



GRAND LODGE *Newsletter*

<http://www.elks.org>

Elks Care — Elks Share

May 2009

Volume 44 • No. 10

Not too late to fine-tune goals for new Lodge year

To All District Deputies, Exalted Rulers, Officers and Members:

Well, a month is gone in this new Lodge year. You should be well aware of what needs to be done. You've had time to observe how responsibilities are being accepted and performed, and you should know if things are moving in the right direction. Hopefully your Lodge is progressing as planned, and you and others are pitching in to help accomplish the goals set for the year.

If that's not the case, it is not too late to consider making adjustments that will yield more desirable results. And if you have doubts, now is the time to seek assistance. Don't wait until it is too late to get things done. Don't limp along with uncertain direction. Fix it now!

The Officers should be prepared to conduct their first dignified Initiation, and there should be candidates just waiting for that to happen. The Lapsation Committee



Message from the Grand Exalted Ruler

Hon. Paul D. Helsel

should be contacting those on the delinquent list, letting them know how important they are to the Lodge and our Order. The recruitment and retention of Members need to remain a high priority in all Lodge.

The Grand Exalted Ruler's ENF goal is still \$4.50 per capita, but don't wait to work the program – get started now. Your Lodge should be at at least \$0.50 per capita by now. If not, light a fire under your chairperson and individuals working this program! Get those donations in and submitted to the Foundation as soon as possible and keep it going. ENF

funds all our major programs right down to the Lodge level.

And don't forget our programs for the youth and veterans. May 1–7 is Youth Week for recognizing the accomplishments of our young people. Hopefully your Lodge is doing something in this area right now. If not, how about getting it started today? May 16th is Armed Services Day and May 25th is Memorial Day, both days for honoring military personnel. Armed Services Day is for those currently serving to protect our freedoms and Memorial Day for those who served and have passed on. These observances should be a part of every Lodge's effort to serve veterans and the active military. If your Lodge is not involved, get involved now!

Thank you for all your continued support of our great programs and Lodges. And continued best wishes for success in all you do, demonstrating that "*Elks Care — Elks Share.*"

Solicitations must get GER approval

Subordinate Lodges are not permitted to solicit other Lodges for operating funds without first getting approval from the Grand Exalted Ruler. A Lodge recently had been found to be making an unauthorized solicitation in violation of Section 16.140 of the Grand Lodge Statutes.

Grand Secretary

Bryan R. Klatt

Have you begun compiling data and met with

your accountant for the Annual Audit? The 2008-09 Subordinate Lodge Audit must be postmarked to your Grand Lodge Committeeman and District Deputy before June 30, 2009. Audits postmarked and received after that date can result in a fine.

Have you been sending back-ups to Grand Lodge every two weeks? Address hygiene (CASS) updates once a month? Why not start today and develop a schedule?

GRAND LODGE MEMBERSHIP COMMITTEE

Lapsation: Start early and follow up

by G. STEPHEN CLARKE
Committee Member

Last year nonpayment of dues accounted for nearly two-thirds of the 99,000-plus Members dropped from Lodge rolls. Based on this statistic it is suggested that to Grow the Order, each Lodge must reduce lapsation to 2 percent or less.

Reducing lapsation is a continuous process. It begins at orientation. The orientation team must make sure new Members:

- Understand both the Lodge and Order's programs and the contributions Elks make to their service areas and nation.

- Are assigned a mentor to assist them with becoming involved in the programs and social events

Follow the orientation session with an impressive initiation that demonstrates the Officers are proud to be Elks as shown by the quality of their performance and the manner

in which they conducted the meeting.

Providing both new and current Lodge Members with opportunities for service is the Lodges' best retention tool. Doing so:

- Builds lasting relationships.
- Fosters a sense of belonging and pride in membership.
- Makes the Members feel wanted, needed and appreciated.

Don't forget to say "thank you" for the

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LODGE ACTIVITIES/STATE ASSOCIATIONS COMMITTEE

Lodge bulletin contest winners are announced

The Grand Lodge, Lodge Activities and State Associations Committee has announced winners of the Contest "D" Lodge Bulletin Contest for 2008-09.

Congratulations to all of the Lodges that took the time to participate. There were many outstanding entries with more than 300 Lodges participating. Judging these bulletins gets harder each year as Lodges strive to improve the look and message of their bulletins.

There were three winners in each division. First-place winners will have their award plaques presented at the Grand Lodge Session in Portland, OR, at about 9:30 a.m. Tuesday, July 7, 2009. All representatives receiving first-place awards must report to the Lodge Activities/State Associations booth no later than 8:30 a.m. that morning. Second- and third-place winners may pick up their awards at the Lodge Activities/State Associations booth at the Grand Lodge Convention after the first-place awards are presented.

Winners of Contest "D" for the 2008-2009 Grand Lodge year are:

DIVISION 1 (0-300)

1. Temecula Valley, CA No. 2801
2. South Amboy, NJ No. 0784
3. Omaha, NE No. 0039

DIVISION 2 (301-500)

1. Lake Hopatcong, NJ No. 0782
2. Springfield/Hillside, NJ No. 2004
3. Englewood, CO No. 2122

DIVISION 3 (501-700)

1. Simi Valley, CA No. 2492
2. Tempe, AZ No. 2251
3. New York, NY No. 0001

DIVISION 4 (701 - 1,100)

1. Lancaster, CA No. 1625
2. Prescott, AZ No. 330
3. Columbia, MO No. 594

DIVISION 5 (1,101-1,500)

1. Santa Ana, CA No. 794
2. Carmichael, CA No. 2103
3. Augusta, ME No. 964

DIVISION 6 (1,500 + members)

1. Green Valley, AZ No. 2592
2. El Cajon, CA No. 1812
3. Sun City, AZ No. 2559

Once again, congratulations to all! It was a privilege to have had the opportunity to serve the Grand Lodge and the participating Lodges.

— Harry H. Hartley, Contest Divisions 4-6, and James A. Ferland, Contest Divisions 1-3, G/L Lodge Activities/State Associations Committee

GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Some realistic, attainable goals for successful Lodge year

by ROBERT A. JONES
Committee Member

Members, a new Elks year is upon us. Hopefully, all Exalted Rulers and Officers have set some realistic and attainable goals for their year. If you have not, here are a few that might work for you and your Lodge:

■ For the youth of our country, the Dictionary Program works well — dictionary for every student in our elementary schools.

■ For the Veterans of our country, the Adopt-A-Vet program is huge. Let the Veterans know we have not forgotten them and we care about them.

■ Membership: Set a goal of a Plus 1 in every Lodge. This can be done by getting every Officer and Member in your Lodge to be pro-active on Lapsation.

■ Let's set a goal for each Lodge to reach the Per Capita goal of the new Grand Exalted Ruler. This can be done very easily with a 20 cents per week donation by all Members.

We must also set goals for our Government Relations Program:

■ We should be on top of any new legislative actions, laws or bills that will adversely affect our Lodges, State

Associations and our Order. When we see any legislation such as this, make sure to disseminate the information to all Lodges and State Associations. Make sure to give feedback to our legislators, representatives and senators as to the effect this legislation may have on our Order.

■ Let's all rededicate ourselves to our nonprofit status, making sure our doors are locked and open only to Members. Do not advertise our functions, dinners or breakfast as open to the public.

■ We all need to work to get the charitable donations material compiled by Grand Lodge into the hands of all our Members, our local legislators, our state and national representatives and our state and national senators. This will help when we try to fend off legislation that may have a negative impact on our Order.

■ Have all Lodge Secretaries and State Secretaries entering online via the CLMS Program all functions as we do them, which is much easier than trying to recap the functions at the end of the year.

Setting these goals will really show "Elks Care, Elks Share" and that we're "Growing Elksdom and Strengthening America."

Achieving these goals will really show "Elks Care – Elks Share"

GRAND LODGE AMERICANISM COMMITTEE

Essay contest addresses theme – 'The American Dream: What Is It?'

by JAMES A. COGGINS
Committee Member

I am pleased to announce that the Members of the G/L Americanism Committee have selected the theme, "The American Dream: What Is It?" for the 2009-2010 Grand Lodge Americanism Essay Contest. The essay contest starts with the Subordinate Lodges, progresses through District and State levels, and ends with the national winners. This very important Patriotic Contest gives school children in grades 5-8 the opportunity to express their views on the American Dream.

On the national level, first-place winners in each division will receive a \$1,000 U.S. Savings Bond. Second-place winners receive a \$500 bond, and third-place winners receive a \$250 bond. The Lodge that sponsors a national winner will be presented with a beautiful engraved plaque at the Grand Lodge Convention. Many Lodges, District and State Associations also offer different types of awards to their winners.

Now is the time for all Lodges to contact their local school districts and provide them with the new topic and ask them to add the essay contest to their fall curriculum. Additional information on the contest will be found on the GL Web site and in the 2009-2010 supplement to the Americanism Manual shortly after the Grand Lodge Convention in Portland. This information will also be mailed to all Exalted Rulers.

This is a most important contest because it involves school children in your area in Americanism at its best and shows that the Members of your Lodge are proud to be Americans, proud to be Elks and proud to participate in the Americanism programs of the Grand Lodge. Your G/L Americanism Committee is committed to serving you and assisting you as we all show pride in America.

May God continue to bless America. God bless the Elks and may God bless each of you.

GRAND LODGE PUBLIC RELATIONS COMMITTEE

Elks' PR benefits from computer age

by WILLIAM J. HOPKINS III
Committee Member

Public relations is of utmost importance today in Elksdom. What we do in (and for) our communities must be aggressively brought to the forefront and not left for others to accidentally discover or go otherwise unnoticed.

As I have travelled throughout my area and spoken to many Elks, many have come up with some great ideas, and I'd like to share a couple with you.

We have been in the fast-moving pace of the computer age and many Lodges have taken advantage of this valuable resource. There is an ever-increasing use of computers to send bulletins online to Members. It is fast, simple and inexpensive. Lodges have also effectively included local newspapers, governmental entities and libraries in their e-mail distribution lists, further helping to spread the word of Elksdom.

In a case worthy of note, a reporter from a newspaper read the bulletin and learned more about the Elks community activities than they had ever known. The next thing that happened was the Lodge editor received a call from the newspaper inquiring how the newspaper could serve the Elks better in its upcoming community events.

Another interesting concept was developed in the State of Maine. They created a weekly e-mail newsletter. The State Association Public Relations Director regularly distributes a list of upcoming events throughout the State along with photos of important events that had taken place, e.g. local soccer events, installation of Officers, and new Members of Elksdom being indoctrinated into our Order. Considering the cost of postage, this is a very cost-saving device right at our fingertips.

Several other states have embraced this concept and have also created regularly updated Web sites – a simple idea for members to keep current.

Many creative ideas are being used to keep Elksdom in the Public Relations forefront, proving that today's *"Elks Care, Elks Share."*

Together Elks Achieve More.

Lapse From Page 1

gifts of time and talent. Recognition at a Lodge meeting or social event reinforces that the Member is wanted, needed and appreciated. While recognition does not have to be elaborate or expensive, it must be genuine.

Just as the Lodge must start early to build pride in membership and a sense of belonging, it must start early to save a Member who becomes delinquent. Don't wait until the Member is about to be dropped from the rolls. Communicate regularly during the first couple of months of delinquency and monthly thereafter. Personal contact is always best. It lets the Member know he or she is important.

For assistance with implementing +1 Program activities to retain Members, contact a Member of your State Association or Grand Lodge Membership Team.

A proud Elk remains an Elk.

Another successful year for Soccer Shoot Program

by OTTO G. SAYLES
Committee Member

Thank you to all Elks, spouses and families who have worked so hard to make the Soccer Shoot such a success. Your efforts have brightened the lives of thousands of youngsters nationwide and have impacted favorably upon the communities where Elks Lodges reside. Congratulations to all of you who have worked so hard on BEING THERE FOR THE KIDS.

This past year, reports were received from only 26 State Chairpersons out of the 43 States listing a State Chairperson. This 60% respondent rate showed a participation figure of 63,589. What could these figures have been if all of those who accepted the responsibility for this State position had reported the efforts of the Elks in their respective States? If the Soccer Shoot is to continue to grow, these figures MUST be provided to demonstrate that it is a viable program. This can only come

GRAND LODGE
YOUTH ACTIVITIES
COMMITTEE

from the individual States.

We must continue to provide this opportunity so that families and friends can see that *"Elks Care – Elks Share."* We must continue our grass-roots efforts, as did the Hoop Shoot in its beginning. We must demonstrate that our motivation is the good that we can do for our young people and for the communities within which our Lodges serve.

The Grand Lodge Youth Activities Committee firmly believes that as this program grows so will Lodge membership. As your Soccer Shoot becomes a premier part of the offerings of your community, the positive side of Elksdom will become a permanent fixture in the minds of those you serve.

Finally, a request: For those who have strived to make this program a success, please continue; for those who may have fallen by the wayside, please join us in reaching the tremendous potential that this program provides.

Speeches on Elks topics available

For Elks leaders who worry about having to "say a few words" at special Lodge events, a collection of speeches is available in "Father Cassidy's 2005 Speech-O-Matic."

The Rev. Father Kevin W. Cassidy, who was Grand Chaplain in 1987, has been culling material for his book for decades.

Topics include the death of an

Elk, Fourth of July, Memorial Day, Teacher Appreciation, Flag Day, Indoctrination Dinner — more than 70 speeches in all.

For "Father Cassidy's Speech-O-Matic," send a check for \$8 to Father Kevin Cassidy, P.O. Box 391, Mauston, WI 53948. The \$8 includes shipping.

Part of the proceeds are donated to the Elks National Foundation.

Assistance for worthy and needy Members

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

The assistance would be available to "worthy and needy Members of the Order who are suffering from diseases of an incurable character or from total disability, and who are without funds or property or relatives able or willing to care for them," the statute states.

The statute also provides that the Lodge of the assisted Member "shall contribute toward the relief of the Member an amount not less than one-half of the sum that is contributed by the Order."

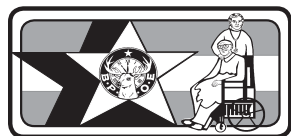
The assistance program is administered by the Board of Grand Trustees, which is authorized to appropriate up to \$10,000 annually for the program. The board by resolution may give the Grand Exalted Ruler up to \$1,000 so that authorized payments may be made regularly by him.

"The monies so appropriated shall be administered by the Grand Exalted Ruler with the consent of a majority of the Board of Grand Trustees," the statute states.

Remember Veterans with Comfort Care Kits

by Hon. Amos A. McCallum, PGER
Commission Chairman
and Robert M. Hennings
Commission Director

Elks are proud of our National Headquarters in Chicago, our Memorial Building, dedicated to all of our Veterans who sacrificed so much for us allowing us to maintain our way of life. This elegant building, however, with all its history does not help our Veterans in their daily lives. We



**ELKS NATIONAL VETERANS
SERVICE COMMISSION**

never forget them”.

We have many programs to aid our Veterans such as the Leather Program, Adopt-A-Veteran and Student/Veteran Volunteer Program. We also visit Veterans in the VA Medical Centers and State Veterans Homes, providing them with entertainment such as the Re-Creation singing group, Bingo and bar-b-ques. In addition, we welcome Veterans into our Lodges for meals and entertainment, sponsor fishing trips, attend ball games and purchase equipment for Veterans hospitals and homes. These activities are all necessary and valuable as they add to the daily comfort

and care of those women and men who gave so much to protect our freedom.

There is something else we, in each of our Lodges across this great free country, can do for our Veterans which is relatively inexpensive, and that is to provide Comfort Care Kits for Veterans in Veterans hospitals and homes, those we have adopted and those all too many homeless Veterans. We will continue to show that Elks do care. Since 1997, The Elks National Veterans Service Commission and Federated Wholesale Inc. have partnered to create ‘Comfort Care Kits’. These kits contain items for personal hygiene, and are available for both men and women. There are several types of kits available, and they can be customized to fit your budget. All products are guaranteed by the FDA, EPA, and other Federal agencies to guarantee safe, effective products. The plastic bag which contains the kits can be printed with the Elks logo, as well as providing space for the Veteran’s name if you wish to add it. You

can purchase individual items in case lots as well.

Federated Wholesale proudly follows a ‘Buy American’ policy, and employs Veterans to pack the kits whenever possible.

For your next hospital visit, or your next event honoring Veterans, we urge you to add a little something extra for our nation’s heroes.

The Federated Wholesale catalogue can be viewed online at: <http://www.federatedcares.com>.

PLEASE!!! Call or write for their catalog today:

Federated Wholesale, Inc.
6095-D Northbelt Drive
Norcross, GA 30071
Telephone: 1-800-346-0859
Fax: 1-770-458-2633
E-Mail: info@federatedcares.com

Anything and everything we can do for our Veterans is important and continues to show “*Elks Care – Elks Share*”!

ELKS NATIONAL FOUNDATION NEWS

Record appropriations for 2009-10 OK’d

2009-10 Grants and Appropriations — At the ENF Board of Trustees meeting on February 12, 2009, the Board approved appropriations and distributions for the 2009-10 fiscal year totaling a record \$17.4 million. This includes a 4 percent increase to the State Associations grant pool. For the complete

list of Grants and Appropriations, please visit www.elks.org/enf/appropriations.cfm.

Hoop Shoot — The National Finals were held on April 25 at Western New England College in Springfield, Mass.

For the results from the competition, please visit www.elks.org/hoopshoot.

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May 2009

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