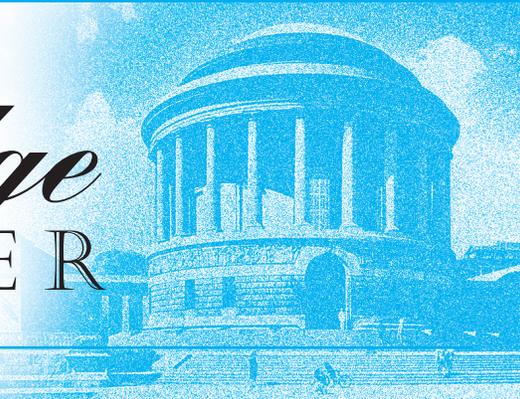




Grand Lodge NEWSLETTER

Elks Care – Elks Share



Elks play vital role in supporting our youth

Elks have a proud history of supporting the youth of America, and now that summer is over and the children are back to school, every Lodge should be in high gear with their Youth Activities program.

You should make your communities aware that the Elks are committed to providing a sound and well-rounded Youth Activities program. Planning and implementing a comprehensive program will demonstrate to your community that *“Elks are Leading the Way”* and are dedicated to the youth of today who will be the leaders of tomorrow.

Franklin D. Roosevelt famously said, *“We cannot always build the future for our youth, but we can build our youth for the future.”* What better way to prepare today’s youth than to provide them with



Message from the Grand Exalted Ruler

MICHAEL F. ZELLEN

a well-rounded Youth Activities program? As Elks we should be loud and proud of our many programs that benefit the nation’s youth.

My theme for the 2016-17 Grand Lodge year is *“Elks – Leading the Way.”* Our Elks Lodges throughout America have been leading the way for many decades by sponsoring and supporting numerous youth activities in their communities, which include giving the *“Gift of Words”*

by distributing dictionaries to grammar school students, awarding scholarships for graduating high school seniors, sponsoring Teenager and/or Student of the Month/Year recognition programs, Hoop Shoot, National Youth Week, youth sports programs, including junior golf, bowling and Soccer Shoots, and the Americanism Essay Contest. Many of our Lodges sponsor Scout troops and junior Elks, and provide both a safe meeting environment for them at the Lodge and the encouragement they need to succeed.

Recognizing youth in your community is one of the most rewarding things your Lodge can do. Among the foremost civic awards an Elks Lodge can award is either

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Membership Report filing set November 5

November 5 marks the automatic filing date of our semi-annual Membership Report via CLMS2Web. Lodge Secretaries, make every effort to ensure your Lodge CLMS2 membership records are current by that date.

Reminder: The BPOE and its Local Lodges are 501(c)(8) not-for-profit organizations, and not 501(c)(3) entities for tax

GRAND SECRETARY

Bryan R. Klatt

purposes. A key difference is that a 501(c)(3) carries a sales tax exemption. A 501(c)(8) does not.

In addition, as 501(C)(3) entities, the Elks National Foundation, Disaster Relief Program, National Veterans Service Commission and Memorial Restoration Trust offer a tax *“write-off”* for people who donate to them.

No such write off normally exists for contributions to Local Lodges without a 501(c)(3) charitable designation.

PUBLIC RELATIONS AND MARKETING COMMITTEE

2016-17 may be year for Plus-One

By RICK GATHEN
Membership and Public Relations Manager

Fraternal year 2016-17 can be the year we kick down the door to an outright growth in membership.

From April through August we have added approximately 30,000 new Members and reinstatements, putting us near 40 percent of our 78,104 national goal to ensure a Plus-One.

More than 11,000 candidates are awaiting initiation, so let’s make it happen *now!* Those additional 11,000 Members would put us at more than 50 percent of that national goal.

We need all Local Lodges to put membership at the forefront of everything we do. Keep focused on 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.

Invest in your Lodge by growing membership!

As of August 31, we have 90 percent of all Members paid and posted on CLMS. Outstanding work! With continued hard work we can attain our next goal of 5 percent (or lower) delinquency by October 31. Please use the targeted delinquency letters we have prepared for you on CLMSPC2. In addition, all delinquent Members should be called and/or personally visited in September.

Please review all delinquent Members

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Committee puts emphasis on marketing Elksdom

By RICK GATHEN

Membership and Public Relations Manager

Local Lodges nationwide are embracing both social and traditional media as never before in their efforts to promote Elksdom.

The initiative has been a major thrust of your Grand Lodge Public Relations and Marketing Committee.

We had an impressive lift in coverage from both media forms in the four weeks after the Grand Lodge Convention in Houston in July.

The number of individual Elks reached on social media during those four weeks totaled more than 105,000, 73 percent of whom used mobile devices.

It's great to see so many Members active, interested and engaged in Elksdom on social media. We're seeing greater attendance at our seminars as a result.

Many have noticed the social media explosion of new Members joining our ranks. What an exciting summer with so many new Members joining the Elks. Please keep posting those great pictures of new Members joining as we "Kick the door down to growing membership."

Our media coverage tracking reports have us excited as well. Nationally, we are averaging more than 1,400 media mentions about the Elks per week.

Please keep sending in those great newspaper articles about what your Lodges are doing in your communities. Also, please share your fantastic work with your state and Grand Lodge Public Relations and Marketing committees.

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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 greatest of all the virtues, and Elks Charity begins at home. "Living or dead, Elks are never forgotten, never forsaken."

Please review each and every unpaid Member of your Lodges. Every Member matters!

If dropping a Member for nonpayment of dues becomes necessary, Exalted Rulers and Local Lodge Secretaries are reminded that written notice is required. Follow Grand Lodge Statutes Section 14.160 to ensure the affected Member is granted due process under our laws.

But our emphasis is on retaining Members, and your leadership matters. As GER Michael Zellen has often stated: "Together we can make history this year."

We just need to kick the door down and grow membership!

GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Charitable stats are only as good as willingness of Lodges to report them

By SEAN D. MAGUIRE

Committee Member

Your Government Relations Committee is constantly reminding Members to report all participants – Elks and helpers – involved in our charitable efforts, their hours worked, and miles driven. These statistics are important to our identity as an organization that serves children, veterans and those in need.

Our BPOE National President is invited to our nation's capital annually to tell our story to the nation's leaders. He lets them know that our Order stands ready to help our nation in so many ways.

Our story is supported by the statistics provided by all Local Lodges nationwide. We should report these figures 100 percent, and share them with our local leaders, friends and neighbors. Let them see why the Local Lodge exists.

Please refer to Appendix pages 7 and 8 of the Government Relations Manual for proper monthly reporting.

October 23-31 is Red Ribbon Week, in which young people wear red ribbons and pledge to live a drug-free life style. The Elks play a significant role in promoting Red Ribbon Week through our Drug

Awareness Program.

As an election year, 2016 presents a wonderful opportunity to invite community leaders to your Lodge to share with them your Drug Awareness Program and statistical achievements. Show them what your Lodge participates in at local, state, and national levels.

Share how your Lodge and community benefit from the generosity of the Elks National Foundation Grants Program. Ask them to become one of thousands of Elks Members who are "Loud, Proud and Visible" working within communities to afford a better life for so many neighbors.

October is also a good time to invite your elected officials to the Lodge during the holidays. Thanksgiving dinners or Christmas parties for children provide an excellent time to include them, and possibly draw media attention.

As with all activities, make sure you report on them thoroughly, showing with pride that "Elks Care – Elks Share"!

GER Michael F. Zellen's motto is "Elks – Leading the Way!" Let's show our community involvement through complete reporting of all charitable activities accomplished by Local Lodges throughout the USA!

GRAND LODGE ACTIVITIES COMMITTEE

Certificates posted at Elks.Org

By DAVID B. LAKE

Committee Member

Local Lodges are encouraged to use our website Elks.org for accessing fillable and printable certificates of appreciation, participation and recognition.

Log in to www.elks.org and click on "Grand Lodge," then "Committees," then "Activities Committee" and then finally "Program Info, Downloads & Printable Certificates" to access the certificates of participation for Hoop Shoot, Soccer Shoot and Junior Golf.

Under Public Safety, there are certificates of valor for families of emergency service providers, firefighters and law enforcement officers who have lost their lives in

the line of duty; and for emergency service providers, firefighters and law enforcement officers for outstanding community service.

There are also certificates for honoring the flag; service to Lodges; Teen/Student of the Month and Year; and programs for Eagle Scouts and Girl Scouts.

By utilizing these certificates and recognizing youth and adults in your community, you are helping to make your community aware of your Lodge's community involvement and our charitable programs. What better way to help with membership growth and retention, and to demonstrate our Grand Exalted Ruler Michael F. Zellen's motto, "Elks – Leading the Way"?

Changes to Ritualistic manuals announced

By ALLEN H. LENORT
Committee Chairman

At the Grand Lodge Session in Houston, the Ritualistic Committee reviewed requests submitted by the membership for changes in our Ritualistic Manuals. The following changes were accepted by the committee and approved by the Grand Lodge Advisory Committee.

Changes were made to the Rituals of the Local Lodges Manual (511500), Ritualistic (White) Manual (519900) and Word Accuracy Guide (RIT-104). Lodge Secretaries were able to order Local Lodge manuals after mid-September from the Grand Secretary's office. The Ritualistic and Word Accuracy Guides also became available from your State and Area Ritual Chairmen in September and at Elks.org in the manuals section. Ritual Contests taking place after November 30 will utilize the new changes. I encourage

GRAND LODGE RITUALISTIC COMMITTEE

the membership to attend a Ritual Clinic for a more detailed description of the changes.

These changes center on:

Electronic devices: These changes will assist in reminding the membership to shut off electronic devices during the Lodge meeting and especially during the Initiation. The use of an electronic device by the Secretary or Officers in performing their duties is still acceptable. The verbiage "You will turn off electronic devices,..." has been added to the Exalted Ruler's initial charge during Initiation.

Military Salute to the flag: Clarifications throughout the Local Lodge manual to allow Members who are military personnel, veterans and first responders to render a military salute if

they desire. This also adds the verbiage "A military salute to the Flag may be rendered by Military Personnel, Veterans and First Responders" to the Esquire's part under the procedures of the Order during Initiation. A demonstration of the Military Salute is not required.

Installation of Officers Ritual: Moves the installation of the Tiler to the appointed Officers to comply with the previously approved Statute change. Also adds a charge for a Lodge Soloist if a Lodge has this voluntary position.

Repeat Officer Penalty Revision, Attendance of the Grand Lodge Ritual Contest and clarification of the Ritualistic Report at the Grand Lodge Convention: Please attend a Ritual Clinic or contact your Area Ritualistic Committeeman for additional details regarding these changes.

GRAND LODGE DRUG AWARENESS PROGRAM

Red Ribbon Week helps Elks promote anti-drug message

By FRANK SCARPINO
Special Contributor

Red Ribbon Week, the nation's oldest and largest drug prevention program, reaching millions of Americans during the last week of October every year, is celebrated annually October 23-31. By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free lifestyle and pay tribute to DEA Special Agent Enrique "Kiki" Camarena.

Camarena was a Mexican undercover agent for the United States Drug Enforcement Administration who was abducted on February 7, 1985, and then tortured and murdered, while on assignment in Mexico. Shortly after Kiki's death, high school friend Henry Lozano and Congressman Duncan Hunter launched Camarena Clubs in Kiki's hometown of Calexico, CA. Hundreds of club members including Calexico High School teacher David Dillon wore red ribbons and pledged to lead drug-free lives to honor the sacrifices of Camarena and others on behalf of all Americans.

Interest from school districts in other California cities afforded Henry Lozano, then-Executive Director of Imperial Valley Teen

Challenge, to create Camarena Clubs statewide with the support of the Benevolent and Protective Order of the Elks.

Red Ribbon Week eventually gained momentum nationwide. In 1988, the National Federation of Parents for Drug-Free Youth championed the first national Red Ribbon Week campaign with Honorary Chairman President Ronald Reagan and First Lady Nancy Reagan. That same year, Congress officially established Red Ribbon Week.

Today, during the eight-day celebration, more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the Red Ribbon. Red Ribbon Week will be here in just a few weeks, so now is the time to start planning your Lodge's Red Ribbon Week celebration. It would be a great time to plan a Red Ribbon Week activity in conjunction with Halloween or to kick off the Elks Drug Awareness poster and essay contests. This year the Poster and Essay contests theme is "Just Say No" in memory of Nancy Reagan, who first coined the phrase.

For more on Red Ribbon Week go to www.elks.org/dap/redribbonweek.

Assistance available for worthy, needy Members

Needy Elks Members can qualify for up to \$1,000 in an emergency 50-50 matching grant from the Order under Grand Lodge Statutes Section 5.070.

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, 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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the Eagle Scout or Girl Scout Silver or Gold Award. The youth who receive these awards will never forget that the local Elks were interested enough to award them a certificate of their accomplishments.

I am certain that your Lodge has scheduled many activities to benefit the youth of our nation and to demonstrate that "Elks" continue "Leading the Way."

Thank you for being an Elk and for *Caring* and *Sharing*.

For more information about the many Elks Youth Programs, please visit the Grand Lodge Activities Committee page at www.elks.org.

Follow our travels at <https://travelsofgermikzellen.wordpress.com/>

For Elks, Veterans Day is an opportunity to serve

By **MARY K. MORGAN**
Commission Director

As every American should know, November 11 is Veterans Day. People may wear patriotic clothes, post messages on Facebook, and some of us may even have the day off work.

For many, that is all. The day will come and go, with a fleeting awareness of what it means. For Elks, that is not the case. We expand Veterans Day into Veterans Remembrance Month. In November and year-round, we give our time not just to remember veterans, but to serve them. This Veterans Remembrance Month, spread that message. Invite friends and



family to join in service activities. Encourage your community members to take action. And consider how you can do more to return the service that our military members provided to our

nation.

It's also a good time to remember the dedicated Elks who work on a daily basis to help make the lives of veterans better. This November, take the time to seek out and thank those Members in your Lodge who go that extra mile to assist veterans and military members in need.

If you know of any volunteers who are going above and beyond, consider nominating them for Veteran Volunteer of the Year. Any Elk or Elk spouse who serves veterans and/or military members is eligible for this award. Please visit www.elks.org/vets for more details.

BRYAN R. KLATT, Grand Secretary
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State bulletin contest emphasizes participation

By **THOMAS SHELTON**
Committee Member

The Grand Lodge Fraternal Committee is emphasizing participation over competition in its Contest "I" for recognizing State Association bulletins.

Contest rules have been changed so that State Associations no longer compete against each other.

State Association bulletins enable Local Lodges to promote what they do in their respective community. They also provide a forum for Lodges to exchange ideas to improve their

community activities and public relations.

The effort that editors put into their publication deserves to be rewarded. State Presidents should remind their

editors of that fact. Please consider submitting your state's bulletin. Here are the rules:

- Enclose three copies of any two issues of your state bulletin, newspaper or newsletter published in the calendar year 2016 (January 1 to December 31).

- Judging will be based on: Content, 0-100 points; layout and typography,

0-50 points; pictorial, 0-25 points; and general, 0-25 points.

- Please do not submit entries in bulky notebooks or binders.

Five, four and three stars are awarded, and plaques are mailed to the presidents of the recipient states for presentation. (Submissions must be postmarked by January 15, 2017. State Association contest due date may differ.)

Mail entries to: Thomas Shelton, 1304 W. Timberview Road, Nixa, MO 65714-7193; His email is martyshelton77@aol.com for information.

**GRAND LODGE
FRATERNAL
COMMITTEE**



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