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## 'Addressing' a Major Concern: Mailpieces that Don't Get To Our Members

By **SHAWN BAILE**/Director, Membership Department

One of the most important tasks we face in this fraternity day in and day out is the need to communicate effectively with our membership. Because the Moose is so multifaceted and there are so many programs in effect, we must do everything we can to assure that the most current and accurate information is getting into each member's hands. Emails, Lodge newsletters, and *Moose Magazine* all play a key role in our communications efforts.

Of course, being able to get these messages to our membership means we must have accurate contact information in our membership database. In most instances, this means that the Lodge Administrator or his administrative assistant in the office makes the initial entry when a new or former member application is submitted. It is of the utmost importance that some extra time and attention is given to make sure that all of the information on the application is entered properly.

Unfortunately, the volume of mail being returned to the Moose International Membership Department by the U.S. Postal Service is enormous. In examining the envelopes once we receive them, we find the following as the primary reasons for the returned mail:

- |                                |                           |
|--------------------------------|---------------------------|
| ■ Not Deliverable as Addressed | ■ Insufficient Address    |
| ■ Unable to Forward            | ■ Moved – Left No Address |
| ■ No Such Number               | ■ Vacant                  |

The amount of returned mail doesn't cause the most concern – rather it is the contents within the mailed items. The overwhelming majority of items returned to the Membership Department are membership cards for those whose dues payments have been received and new member welcome packets for those recently reported as enrolled. Not only do the welcome packets contain valuable information about the fraternity for our new members, they also contain the new member's first membership card.

People say, "You never get a second chance to make a first impression." This is certainly not the first impression we want to have on a new member. Incorrect mailing information keeps us from getting that vital initial message to the new member as soon as possible after his or her enrollment is reported.

In all cases, we need to be diligent when entering new or updated information for our members. Make sure names are spelled correctly. Make sure house, apartment or post office box numbers are not transposed. Use the appropriate abbreviations for streets, avenues, drives, etc. (St., Ave. Dr.). And if there is any doubt, contact the member to make sure it is correct from the start.

Working together, we can improve both the quality of our messages and the means by which they are delivered. That's the kind of impression on our members we can all be proud of. ■

## Mooseheart Founder's Day 2011 —Help Us Get to \$100K in October!

By **JANET FREGULIA**/Executive Director, Moose Charities

As you all know, Mooseheart Child City & School was founded in 1913 by James J. Davis. And his words of wisdom have become entrenched in the minds of our members: "No man stands so straight and tall as when he stoops to lift up a child."

Because of his vision of providing a home and education to children in need, and because of our members' dedication and commitment throughout the years, we will be celebrating Mooseheart's 100th Anniversary in 2013. An Endowment Fund, once known as a "penny march," was established in 1918 to sustain Mooseheart in case of an unforeseen emergency. In 1922, Moosehaven was founded and was then included in the Endowment Fund.

Perhaps some today may not realize that, in those days, a penny was a lot of money. In 1912, the average wage was \$750 per year and the average cost of a loaf of bread was 5.6 cents.

But that did not deter the membership from donating to the Endowment Fund because they believed strongly in their mission – making sure there would

always be a place for children in need and a retirement community for senior members of the fraternity in need of its security. And, today, we must continue what was begun so many years ago.



Mooseheart Founder's Day is October 27, the date of James J. Davis's birth in 1873. All fraternal units are asked to hold special functions to celebrate this special occasion. I am delighted to introduce the "Endowment Fund Cradle Fundraiser" that has been developed for the month of October. We will mail packets to each Lodge with the request that the entire membership of both the Lodge and Chapter be invited to give to the Endowment Fund. Then we ask that you place each donor's name on the cradle and post it in your Lodge home for all to see. **It's a great way to support the future of Mooseheart and Moosehaven in your Lodge home** and pay honor to Mooseheart's Founder.

Our goal will be to raise **\$100,000 or more** for the Mooseheart/Moosehaven Endowment Fund during the month of October. Personal checks to this

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## Mooseheart Founder's Day 2011 —Help Us Get to \$100K in October

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fundraiser, payable to "Moose Charities", may be accepted and included in the total collected and remitted. Individuals may donate online at [www.moosecharities.org](http://www.moosecharities.org); your Lodge/Chapter will be credited if the donation goes to the "Cradle Fundraiser 2011" by November 15. Challenge others to participate; have a competition within your District and/or Association.

Finally, all donations shall be remitted via Lodge or Chapter check to Moose Charities, ear-marked "Cradle Fundraiser 2011" in the return envelope provided

in your fundraising packet postmarked by November 15.

A recognition list of all Lodges and Chapters that participate will be available at [www.moosecharities.org](http://www.moosecharities.org) and on hand for recognition at your Mid-Year Conferences.

But don't stop there! Continue to hold special functions throughout the month honoring Mooseheart Founder's Day. Notify your members in your newsletters and on your websites — give them the opportunity to be a part of this great endeavor.

*"Every charitable act is a stepping stone towards heaven."* —Henry Ward Beecher ■

## Your Lodge MUST Be Represented at the 2012 International Convention —There's Plenty of Time to Raise Funds for the Trip!

By STEVEN F. GREENE, PSG/General Governor

The 2011 International Convention is history—and I'm wondering if your Lodge representatives were in attendance. Brother Governor and Administrator, you were elected to serve your Lodge for this year, 2011-12, and part of the obligation was that you would attend *all* District, Association and International meetings, conferences and conventions.

Read Sections 35.6 and 36.13 of the General Laws of the Order—and they'll find that they *require* you (or a replacement representative) to attend.

We've heard too often that a certain Governor or Administrator won't be coming to International Convention "because their work has been slow and they can't afford it." Gentlemen, in good times or bad, these two officers should not have to *personally afford* such a trip. Attending a Moose Convention is *business travel*—and it is appropriately the *Lodge* that rightly should make provisions to fully fund their representatives' travel costs and lodging, plus a modest and reasonable per-diem for meals and personal expenses.

Now is the time for your Lodge to get busy holding a weekly 50-50 drawing or some type of fundraiser every week, and set aside those funds that will enable



your Lodge to attend these required meetings. It takes effort, of course, but when the funds are available it makes those trips more enjoyable because these funds don't have to come directly from you.

Brother Governor, this is a team effort and you should be appointing a committee to see that these functions are happening.

Your Lodge should also vote on a member to serve as an alternate representative to serve in your absence, if emergency or business prevents you from attending personally. The General Laws (Sections 51.5 and 46.5) point out how to elect the alternate representatives and how they should be reporting back to the Lodge in your absence.

By *not* attending, the Governor's Award of Achievement and the Administrator's Certificate of Achievement **will not be** awarded. If your

Lodge fails to have representation, your Lodge becomes not in good standing with your state or provincial Association—which means no Higher Degree forms, no participation in association functions; and your Lodge will be subject to compliance with your association by-laws, which may close your Lodge's Social Quarters for three to seven days!

All it takes is planning, dedication and a little work to become the best. I believe in each of you, and only ask that you believe in yourselves. Our fraternity will never be any stronger or better than you make it.

**Plan now!** ■

## Maintaining Higher Degrees in the Loyal Order of Moose

By ROBERT NEFF/Director, Ritual & Higher Degrees

Men who have earned a higher degree—through service on committees, as an officer, and through various leadership opportunities—must take steps to maintain our Higher-Degree status.

The very basis of this seems so very obvious, yet it occasionally does get overlooked. The core step involved is simply to remain current in one's membership dues. Makes sense, right? But, just what does this really involve?

That means to keep in active status in ALL subordinate memberships that make up the steps to reaching the level one has attained. Simply put, our Degrees are like climbing a ladder. One cannot reach a higher level (or rung) without first climbing to and maintaining the rung below it.

Once a Lodge member achieves membership in the Moose Legion (the Degree of Service), he must remain current in both his Moose Legion dues *and* his basic Lodge dues to be a member in good standing (active status) in the Moose Legion. Paying the annual dues for *just* the Moose Legion does NOT provide one with a valid (active status) membership at all. The member must have the Lodge membership to validate the Moose Legion dues payment for membership in that degree.

And, climbing that ladder further to the Fellowship Degree of Honor, and be-

yond to the Pilgrim Degree of Merit requires that active membership in the subordinate (lower) unit and degrees must be maintained as active (paid-up) memberships, in order for the Honorary Degree of either Fellow or Pilgrim to be recognized.

Simply put, both the Lodge and Moose Legion dues must be paid to retain active (good standing) status as either a Fellow or a Pilgrim. If *either* of them (Lodge or Moose Legion) are not current, then the Honorary Degree of Fellow and or Pilgrim will fall into a condition of suspension and will not be recognized until such time as all lower unit dues are paid and those memberships are again in current active status.

All right, this sounds confusing, but it is not. Let's say a Fellow or Pilgrim happens to accidentally fail to pay his Moose Legion dues, but does maintain active Lodge dues. Is he still a member of the Order? Yes. However, he is no longer considered a Moose Legionnaire, and since membership in the Fellowship is predicated on active membership in the Moose Legion, the higher Honorary Degree of Fellow (and/or Pilgrim) falls into a condition of (inactive) suspension.

Did we just kick this guy out permanently? NO—that is not at all the case.

However, the Higher Degree just cannot be recognized unless the supporting Degrees below it are in active status. So in this case the Honorary Degree goes into suspension—as if did not exist.

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## Maintaining Higher Degrees in the Loyal Order of Moose

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Then the question becomes: How can such Degrees be taken off or out of suspension and re-activated? It is quite easy really. It can be accomplished by re-activation of the Moose Legion and or Lodge membership that had lapsed and become inactive.

Re-activation varies however, depending on how long it has been since the membership in question was active: generally speaking, up to one year from his last dues renewal date, he must simply pay the current year's dues in arrears. If he is over one year but less than two years from the last dues renewal date, a member may re-instate by simply paying two years of dues. He would then be current to his next normal dues date and importantly maintains his record of continuous service.

Over 12 months, but less than 24 months, he may also chose to re-enroll, but that would cause him receive a new 'enrollment date' and lose his continuous record of longevity in the unit. He may want to think seriously about paying the back dues instead.

Over two years since his last dues date and he must then re-enroll. That means completing an application for membership, submitting payment of the

normal application fee and a year's dues in advance to restore membership. He will get a new enrollment date and lose prior continuous years of service, but *will* regain his Honorary Degree(s) and membership sponsor history on his membership records.

Either way, the higher Honorary Degrees are automatically restored once both the Lodge and Moose Legion memberships are again paid up and in active status. Nothing further would need to be done except to then maintain the proper payments each year (or sponsor and enroll two members in the lodge each year to get your Lodge dues paid and sponsor and enroll two members in the Moose Legion each year to get your Moose Legion dues paid). By inviting and enrolling two members in each unit - each campaign year - you may essentially never pay dues again!

The bottom line is that to be recognized as a Moose Legionnaire - as a Fellow - or as a Pilgrim of the Order - the member must hold an active (or good-standing) status in a Lodge, as well as any and all, lower memberships and Degrees.

You worked hard to achieve your Degree or Degrees. Don't let them slip away by something you can control as simply as keeping your membership current and in active status! ■

## The Time Is Now To Create Some Interest

By **BARBARA McPHERSON**/Grand Chancellor

**I**s your Chapter stuck in a rut? Do your Chapter activities lack attendance? There is no better time than now to "**Create Some Interest**" in your Chapter.

If you have been conducting the same Chapter fundraising projects for several years, have they become stale and lacking participation? Think outside the box and change up your activities. Make sure they are fun and exciting. To ensure they are successful, make sure you plan well ahead of time for proper promotion.

Our Chapter Activity Night meetings should include either a guest speaker, a game, skit or fun activity. Why not have your Chapter meeting and then go to the movies as a group? How about going bowling once your meeting is over? Or why not invite a guest speaker to attend your meeting and talk about some of the issues we face today as women? Many organizations offer free or low-cost educational programs. Why not invite a school band or choir to perform? Utilize your co-workers talents and invite them to teach a

class on knitting, scrap-booking, jewelry making or other craft. If the co-workers are not having fun at your meetings, why would they want to attend?

If your Chapter fundraising projects are lacking in attendance, take a look at how they are being done. Make sure that you are providing your members with the best customer service available and make sure the members are happy during the event. Plan fun activities that your members and their families will want to attend and support.

Make sure the area where you are conducting the fundraising event is neat, clean and well lit for the occasion. Make sure the cost is not too high for the services provided. Advertise the fundraising project well in advance in your Lodge/Chapter Newsletter or on your web site so your members can plan in advance. Offer a discount for the early purchase of tickets. This will help to know how many may be attending as well.

Your Chapter can have successful meetings and events by "**Creating Some Interest**" in their activities, interest in their members and interest in this great organization. ■



## Summer is IRS Form 990 Time!

By **SUSAN HAWKINS**/Director, Education & Training

**Y**es, it is Internal Revenue Service Form 990 time - time for Lodges, Chapters, Moose Legions and Associations to file their 990s, if you have not already done so. Our Moose fiscal year ended April 30, 2011, allowing for you to file your Form 990 any time between May 1 and Sept. 15, 2011.

All U.S. Moose Lodges, Chapters, Moose Legions, Associations, and any other unit that carries a unique Employee Identification Number are required by federal law to file an annual information return - known as IRS Form 990, Form 990EZ or Form 990N.

There have been significant changes in regard to filing, so please check out the table on the Moose International website at [www.moosintl.org/portal/news/IRS990.asp](http://www.moosintl.org/portal/news/IRS990.asp) to determine the correct form to use. The form you choose to file is based on your Unit's gross receipts and

total assets.

We have developed instructions as well as online Help Videos, based on the operations of an average Unit, to assist you with filing. We have also posted the 990EZ and 990 Forms on our site for your convenience.

If for some reason you cannot file the 990 on time, it is very important that you file a return or an extension by Sept. 15, to avoid costly penalties from the IRS. Should you need to request an extension, please obtain Form 8868 from the IRS at [www.irs.gov](http://www.irs.gov). Also, any other schedules you need to file are available on the same IRS website.

**Remember - ALL 990 forms and extensions must be filed by Sept. 15, 2011.**

For general questions about filing your return, please contact Member Services at 630-906-3658. ■