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Need-to-know information for officers & chairmen of Lodges/Chapters/Moose Legions Vol. 79, No. 4

Administrators, Then ALL Lodge Officers: Training Becomes Mandatory in 2012

By **WILLIAM B. AIREY, PSG**/ Director General

You've probably already heard; indeed you certainly did hear if you attended the Anaheim Convention or read the post-Convention issue of *Moose Magazine*: Moose International will require, beginning in 2012, that the entire Board of Officers of every Lodge — starting with the Administrator—receives appropriate training.

Why? Because we care:

- We want you and your Lodge to survive—and thrive.
- We want your officers to know how to protect the Lodge — and themselves personally.
- We want you to be knowledgeable of your duties and responsibilities as well as those of the other officers.

■ We want you to be proud of your Lodge and all it represents to you, your members, Mooseheart, Moosehaven and the community.

Administrators' training mandated effective Jan. 1. Effective Jan. 1, 2012, all Administrators are required to attend Administrator School, three-day training, as well as the two-day hands-on technical training course (2-HOTT), which is a prerequisite to the Administrator School. Existing Administrators will have three years to complete this training if they have not already attended. New Administrators must complete this training prior to, or within six months

of, taking office. All who attended this training in 2011 will be certified for three years from the date that they attended training. It is the Administrator's responsibility to ensure that there is no gap in certification while he is in office, and he is required to attend every three years. Those who fail to comply will not be allowed to serve as Administrator.

Training for Lodge officers mandated beginning with the 2012-13

Moose year. Effective May 1, 2012 all elected Lodge Officers, including Administrators, are required to attend the Lodge Leadership & House Committee one-day training. All officers must attend this training prior to, or within 60 days of, taking office. All who attended this training in 2011 will be certified for three years from the date that they attended training. It is the officer's responsibility to ensure that there is no gap in certification while he is in office and he is required to attend every three years. Those who fail to comply will not be allowed to continue to serve as Lodge officers.

All course schedules are online, at www.mooseintl.org/portal/departments/training.asp.

There is no need to wait until you are elected to attend training—as training is offered year-round, to any Moose member.

Indeed, why not plan ahead and attend—so that you are prepared to take office in the event that you are offered the opportunity? ■

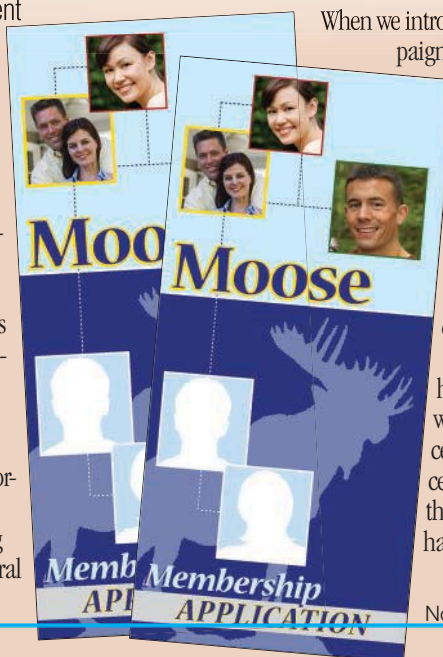
Our 'FREE DUES' Promotion Can Only Be As Successful As YOU Make It!

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

In March 2010, we first introduced the opportunity for members to earn free dues for sponsoring applications during the "Climb Aboard the Moose Member-Ship" short-term membership campaign. All a member had to do was sponsor two applications during the months of March, April and May, and he would receive free dues provided that the applicants were enrolled into active membership by May 31.

The response we received from the membership was excellent. We had found an incentive program that members had rallied behind. Some even said that "it was the best incentive program they had ever seen."

As a result, we decided to make the free dues incentive a part of the entire "The Time is Now" annual membership campaign for 2010-2011. Now our members had the opportunity to use the 11 months from June 1, 2010 — April 30, 2011 to sponsor two members and receive free dues as long as the applicants were reported as enrolled by 10 p.m. Central Time on April 30, 2011.



When we introduced "The Time is Now" campaign at the 2010 International Convention in Nashville, it was

announced that, for the foreseeable future, the free dues incentive would become a permanent part of the annual membership campaigns. This means that every fiscal year (May 1 — April 30), a member will receive a year's dues if he sponsors two applications and those applicants are enrolled by 10 p.m. Central Time on the last day of the fiscal year.

For the most part, the free dues incentive program has run very smoothly. However, there have been cases where members call us wondering why they have received a dues renewal notice when they should have received free dues for sponsoring members. In reviewing their individual records, here are some of the issues we have found:

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Our 'FREE DUES' Promotion Can Only Be As Successful As YOU Make It! (continued from page 59)

- The member provides the names of the applicants he sponsored—but when we look up the application, someone else is listed as the sponsor.
- Applications were entered and accepted, but never enrolled.
- Applications were entered and accepted, but enrolled after 10 p.m. on April 30. Some of these applications were entered with enrollment dates of April 30, but not transmitted until the first few days of May. If the enrollment is not transmitted by 10 p.m. Central Time on April 30, it will not count.

We must still make sure that proper procedures for approving membership

applications and enrolling members are being utilized. *During the last week of April in particular, your Lodge may want to consider scheduling special meetings each night to approve membership applications.* The special meetings must be approved in advance, and all members must be notified in writing that they will be taking place. Also keep in mind that an application turned in on April 30 does not have the proper amount of time to be enrolled the same day. Make sure to be up-front with the sponsor and explain that to him.

This promotion *can* be successful for years to come—if you make it so. A year's dues offers *real value* to a sponsor for simply taking the time to uphold his obligation to strengthen the membership ranks of the Order. Please make sure you are doing everything you can to make sure his efforts do not go unrewarded! ■

Want to Really Help Your Fraternity? Create Some Interest in *Retention!*

By **ROBERT NEFF**/Director, Ritual & Higher Degrees

Membership Retention is quite possibly the single most important act or project that a concerned and dedication member can work on. Some may see that as a profound statement—but I believe it to be true.

It starts with being friendly. It continues with providing wholesome programs and activities of value at the fraternal unit level. It involves truly *caring* about and for our fellow members, and demonstrating that in our actions.

Most involved members really *do* want to sponsor new blood. They want to get this year's campaign lapel pin to proudly wear—and they want to earn free dues for sponsoring two members who get enrolled. They *are* interested in achieving the various other levels of our campaigns and in sharing good times with friends.

But—not a lot of them think seriously about contacting a member who has not paid their dues to see if they may need help or if there is a problem that can be addressed – or if maybe they just forgot to do it and would truly appreciate some personal contact. Yes sometimes that personal one-on-one contact showing we care about them matters. It often matters considerably.

And every membership in our Order matters. Each dues-paying member adds not just numbers to the rolls but true substance to the revenue stream of support for Mooseheart and Moosehaven. It is our membership dues that provide the front line and most basic sustenance for those in our care.

The dues are proportionately split between the various units (Lodge, Chapter or Moose Legion) and the per-capita amount to Moose International. Without this essential support stream, we simply could not fulfill our philanthropic endeavors as we traditionally have. It is crucial, going forward, that we shore up

and maintain our base of members so that our new-member production might have a chance to build our numbers and thus ease the burden on us all.

Councils of Higher Degrees are charged with a main responsibility in the area of retention. We need them to step to the plate like never before and assist our fraternal units in making those personal contacts with members. There is a lot to offer even outside the activities that may be taking place in the unit, including the Member Benefits package (see www.mooseintl.org/portal/benefits/loginMooseBenefits.asp for the latest offerings available).

We have numerous members “saving” much more than the amount of their dues each year by the use of these programs available to all active (paid up) members. The point is (especially during this slow economy in which we hear about people struggling so much) that *Moose membership need not involve any net cost to the member!* It truly can be an investment that returns dividends via discounts that exceed the dues payments! The net result is not cost because of dues—but rather a value of membership in the Order. Add that to the good feeling we get realizing the support we provide to those less fortunate—and what a winning situation we have. But some members have not received the word or just do not realize yet what the value of our membership is.

We can and should all help spread this word and in a caring way - follow up with members in arrears. *Creating Some Interest* in retention is truly important. It could be your greatest gift to the fraternity, to those we care for and to that member you reach out to and save as well!

Thank you for caring, and thank you for being a Moose leader! ■

Moose — A Program That Works!

By **DARRELL O'BRIEN**/Director, Lodge Operations

On occasion we hear some member say to us that “the Moose isn't what it used to be.” I have to agree—society and the world have changed, and our fraternity must change along with it! But too often, as the staff in the Lodge Operations Department reviews the operation of a distressed or closed Lodge, we find mere shadows of what that Lodge used to be.

One item that seems to be constant among these Lodges is that the Social Quarters is the last thing to physically go away. It is readily apparent that in too many cases our members' vision has become blurred. They believe the Social Quarters IS the Lodge! Nothing could be further from the truth. The Social Quarters is just one part of the Moose program—a program that hinges on fully-staffed and functioning Lodge Committees.

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The Moose program—*when fully implemented*—continues to thrive, as evidenced by the scores of successful and growing Moose Lodges in operation today. Unfortunately, something less than a fully implemented Moose program exists in far too many Moose facilities today.

I say “facilities” because in reality the “Lodge” is much more than a Social Quarters or a building. A Lodge is the culmination of an integrated program of functions and activities carried out by our members in support of the mission and purposes of the Loyal Order of Moose.

Overly simplified, the Moose Program consists of three key areas:

- Caring for children and our Moose seniors;
- Making our communities better places to live; and
- Celebrating life.

I can already hear the outcry: “What about MEMBERSHIP?” And certainly, *(continued on page 62)*

an effort to sponsor and retain members is central to any Moose operation. But—as a matter of fact—the Moose Lodges which are vigorously addressing these key areas have little trouble attracting, and keeping, Moose members!

Caring for children and our Moose seniors is accomplished by most Lodges without a great deal of collective thought or creativity. The generosity of our Lodges to the Endowment Fund, scholarship funds, building funds and countless other projects on our Mooseheart and Moosehaven campuses, through their support of Moose Charities, is amazing.

What's truly astounding among our successful Lodges is that they continuously communicate to their members the importance of this support, and they educate the members as to their individual responsibility to support these worthy causes as well.

We realize that every member cannot afford to donate hundreds of dollars a year to Moose Charities. We also believe that every member can contribute *something*—whether it is a monetary donation or volunteering to conduct a fundraising effort to benefit Moose Charities. The Moose Charities Committee at the Lodge should be helping members find the way to support Moose Charities in the way that is most suitable to each member's personal situation.

When it comes to *making our communities better places to live*, nearly every Lodge is quick to agree that this is worthwhile and important. But alas, in many cases, "the spirit is willing but the flesh is weak." Lodges often find it easiest to simply make a monetary donation to a local cause or two. It really does not require a Community Service Committee to just make donations.

In a successful Lodge operation, the Community Service Committee is so much more important than simply directing where to donate money. This Committee is the Lodge's community outreach program. Through its efforts, members are afforded opportunities to physically support—up close and personal—worthwhile endeavors in the community. Think of community service as the "social networks" that existed before Facebook, LinkedIn and MySpace. And it continues to exist today as strong as ever. Others participating in such local efforts, particularly non-Moose members, are typically joiners—and so may even seek out how to become involved with a civic-minded organization like the Moose.

Through community service efforts, Lodge's not only project themselves as good citizens, they also build relationships with community and corporate leaders. These relationships often prove beneficial at some future time when the Lodge requires additional expertise or consideration in support of an effort of its own.

To some level, we all enjoy *celebrating life*, and that level can vary widely. Celebrating life at a Moose Lodge should never be limited to a half-dozen or so holiday parties a year, or 50-cent drafts during a weekly promotion. The spice of life is variety—and a bland Lodge is one that rarely grows. Even the most successful Lodges have to spice up, and occasionally change up, their activities and programs to ensure continued support from their current members and growth through new ones.

Sadly some Lodges have gone to their demise clinging to fond memories of the past—while failing to address the changing realities of their future. Our Lodges, and specifically their Activities Committees, must be willing to embrace change and seek out new opportunities to attract and satisfy new members, while maintaining sufficient traditional programs to ensure continued support from veteran members.

By generating interest and excitement through proper promotion, even our youngest members can be persuaded to participate in activities that may at first glance seem only appropriate to our senior members. A Lodge that successfully hosts activities with cross-generational support is likely on a path to continued membership and financial growth.

While only three standing Lodge committees have been mentioned here, our Moose program, the one that is successful in so many locations, thrives when every committee is fulfilling its role.

Think of our Moose Lodges, and our Moose program, as finely-tuned watches. Most of us have at one time or another, seen the inside of an old analog wristwatch. Inside we find many cogs, each one interacting with one or two others in a precisely engineered machination, to track time. However, if just one of those cogs breaks or otherwise fails to smoothly interact with the others, the entire watch ceases to function properly.

Keep the cogs—the committees—in your Lodge functioning smoothly. Lubricate them with an appropriate amount of attention, and recognition—and enjoy many more years of dependable service! ■

2011-2012 Risk Pool Assessments —A Change for the Better

By **CYNTHIA TRAYNOR**/Senior Staff Attorney

For the second straight year, Moose International's rates for General Liability Risk Pool Assessments for the Lodges have decreased. **The current Policy Year's rates decreased by 7% from the 2010-2011 Policy Year.***

This decrease was possible as a result of a number of steps taken both at Moose International and at the Lodge level that improved our risk outlook.

The requirement of, and numerous Lodges' purchase of, Hall Rental Insurance when Lodge facilities are rented for a non-Moose function at which there will be alcohol, was a major factor in reduction of our Risk Pool Assessment rates. Greater compliance with this requirement could make even greater strides in reducing future Risk Pool Assessment Rates. Improved claims handling through the use of a Third-Party Administrator and a better-informed and educated internal Claims Staff also has assisted in improving our risk outlook and allowed us to decrease our Risk Pool assessment rates.

Finally, and perhaps most significantly, is the attention that our Lodges and our members, both men and women, are giving to safety in our Lodge homes. Keeping your Lodges safe places to visit is a major factor in decreasing our Risk

Pool Assessment Rates. If you can continue to inspect your Lodge facilities for potential dangers and correct those dangers, and if you make sure that no one leaves your Lodge in an intoxicated state—and certainly that no one drives if they have had too much to drink—we may be able to continue to have a favorable risk outlook, and the possibility of further decreases in Risk Pool Assessment Rates in the future will not be out of the question.

There is no question that our Lodge leaders, and their attention to these matters, are by far our greatest assets when it comes to lowering our risks.

In addition to decreased General Liability Risk Pool Assessment Rates for the Lodges, the rates for Chapters, Legion, and Associations remained the same as the prior Policy Year with no increase. Once again, this is due in large part to the efforts of our members.

Thank you for your support and efforts in improving our risk outlook. Your support and efforts have allowed us to make this change for the better! ■

** If your Lodge failed to submit the completed Lodge Safety Inspection Form or if your Lodge failed to purchase Hall Rental Insurance as required, your Lodge was subject to the Compliance Modifier; therefore your Lodge did not see a decrease in its assessment and may even have experienced an increase.*

Half the Moose Year is Over; What Are You Waiting For?

By **STEVEN F. GREENE, PSG**/ General Governor

Brothers and Co-workers: Half of your Moose fiscal year as officers is gone, and now is the time for self-evaluation. You may ask yourselves the following questions:

- Is our Lodge/Chapter ahead in membership production and retention?
- Has the Lodge/Chapter been active in community service?
- Is the Lodge/Chapter financially better off than it was on April 30?
- Have your officers been representing your Lodge/Chapter at all required meetings?

If the answer is no to any of those questions, then it is time to get things in motion! There is still plenty of time to make this year a productive one and fin-

ish on the positive side—if you get moving now.

Now is the time for the Board of Officers to sit down and plan the remainder of the year. Time to introduce new programs for signing members and contacting former members to keep their membership active. Time to plan for upcoming events that can bring in new members and raise funds. Thanksgiving, Christmas, New Year's, Valentine's Day, St. Patrick's Day and Easter are all great opportunities for your Lodge and Chapter. Take advantage of theme parties—and make your Lodge home festive, welcoming and fun. A little effort can reap great rewards in creating interest and revenue for your Lodge and Chapter. Contact our office at 630-966-2227 for guidance and dispensations that involve inviting the public to the above-stated events. We will be happy to assist you! ■

Our Thanks to You as the Holidays Approach

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

As we enter the holiday season, it is our opportunity to express our heartfelt thanks to each of you for two things: First, for being a member of this great Moose fraternity; and secondly, for understanding you have accepted the residents of our Mooseheart Child City & School and our Moosehaven retirement community, as your extended family—and, as such, your responsibility.

It is my fervent prayer that our fraternity will increase in membership — because “a burden heavy to one is borne lightly by many.” Increased membership will also secure the future operations of our two outstanding communities that are dedicated to helping others less fortunate.

If you believe that a child has the right to live a happy, healthy and productive life, and if you believe that every senior should be able to live in a safe

and caring environment, then you will ask others to join.

If you believe as James J. Davis did—“*We believe in the child who is the future of our nation and the human race*”—then you will be a member for life, and you will continue to give of your substance to our mission of service to children in need and senior members of our fraternity.

The residents of Mooseheart and Moosehaven will give special thanks to you at Thanksgiving and again at Christmas.

Please – won't you do the same?

Happy Thanksgiving, and Merry Christmas to each of you. God Bless Mooseheart and Moosehaven. ■



We're at the Halfway Mark

By **BARBARA McPHERSON**/ Grand Chancellor, Women of the Moose

November is the month that marks the halfway point in your Chapter year. The International and state/provincial Annual Conferences are over; the Women of the Moose Training Sessions are over; honors for the Award of Achievement, Green Cap, Academy of Friendship, College of Regents and Star Recorder have been graded; and our office is preparing to celebrate the holiday season with our families, friends and residents of our two campuses.

As we prepare to celebrate, we cannot help but reflect on the past six months and the tremendous success in the Women of the Moose. We ended the 2010-2011 Chapter year with an increase in membership of 5,794 and an increase in donations of \$561,883.33. Our Chapters, in just two short years, have raised enough money to pay for the new Katherine Smith Center for Special Needs. A task fulfilled with much enthusiasm. More Chapters earned the Award of Achievement in 2010 than in 2009.

We are faced with a horizon of changes, but if we set our compass in the right direction, we will remain the leading women's organization of the future.

The officers should review the *Checklist For A Successful Year* found in the 2011-2012 Officers' Handbook, beginning on page 66. The completion of

each task listed will ensure a successful Chapter year and the Award of Achievement.

The Membership/Retention Chairman and her committee should be contacting the members of the Chapter whose dues have expired and have not renewed. The Recorder, or any authorized officer, has the ability to provide detailed lists, via LCL.net, to the Chairman. The Chairman and her Committee should then make personal contact with the members to find out why they have not renewed. It is quite possible they simply forgot—or perhaps they are not happy with the Chapter for one reason or another.

Once you have verified that the chapter is on track for the Award of Achievement, please make sure that all co-workers attempting to qualify for their various degrees and honors are meeting their personal requirements - enrolling new members, attending training sessions and holding fundraising projects.

If the Chapter Officers and co-workers are positive and working together for the purposes of this fraternity, everyone will be successful.

On behalf of the entire staff at Women of the Moose Headquarters, we wish everyone a joyous holiday season and a successful and prosperous New Year. ■

Tools Available To Improve Your Newsletter, Website, Media Relations

By **KURT WEHRMEISTER**/ Director, Communications & Public Affairs

Twenty years ago this fall, when I took over responsibility for what was then called Moose International's Department of Public Relations, all our tools to help Lodge/Chapter volunteers with their communications efforts—both to their members and to the outside world—were all either printed on paper

(training manuals for Lodge newsletters and publicity, which had to be printed and mailed), or involved me having to get on an airplane and book a hotel room to conduct a newsletter/media relations seminar—too often for just a half-dozen or so attendees from a given Moose Association! (*continued on page 64*)

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Moose Association Sponsorship is Always Needed!



EXPERIENCE THE **HOLIDAY LIGHTS** AT MOOSEHEART



- **80+ Displays**
- **GIANT Light Tunnel**
- **5-9pm Nightly**
- **Nov. 26 - Dec. 31**
- **\$10/Car** (+\$1 for 3-D Viewing)



For more information, visit www.mooseheart.org!

Communications Tools *(continued from page 63)*

Both those functions, especially in retrospect, seem to have been extremely inefficient uses—today, they might even be considered a waste—of Moose International's money (which of course is ultimately YOUR money).

Today, things are very different. Instead of spending many thousands of dollars a year for printing, postage and travel—in the last five years we have, working with the fraternity's International Communications Committee, developed several online tools which we spent very little to create—and which on an ongoing basis, cost virtually nothing—but which, we hope, provide not only more effective training and guidance to Moose editors, website administrators and media-relations representatives—but can do so 24/7, and can be used in the comfort of your own home. They are:

■ The **Moose Publication Seminar**, located at www.mooseintl.org/portal/communications/pubseminar.asp, is a 65-slide, 45-minute narrated tutorial designed to provide a guide, to both novices and more experienced volunteer editors alike, on creating a basic Moose newsletter, and on making an existing newsletter better.

■ The **MoosePages Website Template**, with more information available at www.mooseintl.org/portal/communications/moosepages.asp, is a very basic, and free, website template, designed and hosted by the Information Systems Department and Director Eric Vonhoff. (More sophisticated web users should realize that MoosePages was designed for users with just a basic knowledge of word processing and basic use of a mouse, to be able to easily administer a

Lodge/Chapter website.)

■ The **Moose Media Relations Seminar**, located at www.mooseintl.org/portal/communications/mediaseminar.asp, is a 52-slide, 23-minute narrated tutorial designed to provide a step-by-step guide, for the volunteer novice, on establishing and maintaining an ongoing positive relationship with local news media to disseminate positive information throughout your community about your Lodge/Chapter, and about the fraternity overall. It talks about the best times to contact local editors and reporters, what to say to them, how to give information to them, and indeed how to best cultivate and continue the relationship on an ongoing basis.

Also available in the Communications section of the Members Only portion of www.mooseintl.org are:

■ A full array of latest available Moose logos and graphics, at www.mooseintl.org/portal/communications/logo.asp;

■ Latest updates on the Moose Journalism Awards program—both the 2012 Contest Call (entry deadlines are Feb. 24 and March 9), and previous years' winners, at www.mooseintl.org/portal/communications/journalismawards.asp;

■ The complete available catalog of all Moose Video/Audio downloads—including our 2002 CD Moose Family Music, at www.mooseintl.org/portal/communications/AudioVideo.asp;

■ PDF images of every page of every issue of Moose Magazine, going back to 2004, at www.mooseintl.org/public/Area/MooseMag.asp;

■ and, forms and guidance for submitting material for possible publication in Moose Magazine, at www.mooseintl.org/portal/communications/MooseMag-Submit.asp. ■

**MOOSE
Leader**

Formerly "Moose Docket," "Action," "Moose Leader," and "Women of the Moose Official Bulletin"
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