



# THIRD DISTRICT LOCAL LODGE LEADERSHIP MANUAL

## The Local Lodge Leader Toolkit

This manual is to help you in your role as a local lodge leader. It is a fluid document. The contents have been developed based on the experiences of members who have walked in your shoes. While there are many things that are similar, each lodge is unique, and you should add your own comments to make it yours. The goal is that you pass this along to your successor.

Third District Board Leadership Committee  
[andersenmaryb@gmail.com](mailto:andersenmaryb@gmail.com)

## **Sons of Norway**

The Mission Statement of Sons of Norway is: “to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and provide quality insurance and financial products to our members”.

## Contents

Introduction .....	4
Part I .....	5
About us .....	5
Why was Sons of Norway founded? .....	5
How do we promote and preserve our heritage and culture? .....	5
How does Sons of Norway continue to care for its members? .....	5
How do you fit into the Sons of Norway and the Third District? .....	6
International Lodge.....	6
District Lodge .....	7
Local Lodge .....	9
Roles and Responsibilities .....	10
Recap .....	10
Part II What does it mean to be a leader in the Sons of Norway .....	11
Governing Documents (show where to find on the web, provide brief description of each document) .....	11
Sons of Norway Charter and Constitution .....	11
Sons of Norway Policies and Procedures.....	11
District By-Laws.....	11
District Policies and Procedures .....	11
Local Lodge By-Laws .....	11
Running a lodge meeting.....	12
Establish a Lodge Calendar .....	13
Build A Cohesive Team .....	14
Develop Lodge Goals .....	14
Tradition.....	15
Part III It's all about the members (separate workshop).....	16
Part IV By the Numbers .....	1
How to locate Monthly Membership Statistics .....	1
Where to find the Monthly Lodge Activity Report .....	4

999 and 000 – Who are these people? .....	7
999 .....	14
000 .....	14
Part V Key lodge administrative functions .....	9
Code of Ethics .....	9
Respecting Member Privacy .....	9
Liability Insurance .....	10
Social Media Policy .....	18
Creating a Facebook Page.....	19
Creating a Lodge Website.....	20
News Releases .....	20
Lodge Newsletters .....	15
Community Events.....	15
Reporting Requirements.....	10
Form 990 .....	10
D-17 .....	11
Lodge Achievement Form .....	12
Passing of a Lodge Member.....	12
Procedures for lodge mergers .....	14
Lodge Disbanding Procedures .....	15
Part VI Finding Your Way around the Sons of Norway Website .....	17
Appendix .....	21
Lodge President Welcome Letter .....	21

## Introduction

This manual is to help you in your role as a local lodge leader. It is a fluid document. The contents have been developed based on the experiences of members who have walked in your shoes. While there are many things that are similar, each lodge is unique, and you should add your own comments to make it yours. The goal is that you pass this along to your successor.

If you find yourself searching for something and can't find it, let us know and we will help you add it.

At a minimum, refer to the Roles and Responsibilities subsection in Part I and the Key lodge Administrative Function section Part IV.

Good luck and thank you for taking on this leadership role.

## Part I

### About us

#### Video

<https://www.youtube.com/user/sonsofnorwayhq>

#### Why was Sons of Norway founded?

18 Norwegian immigrants in Minneapolis, Minnesota, organized Sons of Norway as a fraternal benefit society on Jan 16, 1895. The purposes and goals of the Founding Fathers were to protect members of Sons of Norway and their families from the financial hardships experienced during times of sickness or death in the family. Over time, the mission of Sons of Norway was expanded to include the preservation of Norwegian heritage and culture in our Society. We have grown since our beginning and are now the largest Norwegian organization outside Norway. We are organized as a fraternal benefit society under IRC 501(c) (8).

**Video what is a fraternal benefit society? Video -** <https://www.youtube.com/watch?v=eSof7Z3yJYQ>

#### How do we promote and preserve our heritage and culture?

Today, Sons of Norway members promote Norwegian and Scandinavian traditions and fellowship through the cultural and social opportunities offered in local lodge and district lodge activities. These 'fraternal' activities include language camps and classes, scholarships, handicrafts, cooking and heritage classes, heritage programs, sports programs, travel opportunities, Viking Magazine and outreach programs sponsored by the Sons of Norway Foundation. Families continue the traditions passed down as well as integrating the skills learned in Sons of Norway classes into the family.

<https://www.youtube.com/user/sonsofnorwayhq>

#### How does Sons of Norway continue to care for its members?

Through our Sons of Norway Financial Benefits Counselors, we offer financial protection to Sons of Norway members and their families against the hardships of sickness and death with a variety of quality financial programs. The Local Lodges have individual ways of caring through cards, plants, visits, funding scholarships, attending funerals dressed in their Norwegian sweaters and singing as a group. We need to be sure we are personal in our caring. The District Secretary will also send sympathy cards when asked to do so by a District Board Member.

## How do you fit into the Sons of Norway and the Third District?

Sons of Norway is a fraternal benefit society organized under IRC 501(c)(8). There are three main organizational levels within Sons of Norway.

Show map from International

### International Lodge

The International Lodge conducts the business of the Sons of Norway. The officers are elected by the delegates from each District at the Biennial International Lodge Meeting. Delegates are determined based on the number of District members as of the 12/31 preceding the International Convention.

The International hires a CEO to handle the day to day activities of the Organization. The CEO reports to the International Board. There is a staff in Minneapolis who handles various aspects of the day to day running of the Sons of Norway.

International Lodge Meetings are held every two years (biennially) in the same year as the District Convention. The International President and Vice-President are term limited and can only serve two consecutive two-year terms.

The Secretary and Treasurer do NOT have a term limit.

The International Directors are elected for ONE four-year term and cannot be re-elected for two consecutive terms. International Director is elected at the District Convention. Each District has an International Director who serves as a liaison and resource for the District.

The International Director is invited to attend the District Board meetings at the discretion of the District Board President. Each incoming Board will vote on whether to give the International Director “voice” and “vote”. Generally, the International Director is given “voice” only which means he/she can talk at the Board meeting but cannot vote on issues that require a District Board vote.

### **FINANCIAL**

*1-800-945-8851*

Sales of Products  
New Member Seminars/Lunches  
Free Financial Assessments

Financial Benefits Counselors

### **FOUNDATION**

*1-800-945-8851*

Scholarships  
Disaster Fund for Members  
District/Local Lodge Grants

Workshops—Estate Planning

### **FRATERNAL**

*1-800-945-8851*

Membership  
Lodges Start/Close  
Viking Magazine,  
Cultural Skills  
Sports Medals  
Anniversary Pins  
Webmaster  
Lodge Supplies

### **International Officers for 2018-2020**

- President---Ron Stubbings (District Seven)— British Columbia, Canada
- Vice President—Mark Ageter (District Two)—Oregon
- Secretary—Marci Larson (District Three)—Florida
- Treasurer—Elaine Nelson (District Four)—North Dakota
- International Director District Six—Ken Johnson —New York

## District Lodge

Sons of Norway is divided into eight Districts with six in the United States, one in Canada and one in Norway. The Board of Directors for the District Lodge are elected every two years at the District Convention/Lodge Meeting by the delegates from within that District. A Nominating Committee works for two years between District Lodge Meetings to bring forth a slate of Officers to the Convention body.

Most District Board positions are term limited to two consecutive two-year terms except for the District Secretary.

Delegates are determined based on the number of members as of the December 31<sup>st</sup> preceding the District Convention. Currently, each lodge receives two delegates and one additional delegate for each 75 members or majority fraction thereof. For example, a lodge with 120 members receives four delegates while a lodge with 50 members receives three delegates.

Each lodge has a resource person (Zone Director) who is an elected member of the District Lodge Board who acts as both a liaison communicator between the lodges in the Zone and the District Board. The Zone Director also serves as a resource to the local lodge officers. While this Zone Director acts as an advisor, he/she has no direct authority over the lodges of his/her zone.

The Zone Director is elected by the delegates from that Zone at the District Lodge Convention. Zones frequently caucus before the District Convention to informally elect their Zone Director. The “election” is formalized at the District Convention.

The District Lodge holds two formal meetings per year, generally in March and October. Additional meetings may be held in the intervening period as necessary and are generally held via conference call.

## District Officers 2018-2020

President	Kathy Dollymore	Restauration	Zone 6
Vice President	Steve Helmold	Norden	Zone 1
Treasurer	Kari Williams	Troll	Zone 4
Secretary	Jeanne Addison	Bondelandet	Zone 6
Counselor	Peter Hanson	Norumbega	Zone 2
Sports Director	Paul Kornbrekke	Nansen	Zone 3



Cultural Director	Andy Mathisen	Noreg	Zone 3
Youth Director	open		
Publicity	Jim Dunagan	Olso	Zone 4
Zone Directors:	Elaine Breiland	Lodge Brooklyn	Zone 1
	John Foss	Maine Nordmenn	Zone 2
	Auden Gythfeldt	Nor-bu	Zone 3
	Randi Balchor	Hudson Valley	Zone 4
	Arnie Johnson	Sun Coast	Zone 5
	Marie Hansen	Washington	Zone 6
	Dirk Hansen	Southern Star	Zone 7

### *The District Three Charitable Trust -taking care of our own*

Unique to our District 3 is the Charitable Trust. Its existence parallels the origins of the Sons of Norway whose purposes and goals were to protect members of Sons of Norway and their families from the financial hardships experienced during times of sickness or death in the family. As reported in the Spring 1971 Sons of Norway Bulletin [1], a motion made at the 1936 District Convention to start an old age fund became a reality in 1938. Over time, the old age fund became known as the Benevolent Fund.

Eventually the Benevolent Fund was formalized in 1971 as the Charitable Trust. For over 40 years, the Charitable Trust has provided modest support to District 3 members with subsistence support critical to their physical, social and psychological well being.

The fraternal chain, a symbol of everlasting friendship, is exemplified by the work of the Charitable Trust which provides assistance to our fraternal brothers and sisters in time of need. The need could be as simple as helping with the very high cost of prescription drugs or it could be help getting back on your feet from a devastating loss. A member may need assistance only for a few months or a little longer. It is comforting to know that the Charitable Trust has assisted members for over 40 years.

To qualify, a recipient must be a District 3 SON member at least five years, be recommended for a helping hand by a member and complete the application. These criteria are then reviewed by the Trustees which include the District President, Vice President, Counselor, Secretary and Treasurer. The selection process and results are confidential.

The Counselor manages the day-to-day business of administering the Charitable Trust and communicates monthly with the beneficiaries who continuously express their gratitude and heartfelt appreciation. The Charitable Trust – *taking care of our own for over 40 years!*

The sustainability of the Trust depends on the proceeds from investments held at Morgan Stanley and the generosity of Third District members and Lodges. Gifts are often sent in to the Counselor as memorial gifts for deceased members or simply outright donations.

The Third District Web site [www.3Dsofn.org](http://www.3Dsofn.org) has a donation button that will take members to a downloadable form for submitting donations.

*Lifetime Achievement Award*

*Leif Ericson Award*

*Tubfrim*

## Local Lodge

A local lodge has its own by-laws fitting into the larger organization's structure. While Sons of Norway has a Mission Statement, a local lodge can write its own local mission statement - and some lodges have. A lodge can be viewed as a "subsidiary" of Sons of Norway International. Each local lodge is independent financially with its own set of officers and the lodge determines its own calendar as well as programs. Local lodges must operate in compliance with Sons of Norway Charter and Constitution as well as the District and local lodge by-laws.

## Lodge Meetings

### **Regular Lodge Meetings**

Each lodge should have eight meetings per year (4.9.2):

There must be at least four business meetings where the majority of the business of the lodge is be conducted.

The business meeting may be held separately from the regular meeting. The business meeting is a closed meeting (4.9.3). Minutes should be kept of all business meetings and made available to the members.

Many lodges hold the business meeting as part of the monthly cultural program. Make sure that all decisions are properly made and approved by the members.

For those lodges holding business and cultural programs on the same night . . . it is courteous to allow the speaker to present after the opening and not have to sit through a business meeting

When holding a business meeting the chair needs to be in control at all times following Roberts Rules of Order or Roberts Rules of Order for Small Groups. It is not ok to have opposing factions discuss forever.

Each local lodge should have a nominating. The nominating committee will announce the slate of officers in October and the election is to be held in the large November meeting. Installation is to be held in the larger gathering.

### **Special Lodge Meetings (4.9.5)**

Special lodge meetings may be called by the President. If one of your lodges calls a special meeting, make sure all the rules are followed.

## Roles and Responsibilities

The Sons of Norway website contains the Guide for Leadership which outlines the roles and responsibilities of the local lodge officers. There are sections for:

- President
- Vice President
- Financial Secretary
- Membership Secretary
- Treasurer
- Social Director
- Sports and Recreation
- Youth
- Sports and Recreation
- Editor
- Culture
- Auditing
- Support Officers

In addition, there is a section regarding the Order of Ceremonies.

**Key takeaway: Review Board position roles at your very first meeting!**

([https://www.sofn.com/member\\_resources/lodge\\_leadership\\_resources/administrative\\_resources/leadership\\_roles\\_guidelines/](https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/leadership_roles_guidelines/) )

## Recap

Power Point Presentation – Sons of Norway Shared Values, A Simple Promise

Understand your role.

Keep track of critical dates

## Part II What does it mean to be a leader in the Sons of Norway

Governing Documents (show where to find on the web, provide brief description of each document) ([https://www.sofn.com/member\\_resources/lodge\\_leadership\\_resources/governance/](https://www.sofn.com/member_resources/lodge_leadership_resources/governance/))

Sons of Norway Charter and Constitution

Sons of Norway Policies and Procedures

District By-Laws

District Policies and Procedures

Local Lodge By-Laws

*What if you want to change your local lodge by-laws?*

Is your lodge planning to:

- Change from having a financial secretary to a membership secretary?
- Change your meeting time and date? (if specified in your by-laws)
- Define the rights of affiliate members?

If so, follow these steps to update your lodge bylaws:

1. Appoint a bylaw committee to review the current bylaws and recommend any change(s). (Reviewing lodge bylaws every 2 to 3 years is suggested.) Appointment of the committee is done by the lodge board.
  - a. What should be in your lodge bylaws? Only laws unique to your lodge belong in your bylaws. This includes such things as, officer structure (membership or financial secretary), membership acceptance requirements (vote on membership or membership granted on the payment of dues) and the rights of affiliate members. Lodge rules and procedures should be maintained separately and should not be included in your lodge bylaws.
2. Present proposed bylaw change(s) in writing and by reading them at a business meeting.
3. Schedule a vote on the proposed change(s) at a future meeting.
4. Notify all lodge members, in advance, about the proposed bylaw change(s) and when the vote on the change(s) will be conducted.
5. Vote on the proposed change(s). A two thirds majority vote of the members present is required to adopt, repeal or amend the bylaws.
6. Submit the bylaw change(s), with the appropriate signatures (i.e. president, secretary and bylaw committee) to Sons of Norway Headquarters to be approved by CEO Eivind Heiberg and Legal Counsel.

7. Provide a copy of the bylaw change(s) to the district secretary
8. Wait for approval. •

Want to speed up approval?

1. Use the Local Lodge Bylaws form (D57) available in Lodge Management > Lodge Forms in the members section of [www.sonsofnorway.com](http://www.sonsofnorway.com).
2. Strike-through any language that is being removed and underline or highlight any new language.
3. Do not include other correspondence in the same envelope with your bylaw change(s).
4. Address the envelope to: Bylaw Change, Sons of Norway Headquarters (currently Headquarters are at a temporary address. Contact Headquarters for the correct mailing address).

*What if you want to change your District or International lodge by-laws?*

There are format [guidelines](#) available on the 3D website. Make sure you follow them or you risk having your proposed resolution rejected.

**Key takeaways:** Your job is to know where to find them and read them! Each Board member should have a copy of each of the documents readily available. Refer to them often when questions arise. If you need help interpreting the rules, contact your Zone Director for assistance. If an issue isn't covered by the governing documents, Roberts Rules of Order will generally govern

### Running a lodge meeting

Have an agenda

Become familiar with Roberts Rules of Order

Show 3D video How to Conduct a Business Meeting



business meeting part one a.mp4

<https://www.dropbox.com/s/lmInpv3xs7eluxu/business%20meeting%20part%20one%20%28voice-over%29.mp4?dl=0>

Don't be afraid to use the gavel.



Member walks in late.MOV

**Key takeaways:** Have confidence in your abilities, don't be afraid to ask for help. Chances are there are members at the meeting who have done it before and really know Roberts Rules, ask for help.

## Establish a Lodge Calendar

### JANUARY

- Form 990 filing information will be sent to lodge presidents and treasures along with the 017 Financial Statements. (017) forms can be found on the SON web site
- Community Services and Fraternal Activities Worksheets are mailed to lodge secretaries.
- Sons of Norway Founders Day January 16

### FEBRUARY

- Submit any proposed bylaw changes (convention year only)
- District Convention Delegates are to be elected this month or earlier (convention year only)
- Apply for a cultural grant from the International if warranted.

### MARCH

- Prior year recruitment pins and certificates are mailed to lodge vice presidents
- Lodge Achievement and Family Lodge of the year forms are due to Zone Directors
- 017 Financial statements are due to the Accounting Department Sons of Norway
- Leif Erickson nominations are due to the District Secretary March 1 (convention year only)

### APRIL

- Charitable Trust Month

### MAY

- Form 990 deadline for filing is May 15

### JUNE

### JULY

- District Three Youth Camp

### AUGUST

### SEPTEMBER

- Local lodge liability payments due to SON by October 1
- A Nominating Committee will be elected to provide a slate of candidates for office (Annual or Biannual depending on lodge bylaws)

### OCTOBER

- Nominating Committee presents a slate of candidates at the first regularly scheduled meeting (Annual or Biannual depending on lodge bylaws)
- SON Foundation Month
- October 9 Leif Erickson day

### Eight Factors of Building Cohesiveness

***Cohesiveness provides a collective sense of identity. A team can be defined as any group within the lodge or district, including committees, officers, etc.***

#### **1. Shared or Compatible Goals**

People draw closer when they share an aim or goal.

#### **2. Progress toward these Goals**

While a team is making progress, members feel highly cohesive. When progress stops, cohesiveness decreases.

#### **3. Shared Norms**

Norms are shared values, beliefs, behaviors and procedures.

**4. Lack of Perceived Threat Between Members** Cohesive group members see no threat to their status, dignity or emotional well-being.

**5. Interdependence of Members** Teams become cohesive when their needs can be satisfied only with the help of other members.

#### **6. Threat from outside the team**

When members perceive a threat to the team's existence or image they grow closer together. The team unites against its common enemy.

**7. Mutual Perceived Attractiveness and Friendship** Teams often do become close simply because members like each other.

**8. Shared Team Experiences** When members have been through some unusual or trying experience, they draw together.

## Develop Lodge Goals

### ***Writing S.M.A.R.T. Goals***

Developing sound goals is critical for Lodges in managing the year's events and their performance. Discuss openly what the Officers and Members recognize as the strengths of their Lodge, what they would like to add or change in their Lodge and their dreams for the future.

### **ARE YOUR GOALS S.M.A.R.T? Here are the criteria-----**

**1. Specific.** What will the goal accomplish? How and why will it be accomplished?

**2. Measurable.** How will you measure whether the goal has been reached (list at least two indicators)?

**3. Achievable.** Is it possible? Have others done it successfully? Do you have the necessary knowledge, skills, abilities and resources to accomplish the goal? Will meeting the goal challenge you without defeating you?

**4. Realistic and Results-focused.** What is the reason, purpose, or benefit of accomplishing the goal? What is the result (not activities leading up to the result) of the goal?

**5. Timely.** What is the established completion date and does that completion date create a practical sense of urgency.

**For Example:** A Prospective New Member Seminar Lunch will be hosted in April by the Membership Committee.

The Lodge will have four members awarded Cultural Skills Pins and Sports Medal Pins in the coming year.

Our Lodge will host at least one musical, folk dancing or performing group in the coming two years.

**If each of these goals can be answered by a YES or a NO! They are *SMART*!**

## Tradition

In this world of change it is nice to maintain some tradition. Sons of Norway has long ceremonial traditions and protocols, most of which have been changed with the times. Some traditions that help with consistency and are just good communication, public relations and educational traditions are:

**Flags** All three flags should be displayed at each meeting: US on the left, Norway on the right and Canada in the center  
(audience view)

**National Anthems** All three national anthems should be played and sung at the opening of a meeting.

**Norwegian Table Prayer** This is a nice tradition and it is an experience in learning to sing/say the prayer in Norwegian.

**Introduction of Dignitaries** Often there are representatives from the International and/or District Boards present. These guests should be introduced so members may identify them and have an opportunity to interact with them.

**Guests** Guests should also be introduced so that everyone knows there are guests and, also, that makes people feel more welcome so maybe they will become a member. Visitors should also be introduced if they are members of other lodges who are present.

**Recognition** Always thank and recognize members who prepare the meal, set up, clean-up, volunteer for a program and, even better, send them a hand-written thank you note. Appreciation goes a long way to ensure continued lodge support.



## Part III It's all about the members (separate workshop)

Power point presentation – Member Timeline

February 2020

# SONS OF NORWAY

The background is a rich, abstract painting. A Viking longship with a yellow hull and a large sail featuring bold red and orange vertical stripes is the central focus. The ship is depicted on a sea composed of a dense layer of multi-colored confetti or small pebbles in shades of blue, purple, yellow, and red. The sky above is dark and filled with horizontal, wavy bands of color in shades of blue, green, and purple, suggesting a stylized or magical atmosphere. The overall composition is dynamic and visually striking.

Shared Values

A Simple Promise

A Member Timeline

## Step 1: Raising Awareness of Sons of Norway

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Things we can all do:

- Talk with friends and family about Sons of Norway
- Keep recruiting materials on hand
- Invite them to your lodge and ask them to join!

February 2020

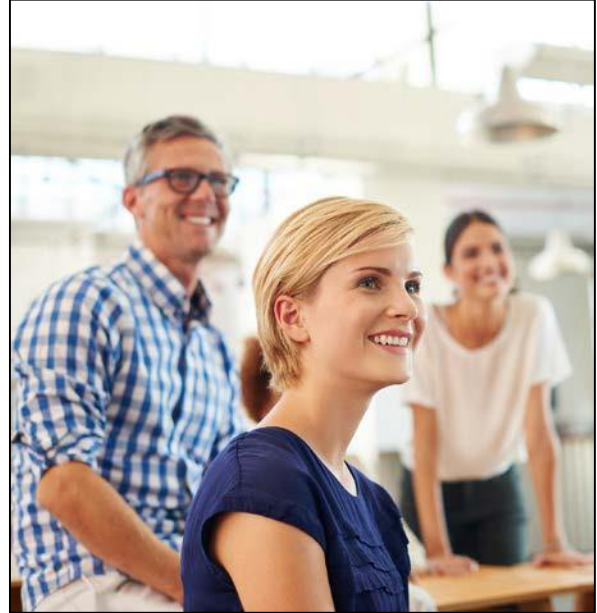


## Step 2: A Potential Member Attends a Meeting

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- Make sure you have a greeter at the meeting
  - Remember, they'll answer questions and introduce them to other members
- Provide an engaging lodge program
  - For example, use the Group Cultural Skills lesson
- Don't forget – end the evening with an invitation to join!

February 2020

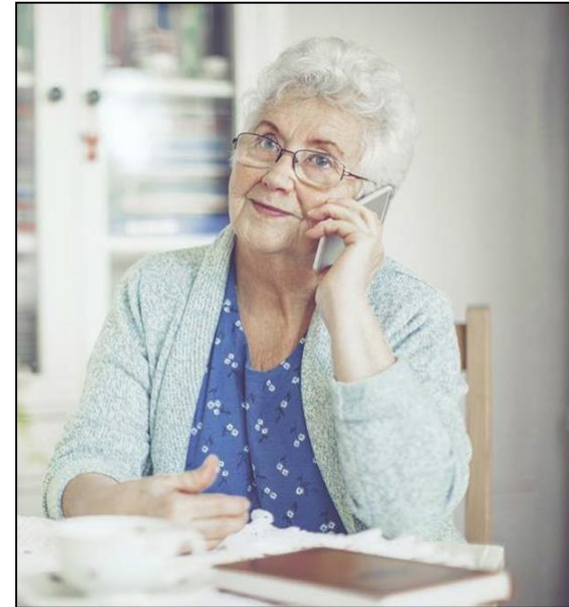


### Step 3: President Calls a Potential Member

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- Thank them for attending the lodge meeting
- Most important, include an ask to join the lodge

February 2020

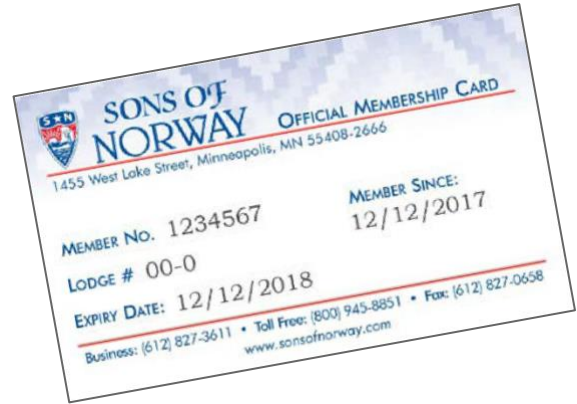




## Step 4: Guest Becomes a Member

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- A notification is sent to lodge officers when a member joins online
- Their new member card arrives a couple weeks after they join
- A member welcome kit arrives a couple weeks after that



February 2020

## Step 5: A Brief Bio Appears in the Newsletter

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- A short bio should include fun tidbits about the new member, introducing them to fellow members
- Demonstrates your lodge is a welcoming home and strengthens connection with new member



## Step 6: Distribute a Calendar of Events

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- Planning events a year ahead of time keeps members informed about activities and helps make the lodge a priority in their own planning
- Keep reaching out to the member and including them in activities

February 2020





## Step 7: An Invitation to other Lodge Activities

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- This invitation should be related to interests of the new members
  - These could be volunteering, a cooking group or a walking club

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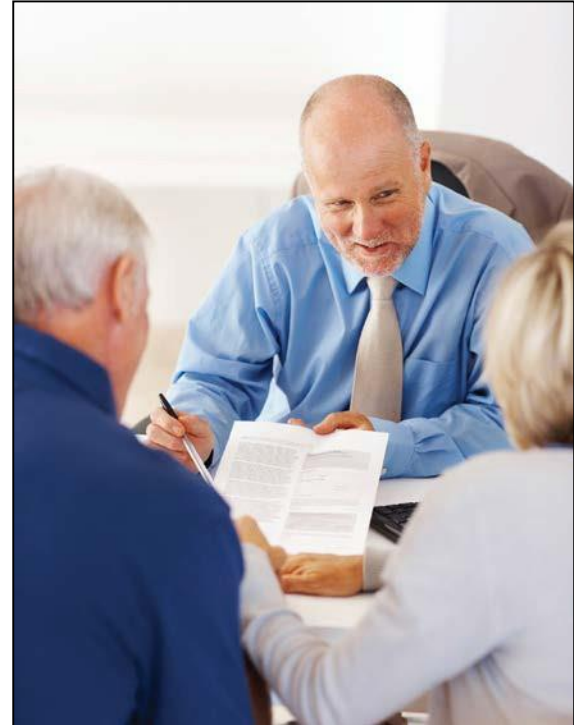


## Step 8: Introduce the New Member to Your FBC

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- Your FBC is a powerful tool to help keep members engaged in the lodge
- An introduction helps a new member understand the financial products available through Sons of Norway and how they impact the vitality of the organization

February 2020



## Step 9: Happy Anniversary!

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- The Membership Secretary uses the lodge activity report to find members with upcoming renewal dates
- The Vice President calls members and thanks them for their membership. Don't forget to encourage them to renew

February 2020



## Step 10: Looking to the Future

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- All members should take the Member Satisfaction Survey to gauge their interests and skills
- After a year, gauge potential interest in members in serving in leadership roles within the lodge
- After a year, member and their children/grandchildren become eligible for many Sons of Norway Foundation scholarships

February 2020



## Don't Forget!

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We're all in this together!

- Share successes and resources
- Solicit feedback
- Ask questions

February 2020





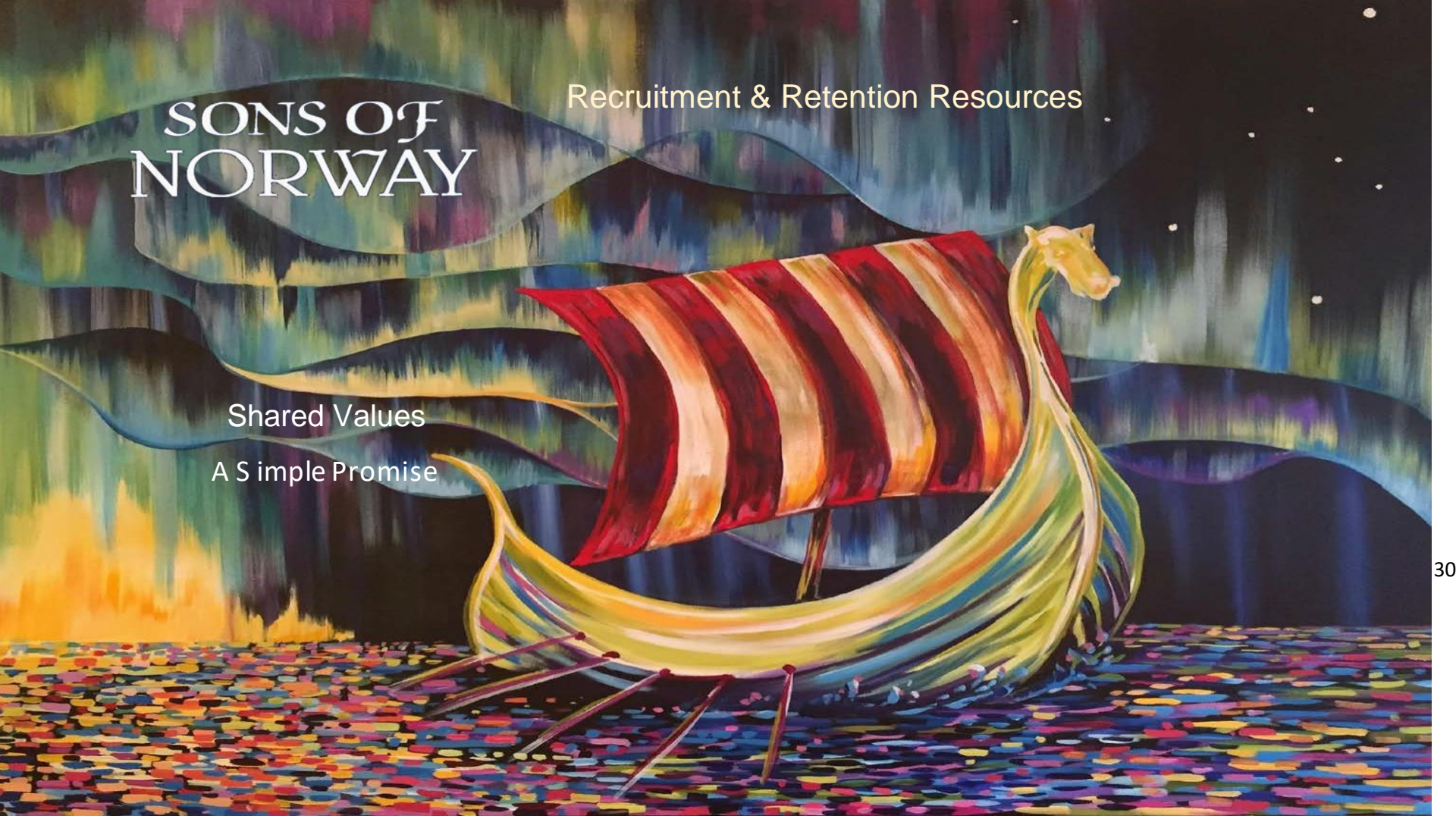


# SONS OF NORWAY

Recruitment & Retention Resources

Shared Values

A Simple Promise



February 2020



# Sons of Norway Recruitment & Retention Tools

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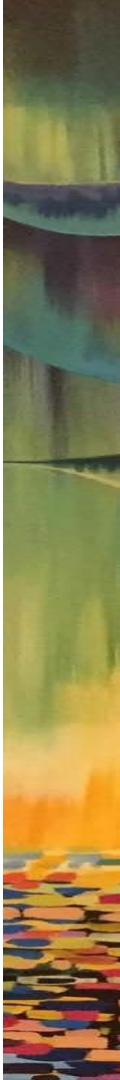
## Tangible Resources

- *Viking* Magazine
- Sons of Norway Foundation scholarships
- Outstanding financial products

## Intangible Resources

- Sense of fellowship from lodges
- Greater connection to Norwegian heritage
- Greater sense of community through volunteerism

February 2020



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# Fellowship

Being a member of a lodge is the #1 benefit of belonging to Sons of Norway: It connects people with a common interest in Norwegian culture and heritage

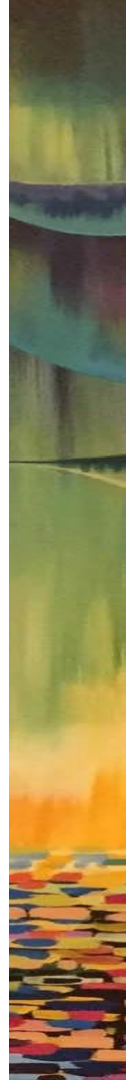
## Recruitment

- Potential members have a desire to connect with other people
- Invite friends and family to join you at your lodge

## Retention

- Members engaged in the lodge are more likely to renew
- Follow up with members if you've noticed their absence

February 2020



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## Sports Medal Program

Provides an exciting incentive for participating in a variety of outdoor activities

### Recruitment

- Excellent for active families: combine Norwegian culture with healthy living

### Retention

- Create a lodge sports medal program to keep members engaged

A full list of the available Sports Medals is available online in the Members Section

February 2020



# Cultural Skills Program

A step-by-step guide to learning many Norwegian arts and crafts skills

## Recruitment

- Offer an introductory lesson in the community

## Retention

- Utilize Cultural Skills as a group activity or program in your lodge

A full list of the available Cultural Skills units is available in the Members Section

February 2020



Sons of Norway's  
Cultural Skills Program

## Unit 4: ROSEMALING

IN THIS UNIT

- Introduction (01)
- Part 1 Instructions & Forms (08)
- Part 2 Instructions & Forms (08)
- Part 3 Instructions & Forms (11)
- Elective Activities & Resources (14)
- Sample Patterns (18)

**About the Cultural Skills Program**

Sons of Norway's Cultural Skills Program provides a framework for learning about traditional and contemporary Norwegian culture. Each unit consists of three levels of skill-specific activities to guide you as you learn. You can complete the units on your own, through your lodge or through a special class or group. For each level, you'll complete a few activities, submit your work, then to Sons of Norway Headquarters, get feedback, and earn a pin in recognition of your accomplishments. As a benefit of membership, the Cultural Skills program is available only to members of Sons of Norway.

When you complete part 1 of your first unit you'll receive a Cultural Skills pin, a skill bag, and a level 1 bar. You'll receive additional level bars when you complete parts 2 and 3 of that skill, and new skill bars when you complete level 1 of a new skill.

**Going Further with Cultural Skills**

When you take your skills to a new level! Members who have completed multiple units or mastered others in the program can earn special recognition.

- A Master of Cultural Skills is someone who has completed multiple units. Finish all three parts of any three units for the bronze level, all parts of six units for the silver level and all parts of nine units for the gold level.
- A Cultural Skills Mentor instructs or guides others to learn about Norwegian cultural skills. If your instructor has helped other members earn Cultural Skills awards, you can earn a mentor pin.

For more information about the Sons of Norway Cultural Skills Program, call (800) 945-8801 or email [culturalskills@sonsof.org](mailto:culturalskills@sonsof.org).

**SONS OF NORWAY** 1101 W Lake Street, Minneapolis, MN 55408  
(800) 945-8801 or (612) 825-3611  
[www.sonsofnorway.org](http://www.sonsofnorway.org) (Rev 01/2019)

**INTRODUCTION**

Rosemaling (meaning "rose painting") is the name of a form of decorative painting that developed in Norway around the 1700s. The first rosemalen were inspired by artists from continental Europe, but over time developed their own unique styles. Most painters were poor, traveling artisans that would go from farm to farm painting rooms and furniture for comparatively wealthy landowners. Over time, different regions of the country developed their own distinctive styles. Style differences became so obvious that the origin of each rosemalen piece often could be identified on sight. Styles sometimes overlapped as artists moved from one district to another, and a few painters ventured from forest motifs to people, landscapes, biblical scenes and animals.

As with other Norwegian arts and crafts, rosemaling traveled to America with immigrants in the mid-1800s. But when American furniture styles and trends in home decor changed, the traditional art form began to disappear. It remained somewhat dominant in the United States and Canada until resurrected by Norwegian-American descendants in the 1950s. It has grown since that time to become a treasured form of ethnic expression.

(Continued on page 2)

## Volunteer Opportunities

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Potential members are looking for opportunities to volunteer in their communities **Recruitment**

- Showcase your lodge volunteer projects as an incentive for prospective members: invite them along.

### **Retention**

- Participate in regular volunteer activities that engage and mobilize your membership

For tips & ideas, contact membership  
[@sofn.com](mailto:@sofn.com)

February 2020



## Sons of Norway Foundation Scholarships

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Scholarships from the Sons of Norway Foundation help offset the cost of education

### Recruitment

- Keep a list of available Foundation scholarships at tabling events

### Retention

- Many scholarships are exclusively for Sons of Norway members

More information is available at  
[sonsofnorway.com/foundation](https://sonsofnorway.com/foundation)



**Celebrating culture. Expanding horizons.**

February 2020

## Member Discounts

Sons of Norway offers a number of member discounts on purchases

### Recruitment

- Many discounts can offset the cost of membership for a year

### Retention

- Discounts like Perkspot are available only to members

A complete list of discounts is available on the Sons of Norway website

February 2020



el to



Best Western®

  
COUNTRY  
INNS & SUITES  
BY CARLSON™





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# Viking Magazine

Sons of Norway's most popular member benefit

## Recruitment

- Leave copies in waiting rooms or coffee shops

## Retention

- *Viking* is only available to members

Extra copies are available from the  
Supply Department

February 2020





## Sons of Norway Financial Products

Sons of Norway has strong, affordable financial products suitable for all stages of life

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### Recruitment

- Coordinate a New Member Dinner with your FBC

### Retention

- Members receive a complimentary financial check-up from the FBC

Consult your FBC for more information

February 2020



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## The Communications Toolkit

The toolkit includes all the materials for a  
successful outreach plan to your community and  
members alike

### Recruitment

- Use the toolkit to enhance your social media presence and engage non-members

### Retention

- Utilize the Newsletter Service resources to enhance your lodge newsletter  
[Available in the Members Section of the Sons of Norway website](#)

February 2020



## Discussion

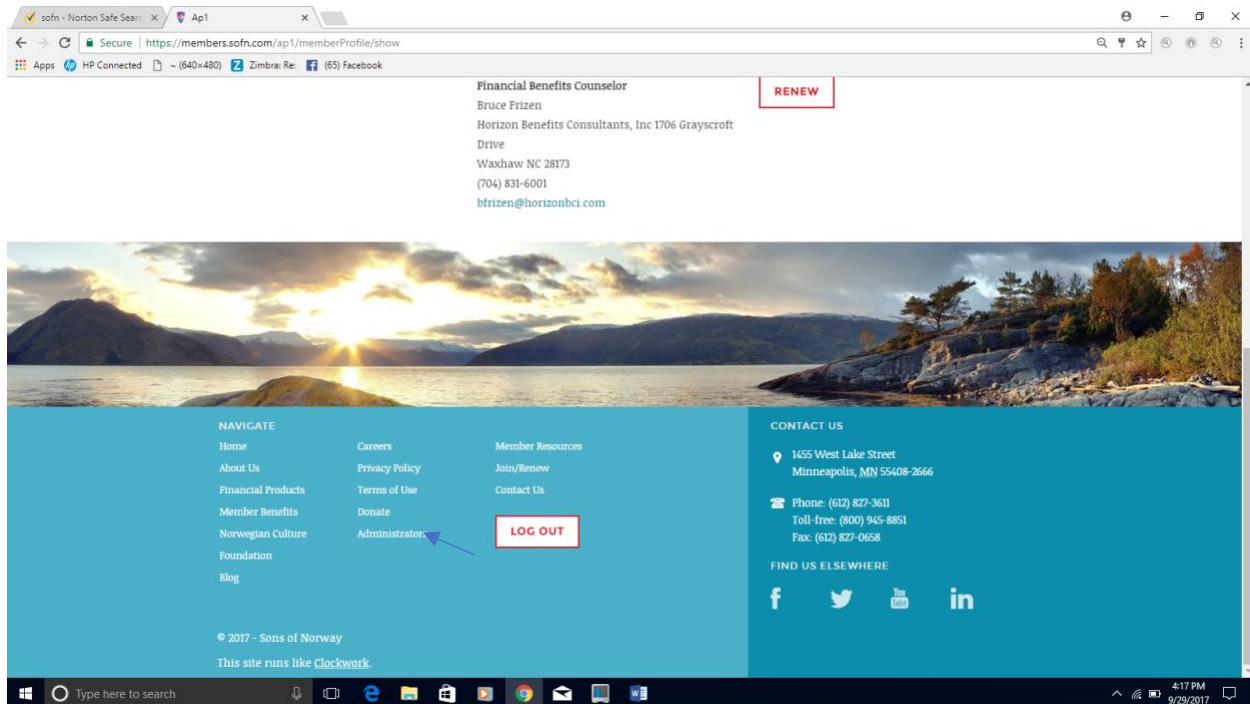
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- What unique ways is your lodge using to reach out to the community?
- Does your lodge have any success stories using some of these approaches?

## Part IV By the Numbers

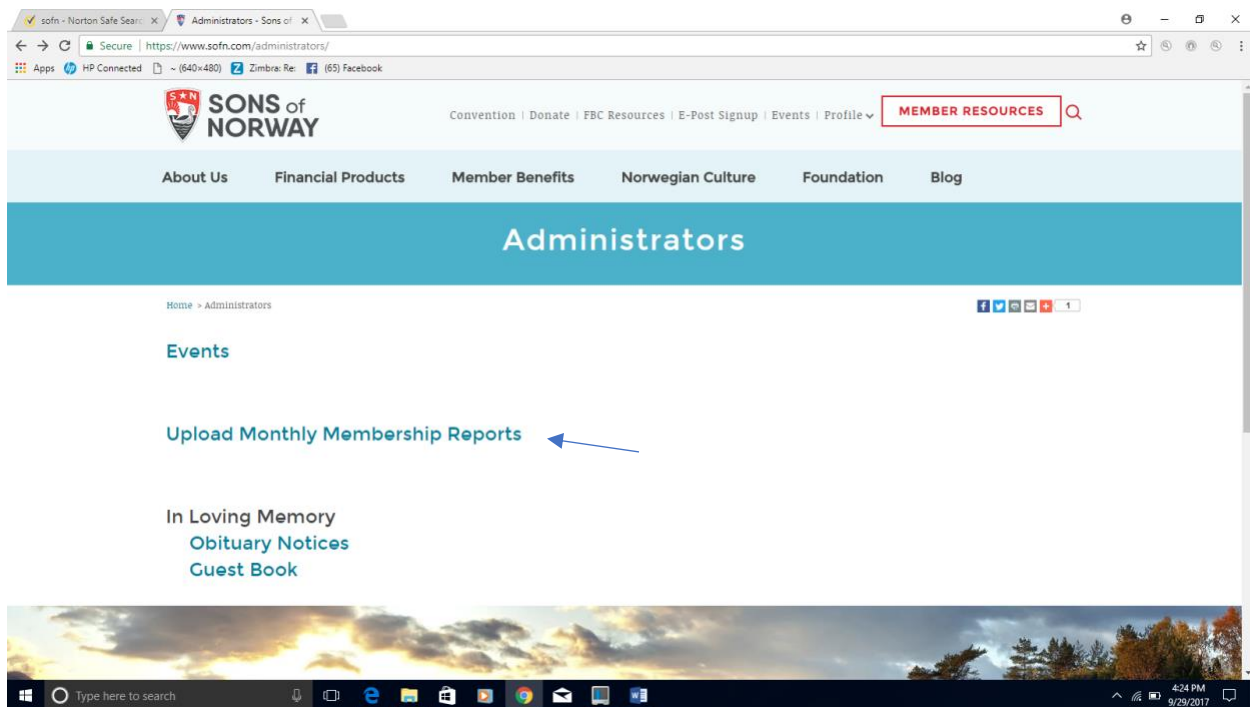
### How to locate Monthly Membership Statistics

These are really important reports and should be part of your monthly routine as zone director to study. There is a wealth of information to be had and note that when you reach the reports there are 4 separate reports available archived back to 2009. Count by Lodge, Members Joining and Leaving by District, Members Joining by Lodge and Members Leaving by Lodge.

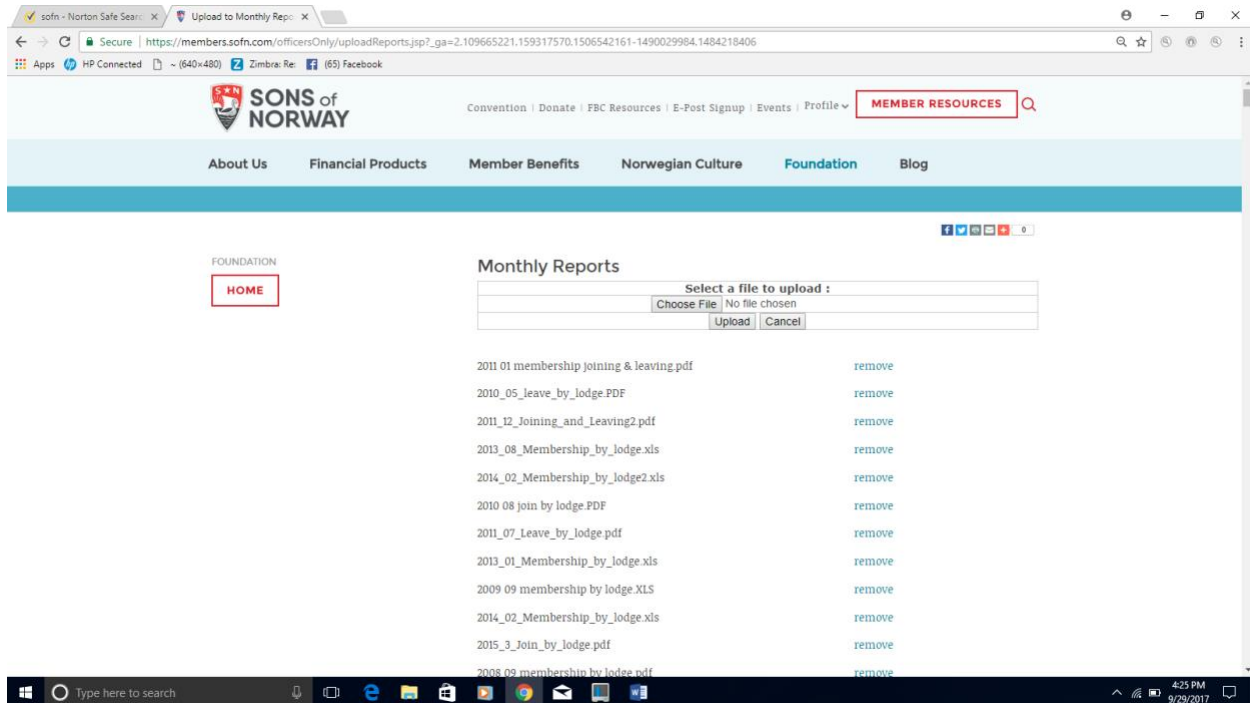


Go to Sons of Norway website [www.sofn.com](http://www.sofn.com) and log in using your username and password. You will need to scroll down to the bottom of the screen which appears and click on Administrators.

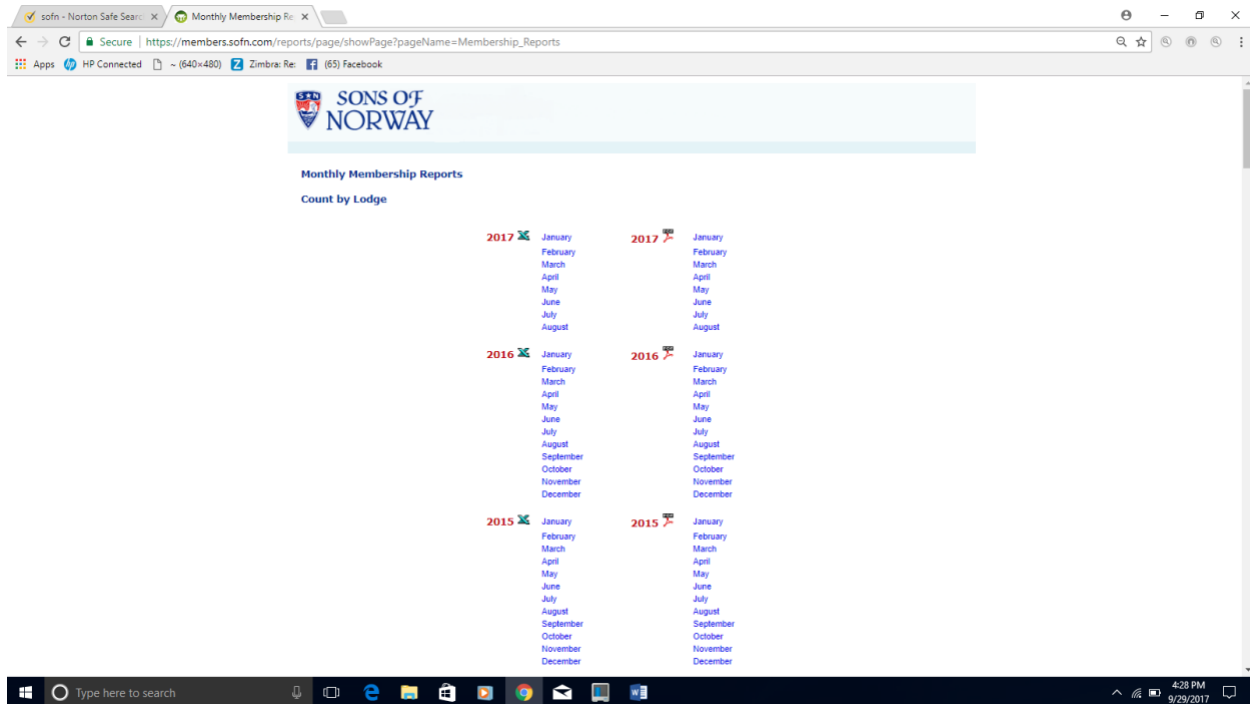
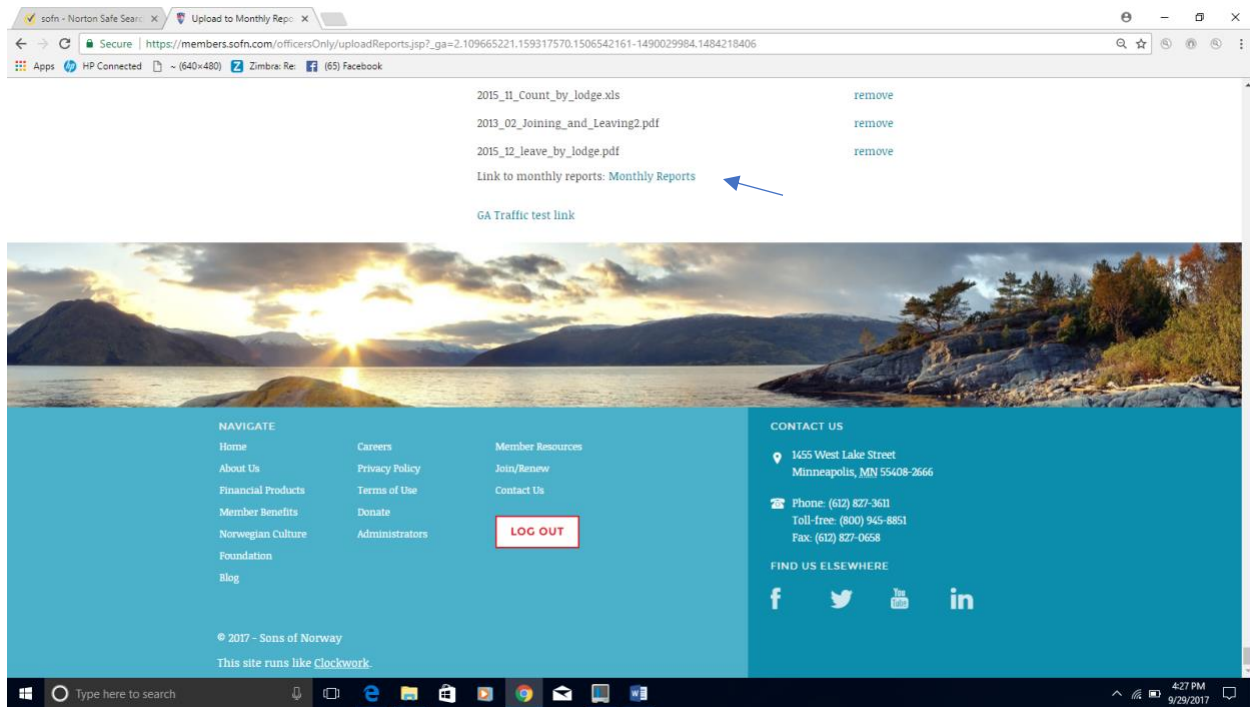
On the next screen click on "upload monthly membership reports."



From this screen you will need to scroll down to the very end and you should be looking at the very bottom of the listing where it says: Link to monthly reports: Monthly Reports. Click on the blue font and you will see the listing of all reports by year and month.



February 2020



February 2020

## Where to find the Monthly Lodge Activity Report

[https://members.sofn.com/reports/page/showPage?pageName=Membership\\_Reports](https://members.sofn.com/reports/page/showPage?pageName=Membership_Reports)

### *How to work the monthly lodge activity report*

The Monthly Lodge Activity Report is a very important tool for local lodge leadership and every member of the lodges board of officers should be familiar with it. Also, it should be a topic of discussion during every board meeting. It basically categorizes and identifies all the changes that have taken place during the previous month within the lodge. Think of it as a “bank statement” for your lodge or even “a cable or satellite TV bill”. It typically comes out on the first of the month or there about and is usually e-mailed to the lodge Vice-President or membership secretary. Zone Directors do not receive a copy for each of their lodges so they will need to retrieve them on their own. ( See instructions for obtaining Lodge Activity Report ). It appears in the PDF format.

The basic categories are:

1. Address changes/corrections: Lodge leadership needs to be given new Membership lists both in PDF and excel ( via e-mail )
2. Notice of Death: In the event lodge members are not aware this should be mentioned during subsequent meetings or via e-mail
3. Lodge officers who are not active members: Believe or not this occurs quite a bit. Efforts need to made immediately to find out why and if the member will not be renewing their position needs to be filled or declared open and someone else needs to pick up the slack
4. Reinstated Members: Always good news. Reinstated members should be welcomed backed and thanked
5. New members this month: Again good news and they should be welcomed, thanked, newsletters sent to them and personally welcomed to the next meeting or event
6. Heritage members turning 16: Efforts need to made to find out who the original sponsor was for these youth and if possible bring them on as dues paying ( discounted ) members.
7. Suspended/Cancelled Members: A bad category and is indicative of an unhealthy lodge if it is a recurring line item on the report. Don't give up though. Research why this member left and if possible obtain re-instatement.
8. Members whose dues are 45 days past due: Another bad category but it also serves as a warning with advance notice that you have a member in danger of being cancelled. In some cases its merely an issue of negligence on the part of the member or financial issues. This is the area that deserves the most attention from the lodge leadership and a program should be developed by local lodge leadership to deal with each member who appears in the activity report under this category on a case by case basis. If a member appears one month but does not appear again the next month and does not show up as cancelled/suspended your program and efforts are working.

### *Working with membership lists in excel*

NOTE: Dirk has prepared this section for the Zone Director; do we want to include it here? At some point the local lodge Vice President should be doing this

### *Creating baseline membership lists*

#### CREATING BASELINE MEMBERSHIP LISTS

Having a file for baseline membership lists is a useful tool for both local lodge leadership as well as zone directors. It's one of those things that you might use only rarely but when you need it, you will kick yourself for not doing it.

Unfortunately when going to [www.sofn.com](http://www.sofn.com) and looking up a lodge's membership listing only the most current one is available however both the PDF version and the excel version are updated fairly regularly as changes occur .

- To create the file simply designate a file in your documents and download the membership list. ( see instructions on finding membership lists ) It would be wise to do this in January and again in December.
- For local leadership this should be the responsibility of the Vice-President and or the Membership Secretary. This file should be archived and passed along to subsequent administrations.
- What comes to mind for local lodge leadership applications are:
  1. Finding addresses and email addresses for members who have left the order over the course of the year or in the past.
  2. Following up with exit interviews
  3. Following up on members who have turned 16 over the course of the year.
  4. Tracking your lodges member recruitment and retention progress if you don't have access to the reports published by Minneapolis.
- What comes to mind for zone directors is all of the above but also the unforeseen.
  1. You may need to help a lodge find an address or email address for a former member maybe to present them with a service pin or find out their reasons for leaving.
  2. You may need to find out the effective date of a member who gave a check to a former lodge president for membership renewal only to have the check go missing and their membership cancelled.
  3. You may have to research a heritage member who turns 16 and then is dropped and you would like to know who their original sponsors were.
  4. These are all actual situations I am dealing with or have dealt with and a baseline file going back years would have been helpful.
  5. Again, these lists should be passed along to the zone directors successor.



6. Working the lodge activity reports and retrieving effective dates/age/addresses and phone numbers.

Like I said you never know what will come up so better safe than sorry. Create the file and refer to it as needed. You won't regret it.

## 999 and 000 – Who are these people?

### **Lodges 000 and 999 - What's the difference?**

When a member joins Sons of Norway, they can choose to join a local lodge or a general lodge. Sons of Norway has two general lodge options: Central Lodge 000 and Spirit New Century Lodge 999. There is a 000 lodge and a 999 lodge in each district. What is the difference?

#### **000 Central Lodge**

Most members in Central Lodge joined Sons of Norway when they bought a Sons of Norway life insurance product or an annuity. Dues in 000 for owners of financial products are \$22.00 for the primary and \$13.50 for the spouse. If they don't own a product, the dues are \$45.50 for the primary and \$38.50 for the spouse.

Members without insurance may transfer into 000 if their lodge has dissolved or if they have moved to an area that does not have a lodge. Occasionally, a member with insurance who is inactive in his or her lodge will transfer into 000 to take advantage of the lower dues rate. If this lower rate was not available, these members would most likely cancel their membership entirely.

#### **999 Spirit New Century**

Most members in Spirit New Century joined the organization through the website. The website will automatically place individuals into the appropriate district based on their state of residence. The dues for 999 members are \$45.50 for primary and \$38.50 for the spouse.

### **Why join as a general member?**

Members join the general lodge categories for a wide variety of reasons:

- They have just heard of Sons of Norway and aren't aware of the existence of local lodges.
- They want to join a lodge but haven't chosen one at this time.
- The lodge they want to join votes on new members and they plan to transfer in later with lodge approval.
- They are undecided as to whether they want to be affiliated with a lodge.
- They do not have an interest in belonging to a Sons of Norway lodge.
- There are not any lodges where they live or within a reasonable driving distance.

### **Contacting general members**

A great way to grow your lodge membership is to contact general members in your area to invite them to visit and/or join your lodge. You can get a list of general members in your district from your district vice president. Craft a special postcard, letter or email to invite general members to a meeting or an event. Better yet, give them a call and make a personal invitation.

General lodge members may visit any lodge they would like. However, if they attend the lodge frequently, it is to everyone's benefit that they transfer their membership into the lodge. Treat a member transferring from 000 or 999 the same as you would a member transferring from another

local lodge. Only collect dues if the member is scheduled for renewal at the time of transfer. Otherwise, dues should not be collected.

**Questions? Need additional information?**

Contact **Sherry Gorse, Membership Services**, at (800) 945-8851 ext 643 or [fraternal@sofn.com](mailto:fraternal@sofn.com).

*Source: Viking Resource July 2013*

[http://www.sofn.com/members/content/vikingresource/07\\_2013\\_Resource.pdf](http://www.sofn.com/members/content/vikingresource/07_2013_Resource.pdf)

## Part V Key lodge administrative functions

### Code of Ethics

### Respecting Member Privacy

The following is from an attachment to the Dear Lodge Officer letter sent April 3, 2014 scanned to pdf and copied.

#### **Privacy Information**

At the Sons of Norway Headquarters we receive a lot of questions about the issue of privacy. Many lodges want to know how best to protect member information, while still making it available for Sons of Norway use. Below are some tips on how to protect member information:

1. Have your lodge discuss and implement a privacy policy. You can look at the one Sons of Norway publishes at <http://www.sonsofnorway.com/PrivacyPolicy.html> for an example.
2. Whether you are printing a District/Lodge member directory or posting information online, we suggest you place verbiage on the page similar to the following:

*This information is for official Sons of Norway business use only. Use of this information for solicitation or commercial purposes is a violation of the Sons of Norway privacy policy and is strictly prohibited.*

3. If you are publishing member information (member's name, birthdate, address, phone number or e-mail address) on a webpage or in a directory, alert the member of this ahead of time and give them the option to withdraw all or part of the information from publication. If the member has additional concerns about the availability of their information, have them contact Sons of Norway Headquarters.

The issue of privacy is complex. These three tips should help get the discussion started in your lodge and provide you with a basic framework for protecting the privacy of your officers and members.

If you have further questions about privacy, please contact Sons of Norway at (800) 945-8851.

## Liability Insurance

## Reporting Requirements

Generally, each March the Lodge President will receive a welcome letter from International which provides a brief description of general resources and responsibilities. See the Appendix for a sample letter.

### Form 990 and 990-N(the e postcard)

#### **Form 990**

Form 990 is an IRS form and must be completed and submitted to the IRS

The Purpose of IRS Form 990. Organizations exempt from income **tax** nonetheless have to report their activities to the IRS each year. This annual reporting is a requirement created by the Internal Revenue Code (IRC). Annual reporting is done on Form 990, Return of Organization Exempt From Income **Tax**.

Organizations that fail to file required Forms 990, 990-EZ or 990-N for three consecutive years will automatically lose their tax-exempt status. Revocation of the organization's tax-exempt status will happen on the filing due date of the third consecutively-missed year. Watch this IRS [YouTube presentation](#) for more information. **Note: SofN Minneapolis may pull your lodge's charter for failure or refusal to file the Form 990 (990-N) on the annual filing due date.**

#### **When is Form 990 due?**

Form 990 is due on the 15th day of the 5th month following the end of the organization's taxable year. For organizations on a calendar year, the Form 990 is due on May 15th of the following year.

For more information on the Form 990 – go to the IRS website <https://www.irs.gov/forms-pubs/about-form-990>

You may be able to obtain an extension to file the 990 by filing Form 8868. Note that the 8868 can not be used to extend the 990-N.

#### **Form 990-N**

990-N - Most small tax-exempt organizations whose annual gross receipts are normally \$50,000 or less are required to electronically submit **Form 990-N**, also known as the e-Postcard, by the 15th day of the 5th month after the close of your tax year. You cannot file the *e-Postcard* until after your tax year ends.

If your 990-N is late, the IRS will send a reminder notice to the last address we received.

While there is no penalty assessment for filing Form 990-N late, keep in mind that as noted above, failure to file for three consecutive years will result in automatic revocation of favorable tax status.

For more information on the Form 990-N go to the IRS website <https://www.irs.gov/charities-non-profits/annual-electronic-notice-form-990-n-frequently-asked-questions-and-answers>

## D-17

The D-17 is a statement of the financial position of the lodge. It must be filed with Minneapolis each year.

The D-17 procedures are in flux. Originally, it was sent to Minneapolis on paper. It transitioned to electronic submission in 2017 and 2018. However, the system had glitches and the process continues to be a source of consternation to all.

The procedure for 2018 was:

- Complete the form on line and submit
- Print the form and obtain appropriate lodge signatures (audit committee, treasurer )
- The system should notify the District President to approve the D-17
- The District President will approve the D-17

However, in practice we appeared to end up with both electronic and paper. Where the lodge would submit electronically, send a copy of the D-17 electronically to the District President. The District President would manually sign the D-17, scan it and send to Minneapolis.

It is quite possible the process will change in 2019.

## Lodge Achievement Form

Sons of Norway's Lodge Achievement program honors outstanding lodges and celebrates their excellence. Lodge Secretaries: please take a few moments to complete your Lodge Achievement Form (If, for some reason, the secretary isn't able to complete the form then the Lodge President should do so).

Lodges must complete and submit the Lodge Achievement Form to qualify for such honors as Gold, Silver, and Bronze Merit Awards, as well as District and International Lodge of the Year Awards. Lodges who do not complete the form will be ineligible for district and international honors.

Sons of Norway now offers you a choice of two ways to complete the form. You can download the new country specific PDF ([Canada](#), [Norway](#), [United States](#) (except for lodges in GA, ME, MI and TN), [U.S. lodges in GA, ME, MI and TN](#) ) and complete it by hand, or you may use our [online option](#) that allows you to complete the form and submit it via your web browser (*please note that this option must be completed in a single session*).

Additionally, you can now download the [Family Lodge of the Year form](#), or complete the [online form](#).

You can also download the [AFA End of Year Report Form](#).

If you have any questions about the Lodge Achievement Form or how to fill it out, please call 800-945-8851 or email [fraternal@sofn.com](mailto:fraternal@sofn.com).

Lodge Achievement Form <https://www.surveymonkey.com/r/SQMXRJD>

Family Lodge of the Year Rating Form ([https://www.sofn.com/\\_asset/6fvjg7/FLOTY\\_18.pdf](https://www.sofn.com/_asset/6fvjg7/FLOTY_18.pdf) )

The Family Lodge of the Year honors outstanding lodges that provide opportunities for family participation and involvement. This program recognizes lodges that build strong family and youth connections among their members and communities. Awards are determined by point totals. A total of 15 points may be earned.

**Note: This is another area where the procedures have recently changed. We will try to keep you informed if there should be more changes as soon as we know it. However, it is not unusual for Minneapolis to notify the lodges directly without notifying the District Board.**

## Passing of a Lodge Member

Reporting the Passing of a Member Viking Resource | Fall 2016 Informing Sons of Norway Headquarters about the passing of a member in a timely manner is extremely important. Not only does this knowledge mean that the member's name will appear in Viking magazine, but it also means that their families are spared the receipt of unwanted mail (dues renewal reminders) and, if they owned a financial product, any insurance claim can be processed quickly. Your assistance is needed. Please notify Sons of Norway Headquarters when a member passes away. To make certain that the information is received, the financial or membership secretary should notify Sons of Norway Headquarters as soon as possible by using one of these methods:

- Filling out and mailing in a Death Notice card.
- Emailing the member's name, member number and date of death to [fraternal@sofn.com](mailto:fraternal@sofn.com).
- Calling (800) 945-8851 ext. 643 with the member's name, member number and date of death.
- Faxing the information to (612) 827-0658.

Accuracy is Important When reporting a death, please:

- Avoid embarrassment by verifying that the member being reported as deceased has actually passed.
- Provide accurate information on the notice, including correct spelling of the name and a correct member number.

When Mistakes Happen

Occasionally, mistakes are made and a member is reported as dead or coded as dead in error. How will you know if there has been a mistake? Check your Monthly Lodge Activity Report, which is sent to the lodge vice president and financial or membership secretary on the second of every month. This report has a category where people who have been coded deceased in the previous month are listed. If there is a mistake, please contact Sherry Gorse, [fraternal@sofn.com](mailto:fraternal@sofn.com) or (800) 945-8851 ext. 643 immediately. In Loving Memory Once a member's death has been reported, their name will be listed in a future issue of Viking in the "In Loving Memory" section— usually a deceased member's name will appear three to four months after the death is reported. Need Death Notice cards? Download cards from Lodge Leadership Resources > Administrative Resources in the Members Resources section of [www.sonsofnorway.com](http://www.sonsofnorway.com) or contact Mary Henkels, Supply Department, [supply@sofn.com](mailto:supply@sofn.com) or (800) 945-8851 ext. 645 to order a supply of cards.



## Procedures for lodge mergers

When a Sons of Norway local lodge is considering disbanding or merging, written notice should be sent to the Sons of Norway Headquarters. We normally encourage a local lodge to consider merging with another lodge rather than disband. It is of primary importance to seek a solution that will protect all members concerned.

Before the onset of merger negotiations, the respective District President must be notified. At the same time, updated membership list(s) of the lodges involved should be sent to the presidents of those lodges.

**Legal Note re Incorporated Lodges:** If lodges have an incorporated subsidiary, such as a building corporation, all merger considerations must be handled in accordance with the provisions of the law in the state (or province) in which they are located. The services of a competent local attorney should be secured before definite merger plans are developed. General questions may be sent to Sons of Norway legal counsel.

### **Preparation of Merger Procedure**

A. A small, joint (merger) committee is appointed consisting of an equal number of representatives from each lodge. Three from each lodge is suggested.

B. These representatives are instructed by their respective lodge concerning matters to be given consideration in the merger discussions.

### **Major Matters for Merger Negotiations**

A. Target date for completion of merger - A merger should take place at the end of a quarter.

B. Disposition of lodge funds and assets - All money and assets of the merging lodge shall go into the treasury of the new lodge.

C. Future dues - All members of the merged lodge will pay the same dues after the merger date. Set the dues.

D. Name and number of lodge following merger - There are several options that the newly formed lodge may choose from. They could retain the name and number of the lodge into which the smaller lodge merged. They could adopt a name that incorporates the names and numbers of both lodges. They can retain the name of one lodge combined with the number of the other. They can also select a completely new name, retaining the number of the larger lodge. Etc.

E. Adoption of new bylaws - Content of the New (after merger) Lodge By-laws should be agreed upon during the merger negotiations.

### **Approval of Merger Proposal by Individual Lodges**

- A. Merger Proposal(s) should be submitted to each lodge concerned.
- B. A (written) Statement of Agreements should be reported to each merging lodge and the International Headquarters. On receipt, the latter produces a membership list and labels for all dues-paying adults in the merging lodge (to be used in mailing memorandum of Membership options following lodge merger).
- C. Thirty days (30) advance notice MUST be mailed to each member of the merging lodges, setting forth the time and place of their lodge meeting to consider the subject merger.
- D. Merger Agreement must be approved by 2/3 majority of members present and voting

### **Completion of the Merger**

With all merger negotiations concluded and the Merger Agreement approved by both lodges, plans for completion of the merger should be executed.

- A. Disposition of Membership Records, including a complete list of members and dates to which the dues have been paid, should be turned over to the financial secretary and treasurer of the lodge with which the members are uniting. If a new lodge has been created from the merging units, the records should be turned over to the new financial secretary and treasurer.
- B. Membership options following the merger - International Headquarters prepares and mails a memorandum to merging lodge members with distribution to the District President.
- C. First meeting of the merged lodges - Written invitations to the first meeting of the merged lodges should be mailed to all members concerned by the new lodge officers. If possible, a District Officer or International Director should be invited to attend and to participate in the meeting. Recognition should be given to the officers of the merging lodges.

### **Lodge Disbanding Procedures**

Sample letter sent to the local lodge President by the International. If you are considering disbanding your lodge, contact your Zone Director, District Vice-President and District President.

Dear President

This letter is in response to our conversation today about xxx Lodge. This letter suggests some alternatives to disbanding the lodge and explains the disbanding process.

xxx Lodge is within 45 miles of another lodge: yyy. Merging with another lodge is a good way to sustain the life of your lodge by combining with a more active community of members.

In a formal Lodge Merger, a committee of at least three members from each lodge meets together to determine whether a merger would be amiable to both parties. If both lodges agree to merge, than further meetings are made to determine the details of the resulting new lodge: lodge name, number,

dues amounts, officers and meeting location. Once they are ready, the lodges hold an Institutional Meeting for the new lodge. Often, the new lodge will keep the name of one lodge but the number of the other, retain the name and number from one of the lodges, or chose a new name altogether. In a formal merger, the governments of the two lodges are merging together to form a completely new entity.

While it is not an official type of merger, your lodge may choose a scaled down version of this process. Several disbanding lodges choose to transfer all their members into another local lodge. In this case, the first lodge ceases to exist and the second lodge gains an influx of new members. The receiving lodge retains its name, number and dues rates and its officers remain the same until the next election. This sort of mass transfer is a good way to keep your members connected with each other and with Sons of Norway if a formal merger is not possible.

If your lodge should decide to hold a vote to disband, a series of two meetings is needed:

- At the first meeting, it is announced that there will be a vote held to disband the lodge at the next monthly meeting. Written notice should be available to all members attending the first meeting.
- A written notice should be mailed to all members prior to the 2<sup>nd</sup> meeting. You can send out a special mailing or include the notice in your monthly newsletter.
- At the second meeting, hold the vote to close the lodge. Only those present can vote. If eight or more members vote to keep the lodge open, the lodge cannot disband.

If the lodge votes to disband, you would mail the following to Sons of Norway Headquarters:

- A completed "Official Notice of Lodge Dissolution" form.
- The lodge's original charter document, if available.
- A completed D17 financial form for the current year up to the date of the vote.
- A completed "Funds Disbursement Notice," detailing plans for any remaining lodge monies. These plans must be approved by Sons of Norway Headquarters before any distribution takes place.

Any flags or regalia should be offered to your Sons of Norway District.

Once we have received this paperwork, a letter will go out to all members explaining how to transfer into another lodge. If members don't transfer into another lodge, they will remain Sons of Norway members assigned to central lodge.

Please contact me with any questions,

Sherry Gorse  
Membership Services  
Sons of Norway  
1-800-945-8851 x643  
Fraternal@sofn.com

## Part VI Finding Your Way around the Sons of Norway Website

(demonstrate where things are on the web; eventually add screen shots)

Profile left side of page has officer access documents

- Sons of Norway website→ Members Log-in→ Membership List
- Sons of Norway website→ Members Log-in→ Lodge Officer Updates
- Sons of Norway website→ Members Log-in→ Lodge Activity
- Sons of Norway website→ Members Log-in→ Lodge Achievement Form
- Sons of Norway website→ Members Log-in→ Member Resources (red box) → Lodge Leadership
- Resources→ Administrative Resources → Leadership Guidelines Sons of Norway website→ Members Log-in→ Member Resources→ Governing Documents→ Charter and Constitutions
- Lodge Bylaws
- Sons of Norway website→ Members Log-in→ Member Resources→ Governing Documents→ Policies
- and Procedures
- Sons of Norway website→ Members Log-in→ Member Resources→ Lodge Forms→ Financial Forms
- Financial Statement Form D-17

**Key Takeaway: Have your member card readily available unless you have memorized your member number!**

## Part VII Utilizing Social Media and other Communication Tools

### Social Media Policy

#### **Sons of Norway Internal Social Media Policy (check for updates before distributing)**

As an employee of and representative for Sons of Norway within the social media sphere you will be expected to adhere to the following policy:

Follow all applicable Sons of Norway policies

- Always abide by the ethics policies set forth by Sons of Norway and live the mission/vision of the organization

Act responsibly and ethically

- When participating in online conversations or communities do not misrepresent yourself. If you are not an International Board officer, HQ staff member, etc. do not represent yourself as one.

Be professional, accurate and honest

- One of the worst things you can do online is to build a reputation for being unprofessional or dishonest, because it can have wide ranging negative affects. Errors, omissions or unprofessional language reflect poorly on Sons of Norway and may result in liability for you or Sons of Norway

Use good judgment

- Always think before clicking the send/submit/post/etc. button. Consider whether the information is appropriate to the audience, is it in-line with the official messaging, does it misrepresent any facts (intentionally or otherwise), etc.
- If you are ever in doubt, don't post it. Instead, contact the appropriate staff member and discuss it further.

Abide by the law and respect copyright laws

- Ignoring copyright law can leave Sons of Norway, or yourself, vulnerable to legal action.
- Never take/use/post content written/recorded/created by someone else and try to pass it off as your own. Always be clear that it belongs to someone else.
- Whenever possible, ask creator for permission to use their content. At the very least, cite their name/username/location where the content was obtained.

Be yourself

- Each person's individuality is something that should be celebrated. Let your own personality shine through when using social media—that's part of its attraction.

Add value

- Part of what makes social media so unique and enjoyable for millions of users is the community aspect, where users bring new and interesting information to the community to share. This adds value for everyone participating, so always look for ways you can add value to the conversations happening.

Be mindful of the permanent memory of the internet

- It's been shown that no matter how hard you try, once content is uploaded to the internet it will exist FOREVER somewhere, be it on a public server, private workstation, etc.
- Keep this in mind before posting anything to the internet because if you make a statement you might regret later on, there could be lasting repercussions.

Be a scout for compliments and criticism

- Social media is all about community and conversations. We want to be part of them, so always be on the lookout for mentions of Sons of Norway in the various social media sites you frequent.

Always disclose your affiliation

- This is important because if you do not disclose your affiliation/relationship with Sons of Norway right away it can reduce your credibility. In today's net culture, failing to mention your relationship with Sons of Norway makes you appear suspect.

State that it's YOUR opinion (IMHO)

- Whenever commenting on issues related to Sons of Norway or its subsidiary brands, it is a good idea to preface your statement with IMHO (In My Humble Opinion) unless you have been authorized to speak in an official capacity on behalf of the organization.
- Another way to approach this issue, in cases of blog posts or longer online communications, is to state that "the views expressed here are my own and do not reflect the views of my employer"

Write in the first person

- Always write in the first person for credibility. Use "I" statements, rather than "we".

Use a disclaimer if you post a comment outside Sons of Norway channels, publish a personal blog post or share an image that has something to do with your work at Sons of Norway.

- In cases where you are weighing in on issues related to Sons of Norway with an opinion, use a disclaimer like the following: "the views expressed here are my own and do not necessarily reflect the views of Sons of Norway"

Get approval before announcing any company news via social media tools/sites

- Never "break news" or make the first announcement of any company about how to proceed, don't post anything. Instead, contact the correct staff and discuss the matter further.

Be the first to respond to your own mistakes and take responsibility

- Often in the social media arena people post comments/content that contains mistakes, factual errors, or inappropriate content. If you are ever party to this, it is your responsibility to take responsibility for the errors and make appropriate amends (correcting information, apologizing in cases where others were offended, etc.)

Let subject matter experts respond to negative posts

- This is self-explanatory. In cases where a discussion is occurring about a subject which you are not knowledgeable, please defer comments to one of the many experts available on staff.
- If you think that the expert might not be aware of the discussion, please make them aware immediately.

## Creating a Facebook Page

[\(https://www.sofn.com/member\\_resources/lodge\\_leadership\\_resources/administrative\\_resources/communications\\_tool\\_kit/using\\_facebook\\_to\\_connect\\_with\\_members/\)](https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/communications_tool_kit/using_facebook_to_connect_with_members/)

Creating a Lodge Website

Lodge Programming

([https://www.sofn.com/member\\_resources/lodge\\_leadership\\_resources/lodge\\_programming/](https://www.sofn.com/member_resources/lodge_leadership_resources/lodge_programming/))

Cultural Programming([https://www.sofn.com/member\\_resources/cultural\\_programming/](https://www.sofn.com/member_resources/cultural_programming/))

Communications Tool Kit

([https://www.sofn.com/member\\_resources/lodge\\_leadership\\_resources/administrative\\_resources/communications\\_tool\\_kit/](https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/communications_tool_kit/))

## Appendix

Lodge President Welcome Letter

**Note: tried to convert from pdf but formatting not good**