The 1906 San Francisco earthquake remains one of the most devastating natural disasters in United States' history. More than a century later, the tragedy is still one of the Elks' most remarkable charity endeavors.

A powerful earthquake struck off the coast of San Francisco—California's largest city at the time—on the morning of April 18. The main shock of the quake lasted 42 seconds, destroying buildings and igniting several days of widespread fires. Estimates say that 80 percent of the city was demolished, as many as 3,000 people were killed, and up to 300,000 residents lost their homes.

Cities and organizations from all over the United States took action to help San Francisco. One of the most proactive groups was the Elks.

Upon hearing the news of the quake, Grand Exalted Ruler Robert W. Brown issued a circular requesting contributions. He sent \$10,000 for immediate relief and he traveled to the Bay Area to lead the recovery effort, which included the

1,000-member Elks Relief Committee.

Though the earthquake destroyed its Lodge building and all its records, San Francisco, CA Lodge No. 3 set up soup kitchens and donated clothing and household items to those affected by the quake. Members of Alameda, CA Lodge No. 1015 provided daily meals and medical and dental services. In the weeks following the earthquake, they helped adults find jobs and children enroll in school. The Elks of Oakland arranged provision wagons, built a tent city, and equipped nearby hospitals. Together the Bay Area Lodges helped thousands of displaced persons.

The Elks' response was so strong, according to GER Brown, that the Order

Please see **DISASTER**, Page 3

**INSIDE**

- Flex your skills to lure new Members . . . . . 2
- Charitable reporting remains crucial . . . . . 2
- How to teach kids about drug abuse . . . . . 3
- The best State Association bulletins . . . . . 3
- Recognizing the military family . . . . . 4
- Youth programs create future leaders . . . . . 4

## GRAND LODGE MEMBERSHIP AND MARKETING

# 15 business skills that grow membership

By **RICK GATHEN**

Membership and Marketing Manager

Local Lodges that are strong in promoting membership know that a great Membership Committee is the key to attracting new Members. The committee emphasizes a business approach that improves 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 three key individuals are the Exalted Ruler, Lodge Secretary, and Membership Committee Chairperson. The Exalted Ruler should provide continuous supervision, and the Lodge Secretary runs the “Collection Department.”

The Membership Chairperson needs committee members with various skills. Those skills include:

- **Sales.** Work recruitment tables, work reinstatements, greet guests, and invite them to join.

- **Public Relations/Marketing.** Promote membership on social media and the Lodge web site. 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. Practice patience and persistence.

- **Set an effective agenda for Lodge Membership Committee meetings.** Set goals to initiate 10 percent more Members. The goal: No more than 5 percent of the Members dropped for non-payment of dues. Must meet regularly (I suggest weekly from April through June, then monthly).

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

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

- **Initiation and reinstatement.** Members who initiate or reinstate three Members into the Order will receive the prestigious GER Award Pin. Members who initiate or reinstate 11 or more Members into the Order will receive an attractive Elks watch.

- **Recruiter incentive ideas.** Make posters thanking recruiters by name, or even showing 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 or web site and social media page. Create a “Recruiter of the

Month” parking space at your Lodge. Create a special recognition program for great recruiters.

- **Recruit in the community.** Show 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 good 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 for open house guests. Include contact information, state major projects, community projects, hours and dining menu, the Elks mission, and national programs including scholarship information and grants. Put a positive spin on everything. Be sure to have a sign-in sheet for guests’ names and contact information.

- **Have fun.** Image matters. Portray your Lodge to be friendly, modern, and festive. Incorporate stories from those who have benefited from the Lodge’s charity. The open house is a sales event. Have presentations, stations, tables for display boards, videos, overheads, etc.

- **Expectations.** Outline what we expect and what potential Members can expect from the Elks. Spell out the dues and responsibilities of membership.

- **Ask the question.** Don’t forget to ask them to join!

## GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

## Detailed reporting helps Elks reach new records

By **VERNON R. “SKIP” SAUNDERS**

Committee Member

Congratulations to the newly elected Exalted Rulers and Officers of your Lodge. If you are a new Exalted Ruler or Secretary, it is necessary to keep in mind your charitable reporting activities. By now, Lodges should have completed and submitted their Annual Lodge charity reports.

The 2018 Lodge year was a great success. It is apparent that a lot of time and thought was given to charity reporting. As you know, Lodges submitted reports totaling an all-time high of \$675 million in charity reporting.

We are confident 2019 will be even better. As of this the date of this writing,

the numbers have not yet been published. So many volunteers have given so much of their time and efforts to help make our Order the most charitable fraternal organization in the entire country.

Consider this if you haven’t already: One volunteer working for one hour and driving 10 miles round-trip could equal over \$27 in non-cash reportable contributions. Now think of your Lodge’s many charity functions, the number of volunteers who participate, and their mileage to and from the event. As you can see, the amount of charity reporting can be huge.

Please don’t forget to review the list of items you can report. It makes a huge difference once you realize what you can

report. If you have questions regarding reporting, talk to your state chairperson, or call your area representative resources.

Your Government Relations Committee will continue to help you achieve your goals. People often ask, “What is the purpose of all this reporting?” The work we do as a government relations committee is essential to maintaining our status as a nonprofit, tax-exempt private, charitable organization. By reporting the things we do, can prove to the IRS that we are a charitable organization and maintain our status.

I encourage all Officers to work closely with their Lodge Secretaries to maintain accurate and complete reporting. We hope you have a successful new Lodge year.



# Drug abuse prevention starts early

By **FRANK SCARPINO**  
Special Contributor

Parents have a major impact on a child's decision not to use drugs. Drugs, including tobacco and alcohol, are easily available to children and adolescents. The vast majority of children in grade school have not begun to use alcohol, tobacco, or any other kind of drug, which makes it the perfect time to start talking about the dangers of drug use.

Parents need to prepare their child for a time when drugs may be offered. Prevention starts when parents start talking with and listening to their child; helping him or her make good choices and good friends; and teaching their child different ways to say, "No!" Parents are the strongest influence that children have. There is no guarantee that a child won't use drugs, but drug use is much less likely if parents spend time with their child, provide guidance and clear rules about not using drugs, and do not use tobacco or other drugs themselves. Parents need to talk honestly with their child about healthy choices and risky behaviors and then listen to what the child has to say.

Make talking and listening a habit—the earlier the better! Not sure how to take a more active role in preventing drug or alcohol use? This web site, [drugfree.org/landing-page/learn](http://drugfree.org/landing-page/learn), has helpful information.

If you do drink, do so in moderation and never drive after drinking. Having a designated driver sends a very important message to children: safety

and responsibility. Children notice how parents use alcohol, tobacco, and drugs at home, in their social life, and in other relationships. This includes how parents deal with strong feelings, emotions, stress, and even minor aches and pains. Actions speak louder than words. Children really notice what their parents say and do.

Learn the facts about the harmful effects of drugs. Parents should talk with their child about the negative effects alcohol and drugs have on young brains and bodies and the ability to learn or play sports. In researching this topic, I found a very helpful Drug Guide at the Partnership for Drug Free Kids website: [drugfree.org/drug-guide](http://drugfree.org/drug-guide).



As part of family safety conversations, talk about avoiding tobacco, alcohol, and other drugs. Be clear and consistent about family rules. Find time to do things as a family: Eating together is a good time to talk and learn about what's going on. It does not matter what other families decide; Your family rules show your family values. Correct any wrong beliefs children may have, such as "Everybody drinks," or "Marijuana won't hurt you." Avoid TV programs, movies, and video games that glamorize tobacco, alcohol, and drugs. Since it's hard to escape the messages found in music and advertising, discuss with children the influence these messages have.

Parents need to help their child make good choices and friendships. A good sense of self-worth and knowing what is right and wrong will help your child say "No!" to drugs and other risky behaviors.

## GRAND LODGE FRATERNAL COMMITTEE

### SAs provide bulletin board material

By **LARRY W. SMITH**  
Committee Member

Nineteen states entered the Grand Lodge State Bulletin Contest "I" for 2018-2019, an increase of five from the previous year. The results are as follows:

#### Five ★★★★★

Louisiana: Buddy Hartle, Editor  
MD/DE/DC: Bernard Huot, Editor  
Georgia: Lynda Lewis, Editor  
North Dakota: Daniel J. Mimnaugh, Editor  
Kentucky: Raymond Pauly, Jr., Editor  
Michigan: Karen J. Cary, Editor  
New York: Timothy R. Welp, Editor  
Wisconsin: Kenneth Johnson, Editor  
New Jersey: Eileen Brennan-Watts, Editor  
Connecticut: Robert Magowan, Editor  
West Virginia: Ronna Lynn Reed, Editor

#### Four ★★★★★

Illinois: Joseph Baker, Editor  
Virginia: Roger Monger, Editor  
Missouri: Bud Clarkson, Editor  
Ohio: Larry O'Grady, Editor  
Kansas: Carl E. Lindsey, Jr., Editor

#### Three ★★★

Massachusetts: Peter Plecinoga, Editor  
North Carolina: Ashley Buckwell, Editor  
Iowa: Darlene Olson, Editor

Congratulations to all the State Associations that participated. The content and quality was impressive. It is important that all State Association bulletins provide timely information to Lodges and Members.

Let's have even more participation in 2019-2020.

## VETERANS From Page 4

expertise, and expand existing projects to include military spouses and children through the use of ENF and ENVSP Grants.

To initiate or expand support for military families in your Lodge, put together a committee to brainstorm ideas, organize plans, delegate responsibilities, set goals, and solicit volunteers. The next step can be as easy as contacting a local Reserve or National Guard Unit, or a Family Readiness Group that provides support for military families. Or you can simply introduce yourself to the military families in your community, offer thanks, and ask what they need and how your Lodge can help meet those needs.

May 18th is Armed Forces Day, a day to pay special tribute to the men and women of the Armed Forces for their service. What better way to help celebrate this day than by reaching out to our military families and letting them know how much we appreciate their service.

God bless our active military and our veterans, and God bless their families.

## DISASTER From Page 1

imposed some limits. While Lodges across the country indicated that they could send more money if needed, Brown and the relief leaders actually accepted only half of what the Lodges donated.

Total contributions exceeded \$109,000, equivalent to more than \$3 million in 2019. California Governor George Pardee sent the Order a heartfelt thank you letter, noting how quickly the Elks responded to the disaster.

When disaster strikes, Lodges are still there to help. The Alameda Lodge has contributed more than \$15,000 towards disasters relief in the last 18 months, according to ER Christopher dos Remedios.

"I am very proud of the Elks' long history of responding to disasters," dos Remedios said. "From the Great Chicago Fire and the Johnstown Flood to the fires and hurricanes of today."

## CONVENTION From Page 1

at the Guest Registration Station at the convention center to obtain registration badges. Guests need a badge to enter the exhibit hall, see the Installation of Grand Lodge Officers, or attend any other functions where they are permitted.

Grand Lodge registration and its required fee are **not** included in any State Association's "package" arrangement.

# Behind every veteran is a supportive military family

By **RONALD L. HICKS, PGER**  
NVS Commission Secretary/Treasurer

*“So long as there are Veterans, the Benevolent and Protective Order of Elks will never forget them”* — Simple words, but the Order of Elks honors this solemn pledge every day through our selfless volunteer service.

Our support for veterans and active military members through national and Local Lodge programs, and individual effort, is well known. However, as we continue our efforts to end homelessness and meet the needs of our veterans and military members, it is important that we also recognize the sacrifices of the military family and the role it plays in a strong and successful military. Military families

are central to the health and capability of the all-volunteer force and are assets to our national defense.

When an individual joins the military, their entire family is affected by frequent moves and deployments. The stress of separation makes it challenging for military families to set down roots, make friends, find new employment, and care for basic needs. This stress and the impact of being away from family is listed as a major reason why military members leave military service.

Fortunately, the Order of Elks is uniquely positioned with the programs and resources to welcome military families

and help ease their burdens.

In February 2003, the Elks announced the Army of Hope Program, which assists families with fathers or mothers called to active duty. Today, the annual value of cash and non-cash contributions provided through the Army of Hope totals over \$3.5 million, supporting approximately 35,000 families of the patriots called to serve our nation, one home at a time.

The Army of Hope is the ideal vehicle to help Lodges reach out and actively engage a military family, invite them to Lodge events, share resources and



Please see **VETERANS**, Page 3

**BRYAN R. KLATT**, Grand Secretary  
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## GRAND LODGE ACTIVITIES COMMITTEE

# The many benefits of promoting youth programs

By **WAYNE D. COTTERLY**  
Committee Member

For more than 100 years the Benevolent and Protective Order of Elks has laid the foundation for the future by helping young people become the leaders of tomorrow.

As Members of the Elks, we strive to give the next generation a head start, offering many programs that help our young people build character, improve their skills, and make good choices in

their lives. These programs are only effective if they are conducted by the Elks Lodges in their communities: Community involvement is the future of Elkdom.

One of the easiest and best ways of involving your Lodge is through the various youth programs of our organization. Hoop Shoot, Soccer Shoot, Antlers, Junior Golf, Scouting, Student & Teenager of the Month & Year, Americanism Essay Contest, Junior

ROTC Award, scholarships, and Drug Awareness all serve to support the youth in your community.

Youth programs can also reach parents, teachers, and coaches and inform them about who the Elks are and what we do.

Connecting to the community through the youth is a great opportunity for your Lodge. We all benefit by working together to support our youth and our communities.



Memorial Day • Monday, May 27

