



**COMMUNITY
INVESTMENTS
PROGRAM**

**GET ON
TARGET**



**Elks
National
Foundation, Inc.**

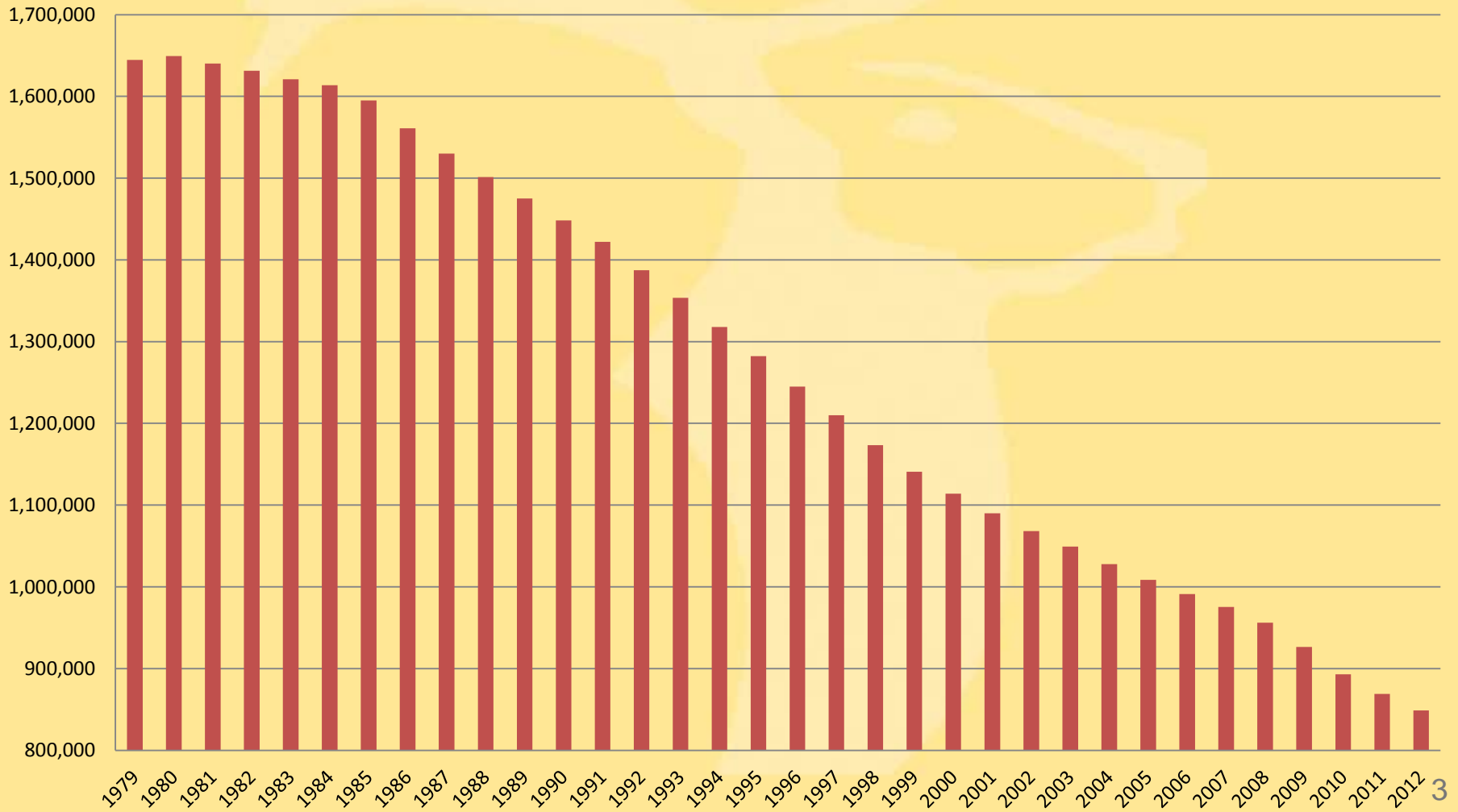
ENF Grants: Raising Your Lodge's Community Profile





The Future of Elkdom

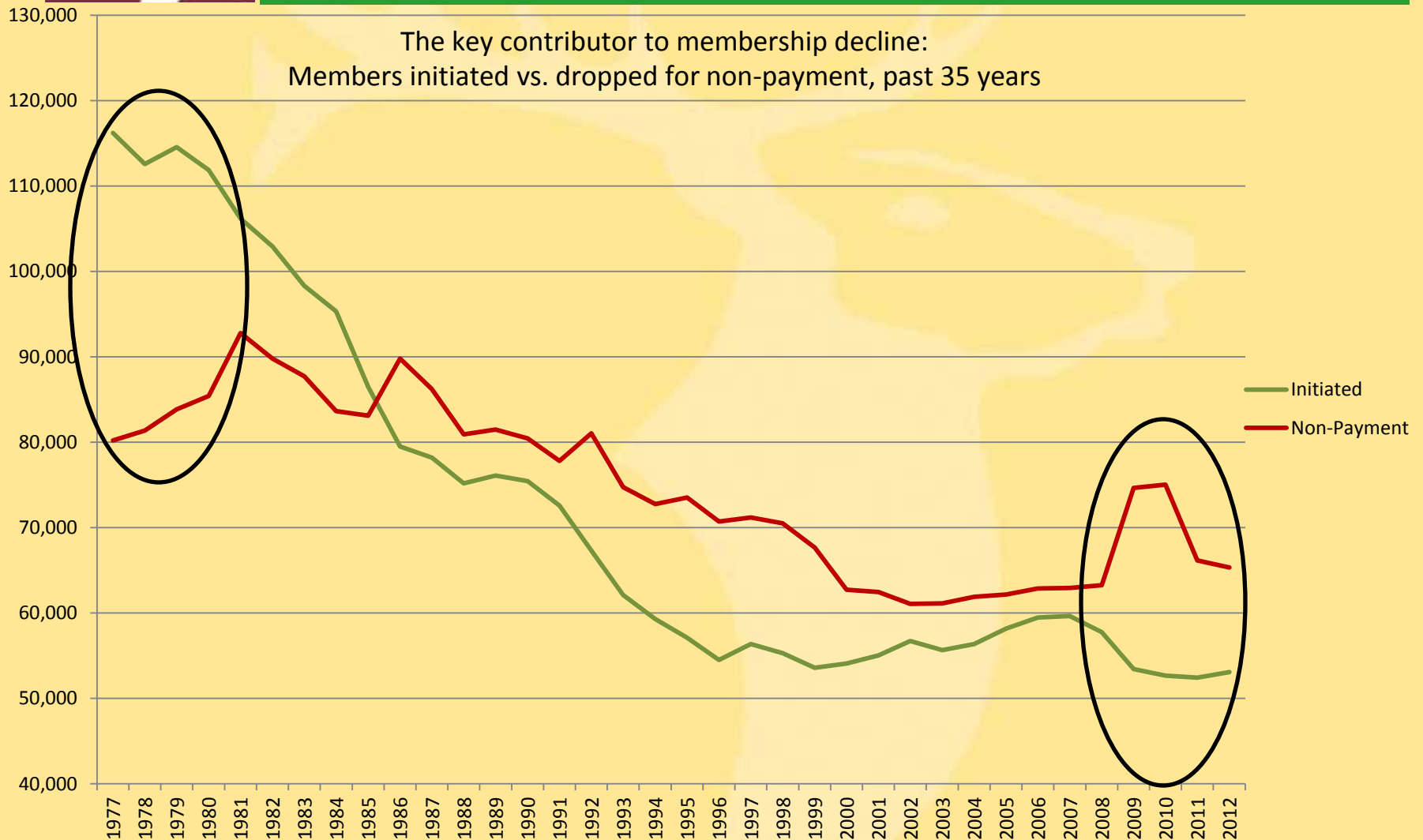
Elks Membership





The membership problem in two lines

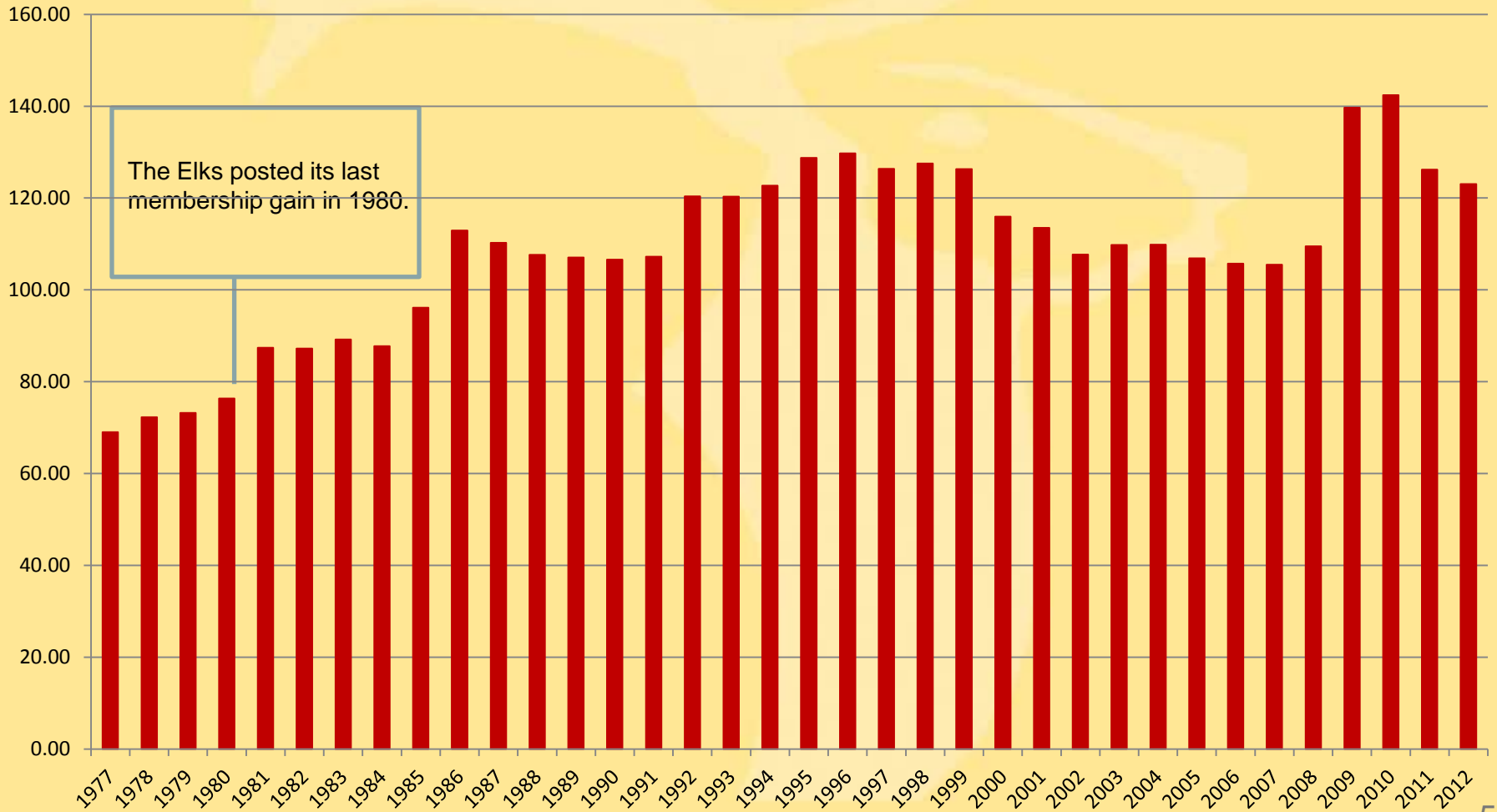
The key contributor to membership decline:
Members initiated vs. dropped for non-payment, past 35 years





Who's Guarding the Back Door?

Members dropped for non-payment, per 100 initiated





Hard Facts

- Last membership gain: 1980.
- Consecutive years of losses: 32.
- April 1, 1980, membership: 1,649,155.
- Current membership: 848,800.
- Lost members: 800,355.
- Average loss, past five years: 2.74 percent.
- Average loss, past two years: 2.51 percent.

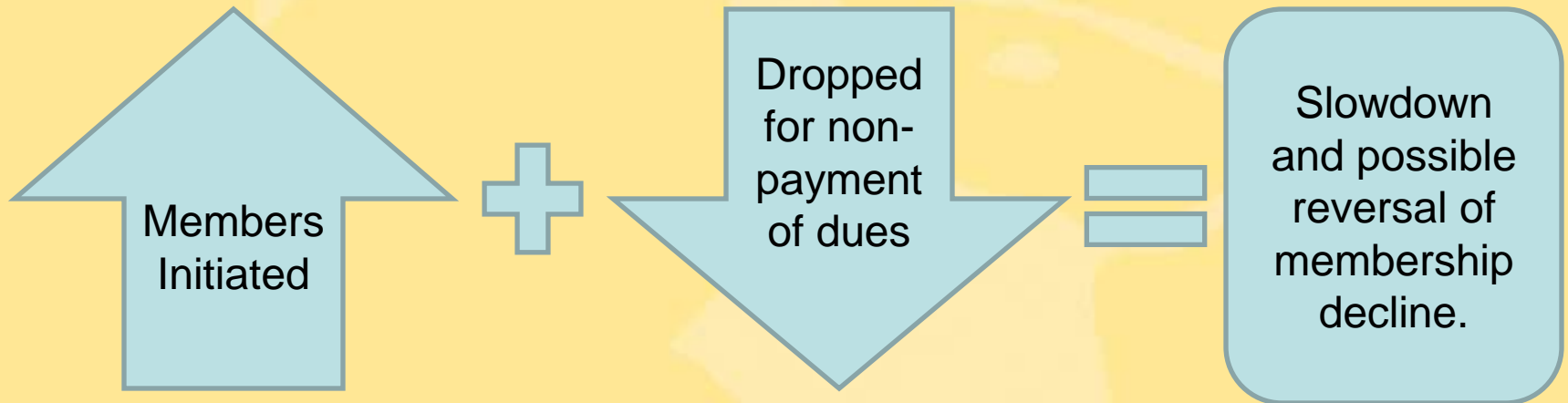


Where We Are Headed...

Year	at 2.74% loss	at 2.51% loss
4/1/2013	825,527	827,532
4/1/2014	802,891	806,796
4/1/2015	780,877	786,581
4/1/2016	759,466	766,871
4/1/2017	738,642	747,656
4/1/2018	718,389	728,922
4/1/2019	698,691	710,658
4/1/2020	679,534	692,851



...Unless We Change Course





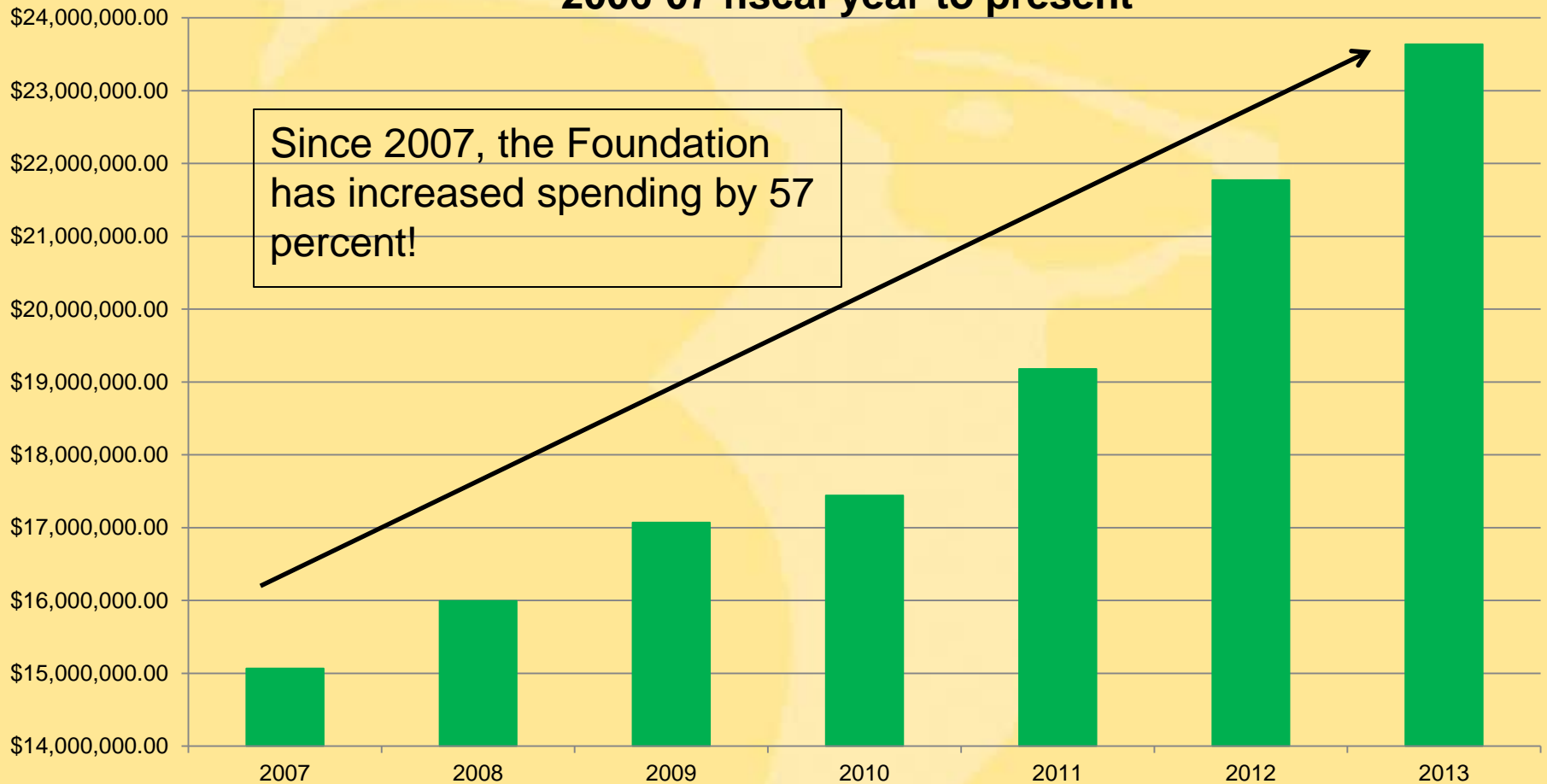
Raising the Elks' Profile





Increased Spending

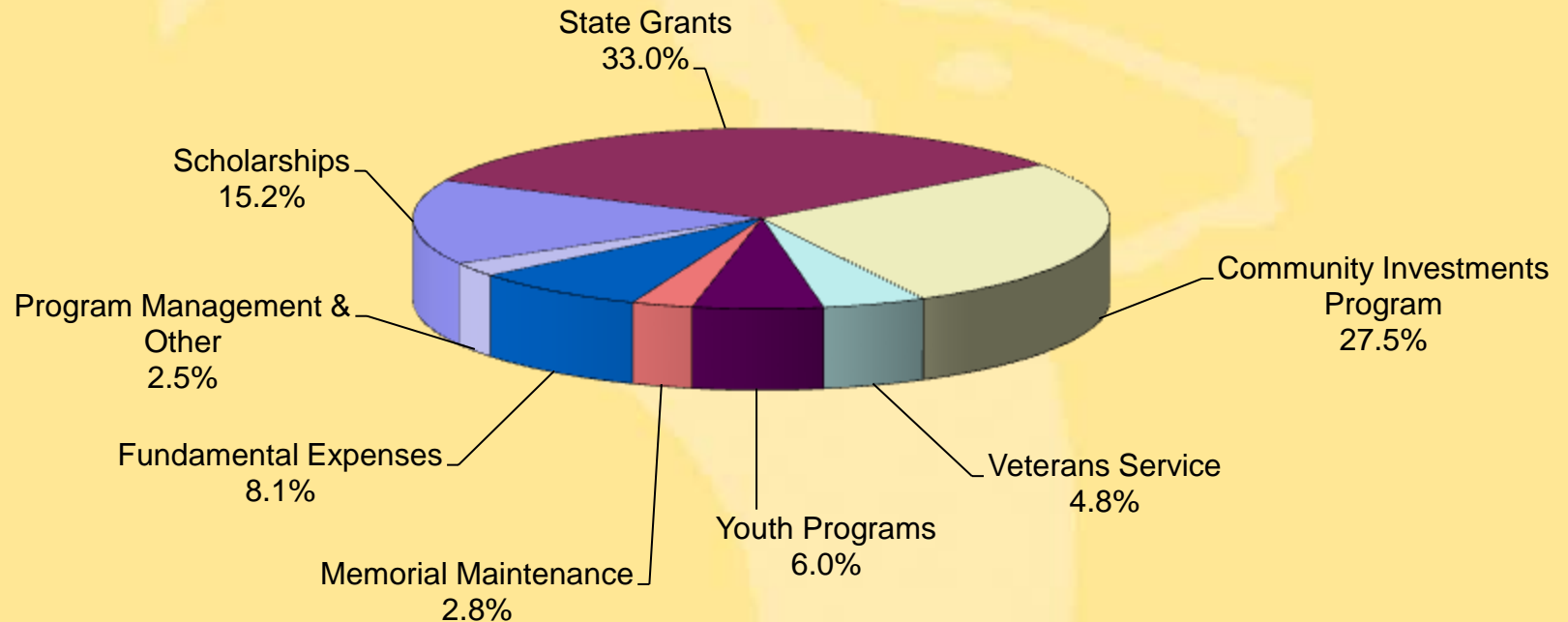
**ENF Distributions from
2006-07 fiscal year to present**





Grants and Appropriations

The ENF will spend a record **\$23.6 million** in 2012-13, as follows:





Community Investments Program



In 2012-13, the ENF will invest **\$6.5 million** in Elks communities through Lodge grants that help Elks serve their communities.



Community Investments Program

- Elks-identified service **can**:
 - ❖ **Energize** the membership;
 - ❖ Encourage former members to **return** to the fold;
 - ❖ And **gain** the notice of people who want to be part of an organization that's doing great things.



Panelist: Donna Forstrom Oak Ridge, Tenn., Lodge No. 1684



The Oak Ridge Lodge meets the needs of local youth by using a Promise Grant to host six "**Drug-Free Safe Zone**" concerts for children of all ages. These concerts provide a safe environment for music lovers of all ages to enjoy time with friends outside of school hours.



Panelist: Don Irons

Brigantine, N.J., Lodge No. 2428



Using a Promise Grant, the Lodge brings youth and veterans together for the Lodge's annual Flag Day celebration.



Panelist: Betty Archambault St. George 'Dixie,' Utah, Lodge No. 1743



Betty has been named the first **CIP Volunteer of the Year** for her tireless work with the *Pantry Partners for Success* Impact Grant project!



Panelist: Shirley Pavlovich Sahuarita, Ariz., Lodge No. 2851

Shirley noted the need for baby products at the pantry, and gathered members of her Lodge to come up with a plan to rectify the problem. From that, the baby shower was born. The Lodge has used its Gratitude Grants two years in a row to host the event.





Five Steps to Effective Service





STEP 1: Meet a Need



“We believe veterans deserve all the help we can give them. ENF grants are wonderful and help us to undertake projects that help veterans.”

--Marilyn Grasser, Project Manager
Palmer, Alaska, Lodge No. 1842



STEP 2: Get Lodge Support

- Get members interested. Use your Lodge's website, email, Facebook page and/or bulletin to promote the grant project and seek volunteers.
- Get it on the calendar. Discuss how the Lodge will use the grant at a Lodge meeting. Encourage members to get involved.





STEP 2: Get Lodge Support

“Our Lodge is more than just a place to socialize and to be entertained. What we do as Elks and responsible citizens can have a tremendous impact on people. And, it can warm your heart and soul like no other. This is why I am proud to be an Elk. I encourage all of you to become more active in our Lodge’s volunteer work. You won’t be disappointed.”

--Donna Lynn Murphy

Excerpt from Secretary’s Corner

Newark, Del., Lodge No. 2281



The Lodge used a Promise Grant to hold a fishing derby. Here one of the participants enjoys the fruits of his labor.



STEP 3: Plan the Project



“Our Lodge members work hard to develop community projects that help children of all ages to develop life skills that will make them better citizens and good neighbors. ENF Grants help us accomplish this.”

--Eric Hamilton, Project Manager
and Secretary
Petersburg, Va., Lodge No. 237



STEP 4: Make the Most of the Project



Be Loud.

Be Visible.

Be Proud.



STEP 5: Celebrate Your Success!

After the Project

- Tell your story to the media.
- Consider what aspects of your project are of interest to the public, e.g., the Lodge set a record collecting food for the food bank.
- Promote the Elks as well as the project to encourage your community to become more involved in your Lodge.
 - Send out a news release.
 - Share photos and videos of your project.

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- [High water and flooding from TS Debby hits Sarasota](#)
- [Damage at Marina Jack in Sarasota](#)
- [Weak tropical storm causes damage on Suncoast](#)
- [Tropical weather system drenches the Suncoast](#)
- [North Trail hotel owner wants to know, where's the money?](#)
- [40 years later, Title IX has had drastic influence in sports](#)
- [Emergency operation centers on alert for flooding this](#)

Elks feeding little empty tummies Jun 15, 2012 05:13 PM EDT (1/13)



STEP 5: Celebrate Your Success!

After the Project

- Recap the project on your Lodge website, bulletin, etc. Keep members informed and engaged. Build excitement for next time!
- Don't just tell other Elks, though. Promote the project to the community at large. If people see the good you're doing, they'll want to be a part of it.





Media Coverage = Visibility

“We have received significant media coverage in the local newspaper. ... In addition, we have received verbal feedback from members of the community telling us how impressed they are, and how much they appreciate what we are doing to help the children in the community.”

--Project Manager Jeff Miller
Wheeling, W.Va., Lodge No. 28



Community Investments Program



Impact Grants

- \$2,500 to \$10,000 grants.
- All Lodges welcome to apply.
- Competitive selection process.



Gratitude Grants

- \$2,000 grants.
- Eligibility contingent on reaching GER's goal for per-member giving to the ENF.
- Charitable community activity.



Promise Grants

- \$2,000 grants.
- Available to the first 500 Lodges that pledge to host an Elks-led youth event.



Beacon Grants

- \$1,000 grants.
- Available to every Lodge.
- Must be used for an ongoing, Elks-led community project.



Gratitude Grants

How does it work?

- The Lodge Secretary is notified through CLMS once the Lodge reaches the GER's per-capita goal of **\$4.50**.

CLMS2Web: Home READ ONLY MODE

Home | Register | Reports | Settings | Officers/Committees | Accounting | Options | Staff | Messaging | Support | Help

Home | [Search & Filter](#) | [CLMS2Web](#) | [About Us](#)

CLMS: CLMS2 (urlID: 315296) Type: AZMER Mode: READONLY Server: web/MemberMgr2 System: FALSE
Active Lodge: Deer Runways, IL No. 1518 (4194) Last annual report submitted for year: 03/31/2012

Lodge Secretary News

- [Help with out-of-balance issues.](#)** **New!**
We may be able to point you in the direction of records that are contributing toward your out-of-balance situation if your lodge member ending count does not match the active member count. (Issue 06/15/2012)
- [CLMS2WEB & PC and eEks.org will be down July 14 & 15, 2012.](#)** **New!**
We are giving advance notice that we'll be doing extensive maintenance on this weekend so that you may plan your time accordingly. (Issue 06/15/2012)
- [Electronic Membership Applications Coming Soon!](#)**
Starting May 15, 2012, members of the Eka will be able to send membership invitations to friends and family via the eEks.org website. Invites that can then "click through" to submit their membership application online. Lodge Secretaries will be notified of these applications via the "Alerts" screen of CLMS, and can import the data directly into their database with the simple click of a button. (Issue 04/30/2012)
- [Letter from Grand Secretary Bryan Clark](#)**
Regarding end-of-the-year reporting and Grand Lodge Per-Capita and Assessment payments. (Issue 03/28/2012)
- [Let's keep the year-end process simple](#)**
Plan to keep member status changes and payments segregated by Lodge year. What does that mean? (Issue 03/01/2012)
- [New Lodge Year Form Submissions](#)**
Starting on February 15, all lodges will be required to submit their new lodge year form submissions through clms2web. These submissions will replace the hardcopy forms that have been required in the past. (Issue 01/20/2012)
- [What to do when you can't figure out CLMS2WEB or CLMS2PC](#)**
You can often get your answer quickly if you are smart about your approach. (Issue 10/14/2011)
- [Computation of Costs](#)**
Computation of Grand Lodge dues for the 2012/2013 lodge year. Note that these per-capita amounts are already set for you in CLMS2 in the prepaid rates section. (Issue 10/03/2011)
- [New Membership Inquiry System Now Online](#)**
Members of the public can now express interest in joining the Eka by submitting a simple online form. Inquiries within your lodge jurisdiction will be emailed to you automatically, and a notification will display in the "Alerts" section of CLMS2Web. (Issue 06/21/2011)
- [Options Started with CLMS2 \(Updated 10/21/2011\)](#)**
PC MC is an online hosted solution to manage RFP File & Lodge Membership Data. It's fast,

ENF Hotline for Lodge 1510

- [Make an Impact!](#)**
Impact Grants of up to \$10,000 are intended to help Lodges address unmet needs in communities where Eka live and work.
Application started. [Click here to continue.](#)
- [Thank You and Congratulations!](#)**
Since your lodge has met this year's GER Per-Capita giving goal, you qualify for an **ENF Gratitude Grant**.
Application approved. [Click here to review.](#)
- [CIF Info](#)**
Visit the ENF website for more information about the **[Eka Community Investment Program](#)**.
- [ENF Remittance Sheets](#)**
Learn how to **[submit an ENF Remittance Sheet through CLMS](#)**.

Links

- [Order Lodge Supplies](#)**
(Issue 06/28/2011)
- [Update Eka.Org Account](#)**
Change your eka.org user name, password, or email address. (Issue 01/17/2011)
- [Lodge Secretary Manual](#)**
Code S30800, Revised 12/2011. (PDF format, 2.0 MB) (Issue 02/12/2011)
- [Other Manuals](#)**
Grand Lodge Manuals available for download. (Issue 01/12/2011)
- [Edit Virtual Home Page](#)**
Post information about your lodge to your Grand Lodge Virtual Home Page. (Issue 01/12/2011)



Online Application

It's as easy as 1. 2. 3.

1. Lodge notification posted to CLMS.

2. Click on online application link.

3. Complete and submit the online application.

Logged in as [doble keller](#) | [Admin Area](#) | [My Dashboard](#) | [Edit Profile](#)

Elks National Foundation 2012-13 Gratitude Grant Application

Gratitude Grants

Congratulations! Your Lodge has reached the GER's per-capita goal and is now eligible for a Gratitude Grant. Gratitude Grants are our way of saying thank you for your Lodge's generosity and are now worth \$2,000! Gratitude Grants allow Lodges to directly address their local needs. They offer an opportunity for Elks to think about how best to serve their community and make it stronger.

This is your Lodge's opportunity to serve the community. We encourage you to use the grant to raise your profile in the community and inspire your neighbors to join the Order. [Click here for more information and details on Gratitude Grants](#), including information about new grant guidelines this year.

Here are the four steps in Gratitude Grant process:

1. Complete and submit the online application before May 31, 2013.
2. Upon approval, your Lodge will receive a formal letter, a grant check, and a required Final Report Form.
3. Use your Gratitude Grant to make a difference in your community.
4. Mail the Final Report Form, along with all grant-related receipts, to the ENF. **This is a required form. Lodges that do not complete this step will not be eligible for future grants.** The Final Report Form is due by August 31, 2013.

Please note that Gratitude Grant activity must take place between October 14, 2011 and July 31, 2013 and are subject to ENF approval. Gratitude Grants are intended to make a difference in the Lodge community by supporting a local cause. Gratitude Grants may not be used to support a state major project or to repair a Lodge facility. In accordance with new guidelines, Lodges may not use grants to fund scholarships, youth awards nights, hold fundraisers, or organize poster/essay contests.

For more information, please contact the Programs Department at ENFPrograms@elks.org or at 773/755-4730.

2011-10-14 00:00:00

Dashboard - Get started on your online application.

This is your Dashboard, where you can keep track of everything that you have done and everything you still need to do in the process of submitting your application.

Gratitude Grant

1. [Contact Information](#)
Verify your contact information and include a secondary contact, if applicable.
2. [Grant Description](#)
Explain what you plan to do with your Gratitude Grant.
3. [Budget](#)
Estimate the costs to hold your event.
4. [Preview & Submit Application](#)
Take a final look at your application before submitting it.



Gratitude Grants

What are the steps in the process?

1. Complete and submit the online application by May 31.
2. Upon approval, your Lodge will receive a formal letter, grant check, and Final Report Form.
3. Use your Gratitude Grant to serve your community.
4. Send in the required Final Report Form, along with all grant-related receipts.



Online Applications

- Applications available July 1 through CLMS and grant webpages.
- Complete and submit online application.
- Be one of the first 500 to apply for a Promise Grant!

CLMS2Web: Home READ ONLY MODE

Home Router Reports Settings Officers/Committees Accounting Options Staff Messaging Support Help

Home [Subsites & Forms](#) [CLMS2WEB](#) [elks.org](#)

CLMS: CLMS1 ItemID: 3152863 Type: ADMIN Mode: READONLY Server: w6/membership/Elks Expert: FALSE
Active Lodge: Gooch-Berwyn, IL, 1510 [34281] Last annual report submitted for year #3/31/2011 CLMS2 Integration Date: 12/31/2009

Lodge Secretary News

Read-only. Live data unavailable. Lodge 1510 is authorized to use CLMS1 only.

- [Getting Started with CLMS2 \(Updated 4/28/2011\)](#)
CLMS is an online hosted solution to manage BPO Elks Lodge Membership data. All data-entry will be performed online via the internet and hosted in a database at HQ in Chicago, Illinois. Local and offsite backups will no longer be required after your Lodge is using CLMS2 - HQ will perform the backups for you each evening. Additionally, the CASS updates will occur daily eliminating the manual process Lodges were asked to do. Also, membership counts of each Lodge will be posted to the "GL Backup Reports" webpage around the 1st and 15th of each month so the info is available to the ODGERS, coordinators and PGRS. While the data-entry aspects of CLMS2 will be online, you'll also have access to a free downloadable viewer to capture the Lodge records from the website to have them available offline if needed for printing and lookups. (Posted 02/12/2011)
- [New to CLMS2?](#)
If you've just migrated your lodge to CLMS2, be sure to run the CLMS2 [Post-Conversion Report](#) to resolve any potential issues that may have been detected during the conversion process. (Posted 02/09/2011)

Announcements

- [Do you need CLMS2WEB link on your Resistor?](#)
Just a few Clicks away... (Posted 04/20/2011)

ENF Hotline

- [Harry!](#)
Promise Grants of \$2,000 are available to the first 500 Lodges that promise to hold a youth event.
[Application started. Click here to resume.](#)
- [Keep Giving!](#)
Once your lodge meets the GER ENF per-capita giving goal of \$4.50 per member, you'll qualify for a [\\$2,000 ENF Gratitude Grant](#).

Links

- [Order Lodge Supplies \(New\)](#)
(Posted 05/26/2011)
- [Update Elks.org Account](#)
Change your elks.org user name, password, or email address. (Posted 01/17/2011)
- [Lodge Secretary Manual](#)
Code 510800, Revised 1/2009. (PDF format, 3.MB) (Posted 02/10/2011)
- [Other Manuals](#)
Grand Lodge Manuals available for download. (Posted 01/12/2011)
- [Edit Virtual Home Page](#)
Post information about your lodge to your Grand Lodge Virtual Home Page. (Posted 01/12/2011)



Introducing... Beacon Grants!

- Starting today, **every** Lodge will be eligible to apply for a \$1,000 Beacon Grant.



Pictured: Richmond, Calif., Lodge No. 1251.



Beacon Grant Do's & Don'ts

➤ Do

- ❖ Ongoing, Elks-driven community project.
- ❖ Elks identification is the key.
- ❖ Commitment to the project is important. Annual or more frequent.
- ❖ Intended to fund a new project or to expand an existing one.

➤ Don't

- ❖ No donations to other organizations.
- ❖ Not intended to offset cost of existing charitable project.



How Matters!

If your charitable activities aren't helping your Lodge improve its membership numbers, change them!



Maximize Your Grants!

- \$3,000 is better than \$1,000.
- Combine your grants to maximize effectiveness.

“We received three ENF grants this year and feel we made a real impact in the community. The mayor even came to our Lodge, and we've never received that recognition before.”

--Wayne Rogers, Project Manager
Golden, Colo., Lodge, No. 2740



Help Available!

- Find tips and resources to help you put together a great project at www.elks.org/enf/community.
- Secretaries can find the grant applications in the ENF Hotline box of CLMS as soon as they are available.
- Make sure the appropriate person completes the application. Use CLMS to appoint an ENF Grants Coordinator, who will have access to the applications.



Questions?

CONTACT the ENF!



773/755-4730



www.elks.org/enf



ENFPrograms@elks.org



READY, AIM—SERVE

Ensure your Community Investments Program grant project hits the bull's-eye. Check out our online toolkit for resources and tips to help your Lodge effectively use CIP grants to serve your community and inspire your neighbors to join.

START SERVING TODAY!

www.elks.org/enf/community/toolkit.cfm



Elks
National
Foundation, Inc.

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773/755-4730 | ENFPrograms@elks.org | www.elks.org/enfcommunity