



GRAND LODGE *Newsletter*

<http://www.elks.org>

Elks Care — Elks Share

September 2014

Volume 50 • No. 2

The successful Lodge emphasizes teamwork

It is well recognized that an organization reflects the persona of its leader. In our Local Lodge structures the Exalted Ruler is President and Chief Operating Officer. It is imperative that this leader have the ability and motivation to get things done through others. There are simply too many things in motion for the Exalted Ruler to handle them all, in addition to presiding over meetings. The one power that an Exalted Ruler has – and how this power is used will determine a good year or be the cause of a bad year – is the appointment of committees. As leaders of your organization, choose your committees well and you will have a smooth and successful year.

Officers, committees and Members must all work together for the success of



Message from the Grand Exalted Ruler

JOHN D. AMEN

the Lodge. An authoritative management style rarely works well in a volunteer environment. The phrase that “it is much more effective to use honey as an incentive rather than vinegar” exemplifies an effective management style.

I frequently hear the complaint that only 5 percent of the Members do all the work. If that concern applies to you then on your next project go to inactive

Members, call them on the telephone and ask for their help. You will be surprised at how many Members were simply waiting for someone to invite them to become involved. A good leader recruits the personnel needed to accomplish the goals of the Lodge.

In addition you must constantly reach out to those inactive Members to keep them interested and remind them why they joined your Lodge in the first place. One easy and effective tool for this purpose is your Lodge newsletter. Be sure every issue has at least one article and photo of a community service or charitable act performed by your Lodge Members. An inactive Member who sees that the Lodge is performing a useful community service is much more likely

Please see GER, Page 2

Memorial Building is open to visitors through November 15

The Elks National Memorial Building is open to visitors for the remainder of the 2014 season until November 15. Why not stop by between noon and 4 p.m. Monday

through Saturday and see one of the most beautiful buildings in Chicago. It is closed

on Sundays.

The Memorial Building was constructed in 1926 as a tribute to the American soldiers who fought and died in World War I, and in subsequent wars since that time.

The Memorial Building was named a Chicago Landmark in 2006.

If you or someone you know is planning a visit to Chicago and would like to arrange a tour or set up a special morning visit, send an e-mail to Memorial@Elks.Org or call 773/755-4876.

GRAND SECRETARY

Bryan R. Klatt

GRAND LODGE DRUG AWARENESS PROGRAM

Elks leader’s story is inspiration

By FRANK SCARPINO
Special Contributor

For William J. Bryan, the now retired Drug Awareness assistant national director, the program saved his life.

Bryan recounted his struggle 45 years ago with what was determined years later to be Post Traumatic Stress Disorder. He had just returned home from serving in the Vietnam war.

He told his story as part of the Drug Awareness report at the Grand Lodge Session in New Orleans in July.

Bryan said he returned home to Vermont a changed person after serving in combat in the war that divided the nation.

“I had trouble sleeping; I had trouble obtaining a job; I trusted no one and I had a rage inside me that I didn’t fully understand,” Bryan said. “My parents were of little help. My mother felt guilty for not preventing me from leaving, and my father was too busy fighting his own demons from World War II.”

He said he felt alone, ashamed and without worth. To Bryan, P-T-S-D were just letters on an eye chart.

“I became a creature of the night and pretty much a loner,” he said. “My life was going nowhere, and I was headed for trouble. And I was headed there fast.”

Bryan became friends with a probation officer, who talked about ways to better spend his time, suggesting he join the Elks. Bryan did.

Working his way up to Exalted Ruler was a positive experience, but the Elks

Please see BRYAN, Page 3

INSIDE

ENF grants help Lodges forge civic ties	2
3rd-graders get boost in reading to learn	2
Time to get the word out!	2
Addressing shrinking membership	3
Social media take on greater role	3
Leather demand outstrips supply.	4

GRAND LODGE ACTIVITIES COMMITTEE

ENF grants help Lodges forge community ties

By **GEORGE E. OLSON**
Committee Member

The Elks National Foundation has money for Lodges to use through its Community Investments Program. Funds are distributed through four main grants:

■ **Beacon Grants** of \$2,000 offer Lodges the opportunity to develop an ongoing, charitable, Elks-driven community project. If your Lodge received a Beacon Grant previously, you should use the grant to continue that project. If this is the Lodge's first Beacon Grant, you must use it to start a new charitable project that you expect to continue in the future. Elks must be involved and the project should be identifiable as an Elks activity. These grants cannot be used for donations of funds and/or supplies.

■ **Gratitude Grants** of \$2,000 go to Lodges that meet the Grand Exalted Ruler's per-Member goal for giving to the ENF. They can be used to support local charitable activities. Though donations do qualify, Lodges are encouraged to

use this grant in an active way to raise your Lodge's community profile.

■ **Promise Grants** of \$2,000 go to the first 500 Lodges to hold a qualifying event to reach out to local youth. The project must be more than a donation of funds or supplies. Lodges should hold events that give Elks and youth a chance to come together.

The grants can add up quickly. You can use a \$2,000 Beacon Grant in conjunction with a \$2,000 Gratitude Grant and/or a \$2,000 Promise Grant to maximize your community project and promote awareness of the work being done by your Lodge in your community.

■ **Impact Grants** of up to \$10,000 are competitive, and designed to help Lodges change their communities in significant ways. Apply by September 2 at noon Central Time.

Information is available at Elks.Org, through scheduled Web seminars and by telephone or e-mail, or visiting www.elks.org/enf/community.

Constitutional resolutions up for ratification

At the 150th Grand Lodge Session in New Orleans, Louisiana two resolutions were adopted and must be ratified by the membership of the Local Lodges: 2014-01 (allowing Grand Tiler to be an appointed position) and 2014-02 (permitting a Texas Lodge to become a member of the New Mexico Elks Association). Section 17.030 of the Statutes Annotated states, in part:

"Each Lodge shall, **at its first regular meeting in September, vote upon the same.** A majority vote of Members present and voting at the regular Lodge meeting shall determine whether the Lodge approves or rejects the proposed amendment. The Lodge Secretary shall certify to the Grand Secretary whether the Lodge approved or rejected the proposed amendment **on or before the first Monday in October.**"

Early in August, a cover letter, the Resolutions and the two ballot return sheets were sent to the Lodge Secretary. In order to be counted, **immediately after the first regular Lodge meeting in September and prior to the first Monday of October**, the two Grand Lodge supplied ballot return sheets **must be completely filled out, signed by the Exalted Ruler and Secretary** and the **Lodge Seal must be affixed** or it will be returned to the Lodge.

Elks speeches, prayers tailor made

Elks Lodges in the market for specially made speeches and prayers tailor made for Elks events can get them with publications written by Past Grand Chaplain, the Rev. Father Kevin Cassidy.

A collection of speeches tailor made for those Elks events is available in "Father Cassidy's Speech-O-Matic," a 91-page booklet of speeches on topics ranging from acknowledgment of awards to welcoming visiting Elks.

For Elks on stand-by to say a prayer, Cassidy is also the author of a two-volume prayer book set, which includes his first (or classic) edition of Father Cassidy's Elks Chaplain Prayers and More Elks Chaplain Prayers (or New and Improved Volume II).

For the Speech-O-Matic, write a check for \$8, made payable to Father Kevin Cassidy. The prayer books are \$16 for the set or \$8 individually. Costs include shipping.

October to June, mail checks to Cassidy at 10518 Bright Angel Circle, Sun City, AZ 85351. July-September his address is P.O. Box 391, Mauston, WI 53948.

GER From Page 1

to value membership and continue to support his or her Lodge with annual dues.

Again, be sure to carry a tri-fold membership application – a propitious moment for inviting someone to join can be fleeting and lost if there is no paperwork handy.

Last, but not least, Patriotism Week starts September 8 this year. Be sure to fly the American flag all week in remembrance of that terrible event, September 11, 2001.

Leather From Page 4

the word and get hunters to participate. With your help, we can increase the number of participating states and hides collected, thereby benefitting even more veterans.

You can learn more about the Veterans Leather Program, including how to prepare hides for shipping, at <http://www.elks.org/vets/leather.cfm>.

GOVERNMENT RELATIONS COMMITTEE

We need to do better filing charitable reports

By **JAMES W. MARTSFIELD**
Committee Chairman

The Grand Lodge Government Relations Committee works with State Chairpersons who help Lodges file their annual Survey of Volunteer, Youth, Charitable and Community Service Programs to shows legislators and communities what we do as Elks.

Total contributions were \$330,502,671 for 2013-14 and \$422,093,418 in 2012-13, a decrease of \$91,590,747 or 21.7 percent. We could have done better. This last year 52 Lodges and five State Associations did not file a report.

Inasmuch as we use this information to maintain our 501(c)3 status with the IRS, the big question is: Are we using this data to our fullest advantage?

We need to blow our horn to our own

Lodge Members and communities. In all my years as an Elk, I have seldom seen a Lodge bulletin that either monthly or annually prints how much Members contribute to Elks programs. We need to educate our own Members on how much they mean to their communities.

Print the numbers in as many monthly bulletins as possible. Tack it on bulletin boards. Announce the numbers at District Deputy clinics and state conventions. If possible get the numbers in your local newspapers and to your local and state government officials.

Let us blow our horn to show everyone that we are the Order of Elks, not just a social club, and that "*Elks Care* and most importantly *Elks Share!*"

Addressing shrinking membership, increasing workload

By **KEVIN L. BROUSE**
Committee Member

When I reflect on the programs that fall under the Fraternal Committee umbrella, I cannot help but believe that membership should be our utmost concern.

**GRAND
LODGE
FRATERNAL
COMMITTEE**

Without Members, we are nothing. As our membership rolls continue

to shrink, the workload becomes greater for those still involved, and our programs have to be changed accordingly.

We currently stand at 802,592 Members, down 23,288 or 2.8 percent, over the previous year. The decreasing membership should gravely concern all of us who care about the BPO of Elks and what we strive to do!

The most important aspect of membership is utilization – keeping your Members active and visible within your communities. While Elks are busy working to better their communities and enjoying their tasks, those communities are also



Measuring organizational impact

The key questions to ask yourself when beginning your use of Members-only social media is:

What outcomes will serve as indicators that you're using social media effectively?

These outcomes should be metrics you're already tracking, like:

- Number of new and repeat volunteers
- Total number of volunteer hours
- Overall fundraising
- Number of new and repeat donors

- Number of new and repeat meeting attendees

- Number of new and repeat event attendees

- Increase membership

If social media is to truly serve your Lodge, it needs to have a tangible impact on your organization's ability to serve your community. It's up to you to figure out what impact makes the most sense as a starting point for your organization.

– Submitted by Rick Gathen,
Grand Lodge Membership/
Public Relations Manager

observing what your Lodges are accomplishing. We have to stand out from the average to make recruitment of Members easier. After all, who doesn't want to join a winning team?

The Membership Program and Planning Manual – available at <http://www.elks.org/grandlodge/manuals/default.cfm?> – is a fantastic resource, but only when implemented by an effective

committee.

What a great presentation that many of us were privileged to hear at the GL Convention from our Grand Lodge Membership and Public Relations Manager Rick Gathen. According to Rick, both the Sunday and Wednesday presentations will soon be available at Elks.Org. This will be a priceless, additional resource for your Membership Committee!

Page 1 of the Thursday edition of the Grand Lodge *Convention News*, which was distributed at the Grand Lodge Session in New Orleans in July, summarizes the vital areas that require our focus. The graphic accompanying the article lists what the membership committee needs to win this war.

Our committee should include Exalted Ruler, Lodge Secretary, Leading Knight, Membership Chairperson AND... one additional Member for every 100 Lodge Members. Rick has also invited Lodges to contact him at RickG@Elks.Org for membership or public relations questions, or ideas to share.

Bryan From Page 1

really didn't take on a special meaning for Bryan until the Drug Awareness Program was instituted.

"I became the Lodge Chairman, then State Chairman and finally involved on the National level," Bryan said. "Did the Elks Drug Awareness Program save my life? You know that it did! It gave me a purpose; it gave me a reason..."

The program gave Bryan a way of living up to his Obligation as an Elk.

"Everything that Elksdom stood for finally made sense," Bryan said. "It all came together for me."

Also at the New Orleans Session, Drug Awareness National Director Kent Gade characterized the special Drug Awareness gathering, which attracted nearly 300 attendees, as a huge success.

"There was excitement like I have never seen before," Gade said. "The attendees wanted more information and they all want to be involved."

Gade added that the Drug Quiz Show also was a huge success, and plans are to roll it out in eight states this year.

NOTE: As the new school year begins, the theme for the Drug Awareness Poster and Essay Contest is "Refuse to Use... You're Never Alone."

Social media take on greater role

By **ASHLEY BUCKWELL**
Fraternal Committee Member

In the past few years, social media have become the preferred methods of communication nationwide and for our Lodges. Most Lodges and State Associations have websites to keep Members updated on Lodge and State activities, and contact information.

The Fraternal Committee, which recognizes the importance of these websites in retaining Members and instilling civic pride, holds annual Local Lodge and State Association Website Awards Contests. We judge each website and award one to five stars for meeting criteria published in the contest applications.

State websites are judged on content, layout, design, graphics and effectiveness in telling the Elks story. Local Lodge websites are judged on content, design, news, virtual home page and website promotions. The deadline for receiving applications is October 1, 2014.

Contest material is contained on the thumb drive distributed to Exalted Rulers at the Grand Lodge Session in New Orleans in July. It may also be

downloaded at <http://www.elks.org/grandlodge/fraternal/downloads.cfm>.

The Fraternal Committee encourages all State Associations to submit their Lodge websites for judging. If your Association is not currently involved, urge your State President or Public Relations Chair to organize a contest based on the Grand Lodge guidelines. A good website is a great tool for your membership committee to promote the many good works of our Order and Lodges throughout your community. It can assist in reducing lapsation by keeping Members informed, involved and instilled with pride in being a Member.

Our committee further asks Lodge Officers to take a good look at your websites to ensure that you are meeting program guidelines, including publishing Officers' and Members' telephone numbers and e-mail addresses in a password-protected area. Pictures of Lodge activities should not include bar scenes, but show the good works of your Lodge and program recipients. Remember, "Elks Care – Elks Share."

*How does
your Lodge
stack up
against other
Lodges?*

Leather program expanding but more products needed

By **ROBERT M. HENNINGS**
Commission Director

The ENVSC Veterans Leather Program began in Philadelphia in July 1948, when California Elks donated 1,000 hides, valued then at \$25,000, to hospitalized Veterans.

Last year, hunters from 19 states donated 16,830 hides to the program. They were sent to tanneries to produce finished leather to make crafting leather, craft kits and gloves for wheelchair-bound Veterans. The products are distributed to VA hospitals, Veterans nursing homes and other veterans undergoing treatment in occupational and therapeutic programs.



ELKS NATIONAL VETERANS SERVICE COMMISSION

The program benefits Veterans of all eras, including those from Iraq and Afghanistan.

Last year, 9,302 square feet of tanned hides were sent to hospitals as crafting leather. Another 33,360 square feet were turned into kits given free to hospitalized Veterans and the Elks. We distributed 3,103 pairs of fingerless gloves free to veterans in wheelchairs. All these leather products last year were valued at more than \$412,000.

Dennis McAleese (Mountain Home, AR Lodge No.1714) manages the National Leather Program with great expertise. He arranges interstate

shipments of hides to the tannery after they have been prepared and collected at various points nationwide.

If you have hides ready to ship or would like to know how to get a Leather program started, contact: Dennis McAleese, Chairman; Veterans Leather Program; 384 County Road 852; Elizabeth, AR 72531-9603; telephone (870) 488-5786; or e-mail kdmc@mtnhome.com

Although our Leather Program has expanded greatly since it first began, we always need more leather products due to so many wounded warriors returning home who are in need of help. I therefore encourage all of you to spread

Please see **LEATHER** Page 2

BRYAN R. KLATT, Grand Secretary

Benevolent and Protective
ORDER OF ELKS

2750 N. Lakeview Avenue
Chicago, Illinois 60614-1889

September 2014

NON-PROFIT ORG.
U.S. Postage
PAID
CHICAGO, IL
Permit No. 5244

Scholarship season is here for filing applications online

ENF Most Valuable Student and Legacy Awards scholarship applications are now online. Visit www.elks.org/enf/scholars for deadlines, applications and more information. Has your Lodge Secretary appointed a Scholarship Coordinator? To advance MVS scholarship applications in judging, each Lodge must have a Scholarship Coordinator who can access the online MVS Judging Dashboard. Questions? E-mail scholarship@elks.org.

Engaging Elks scholars in service
– To better connect Elks scholars with their Elks family, all 2014 Legacy Awards recipients are required to serve with an

Elks Lodge before they can receive their scholarship for next year. These scholars may be contacting your Lodge for service opportunities, so please welcome them! Don't forget, if we engage them now, today's Elks scholars can be tomorrow's Elks. For a video featuring three Elks scholars who recently joined after getting involved with their Lodges, visit www.elks.org/enf.



Toe the line – Hoop Shoot season is here! Athletes ages 8 to 13 are lining up at free throw lines across the country to

advance from Lodge to District contests. Don't miss any of the action. Visit www.elks.org/hoopshoot to follow the road to Springfield, MA, for the National Finals.

ELKS NATIONAL FOUNDATION

Coming soon: ENF Month! Has your Lodge planned a celebration or fundraiser for October's ENF Month? It's not too late! Help the ENF celebrate stronger communities by joining the festivities. For fundraising ideas and more, visit www.elks.org/enf or e-mail enf@elks.org.

Elks NATIONAL PATRIOTISM WEEK SEPTEMBER 8-14, 2014

LABOR DAY U.S.A.

ELKS BRAKE FOR AMERICA'S BACK TO SCHOOL CHILDREN