



GRAND LODGE PROGRAM

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- A central illustration of a lighthouse with a red and white striped tower and a blue top section. In front of the lighthouse stands a blue stag with large, detailed antlers. The background is a gradient of orange and red, suggesting a sunset or sunrise over a rocky shore.
- Most Valuable Student Scholarships
 - Community Investment Program
 - Playing Cards for Veterans
 - Student/Veteran Volunteers
 - Drug Awareness Program
 - SAs' Major Projects
 - Hoop Shoot®
 - Dictionary Program
 - Elks and Scouting
 - Legacy Awards
 - Adopt-A-Veteran

"Elks — A Beacon of Hope"

“*Elks* Care — *Elks* Share”



Benevolent and Protective
Order of Elks of the U.S.A.

A Fraternal Organization

Mission Statement


To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity; to recognize a belief in God; to promote the welfare and enhance the happiness of its Members; to quicken the spirit of American patriotism; to cultivate good fellowship; to perpetuate itself as a fraternal organization, and to provide for its government, the Benevolent and Protective Order of Elks of the United States of America will serve the people and communities through benevolent programs, demonstrating that *Elks* Care and *Elks* Share.

TABLE OF CONTENTS

Introduction and Message to All Members	1
A Message to All Exalted Rulers	3
A Message to All Lodge Officers	5
Activities Committee	7
Community Service	7
Public Relations	10
Elks Youth Programs	12
Elks Hoop Shoot® Free Throw Competition	15
Drug Awareness Program	16
Fraternal Committee	18
Americanism and Our Flag	18
Elks National Foundation	19
Flag Day	22
Elks Memorial Day	22
Membership Procurement, Retention & Orientation	22
Lodge Activities	26
State Associations	27
Elks Veterans Programs	28
Lodge Officers	30
Lodge Operations	31
Family Participation in Elkdom	32
Elks National Home & Retirement Center	33
Elks National Veterans Memorial Building	36
Grand Exalted Ruler Awards	38
For Outstanding Members	38
For Exalted Rulers	38
For Local Lodges	39
For District Deputy Grand Exalted Rulers	40
Fast Facts of Elkdom	41

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INTRODUCTION and MESSAGE TO ALL MEMBERS



On Sunday, February 10, 1868, the precursor of the Benevolent and Protective Order of Elks was created by a group of New York actors and entertainers known as the “Jolly Corks.” The New York Lodge continued to grow and by 1871 requests were received to establish branch Lodges in other cities. An application was made for incorporating the Grand Lodge of the Benevolent and Protective Order of Elks under the authority of the State of New York. The incorporation was granted on March 10, 1871. The first charter was granted the same day to New York Lodge No. 1. Philadelphia became No. 2 that same year; San Francisco became No. 3 in 1876 and Chicago No. 4 in 1877. Interest and growth continued, which resulted in the Elks becoming the largest fraternal organization in America. This growth was a result of word-of-mouth, as little news media existed in those days.

Since 1868, Elks have created a quiet network of good deeds that has made a tremendous difference in the lives of tens of thousands of our citizens. Unfortunately, during the past several years there has been very little public awareness of the impact of our vital work. The selfless dedication and service to our nation’s Veterans, active military personnel, children and adults with disabilities, victims of disaster and the youth of our communities often go unrecognized.

Many organizations have only a single primary goal and objective. In contrast, Elks support just about every community and national program that helps those in need and often contribute to the success of those purposes and programs sponsored by other organizations. For example, the Elks donated the first veterans’ hospital to the government. Elks contribute regularly to schools, fire departments and emergency services, police, hospitals and nursing homes. With its record of war service, its benevolence freely and impartially bestowed throughout America over the years, and its spirit of good will, the Order appeals to those men and women who are aware of our many accomplishments, and welcome the opportunity to serve in their communities.

Elks Members are committed to charity and patriotism and thus create a beacon of hope for all mankind. The Order of Elks has now disbursed more than four billion dollars in cash, goods and services to our nation's youth, veterans, the disadvantaged and handicapped, victims of disaster, and in support of patriotic and civic programs. It is important that we utilize every opportunity to educate the public with regard to these programs as they require endless support and enthusiasm in order to remain effective.

This booklet outlines the various Grand Lodge Programs available to Lodges and Members of our Order that provide service and support for the youth, veterans and individuals in need in our communities. It also stresses the importance of membership growth, retention and training as related to Lodge operational requirements and leadership skills and responsibilities.

Elkdom, like Patriotism, is in the hearts and souls of our Members. My theme this year is, **"ELKS – A BEACON OF HOPE."** Elks demonstrate this daily because **"Elks Care — Elks Share."**

Our Grand Lodge Program this year will continue to emphasize our theme, **"ELKS – A BEACON OF HOPE."** as we strive to preserve the commitments we have made to our communities and nation.

We will continue to:

- 1) Provide community service in every way possible.
- 2) Repay our Veterans for their service to our country by supporting them every way possible.
- 3) Provide the nation's youth with programs such as Hoop Shoot, which are designed to increase values, teach leadership skills and exemplify fair play.
- 4) Give the Gift of Words by giving dictionaries to third-grade students.
- 5) Provide programs and materials to combat the abuse of drugs and alcohol through education.
- 6) Provide scholarships to deserving students throughout America.

While most of our Members are somewhat familiar with our programs, this booklet will provide more in-depth coverage that you can use to help increase Member awareness and educate the public with respect to our many programs. Spread our theme, **"ELKS – A BEACON OF HOPE."**

A MESSAGE TO ALL EXALTED RULERS

CONGRATULATIONS upon your election as Exalted Ruler of your Lodge! Members of your Lodge have put their trust and faith in you because they believe you are qualified to take on the responsibilities and challenges ahead. You must govern with an even hand, never forgetting that many hands are needed to have a successful year.



A successful year as the leader of your Lodge will not just happen. It will require dedication on your part and devotion of a substantial part of your time to ensure that your Lodge participates in the Grand Lodge, State Association and Local Lodge Programs.

You should not attempt to do everything yourself. You have other Officers and Members who would welcome the opportunity to be more actively involved with your Lodge Committees. Delegate responsibility to them and then follow up to make sure they have what they need to accomplish the tasks given to them. It is important that you, as Lodge leader, listen and constructively respond to points of view expressed by others, give others the benefit of the doubt, provide support to those who need it, and recognize the interests and achievements of your Officers and Members who contribute their valuable time and talent as volunteers on behalf of your Lodge.

This program booklet and the Grand Lodge Manuals located in your Secretary's office will provide you with the guidance needed to ensure you will have a successful year as the leader of your Lodge. Listed below are some suggestions that will be helpful.

STUDY THE FOLLOWING PUBLICATIONS:

GENERAL MATTERS • Constitution and Statutes of the Order, the Ritual of our Order, the By-Laws of your Lodge, Robert's Rules of Order, Protocol Manual, and Exalted Rulers, Lodge Officers and Committee Members Manual. All of these manuals contain valuable information that will help you achieve success.

FINANCIAL MATTERS • Study the budgets of your Lodge and Club operations. Examine monthly profit-and-loss statements. Stay current on the finan-

cial condition of your Lodge. You are the Chief Executive Officer and must properly address any financial problems that may arise.

ADMINISTRATIVE DUTIES • Keep up with your incoming mail from the Grand Lodge, your District Deputy and your State Association. Determine what needs your response and answer promptly. Communicate with Officers, Committee Chairpersons and Committee Members to be sure Lodge programs are being implemented.

ATTENDANCE AT MEETINGS:

DISTRICT DEPUTY CLINICS • In August or September and March or April, the Exalted Ruler, Leading Knight, Secretary and Chairman of the Board of Trustees are required to attend the District Deputy Clinics; also encourage other Members and Officers to do so. These clinics provide valuable educational experiences for Lodge and District Officers, Committee Chairs, Program Coordinators and Members in general.

STATE ASSOCIATION MEETINGS • By attending State Association meetings, you will become more aware of its activities and how they interact with the Grand Lodge, your District and your Lodge. Participate in those workshops and activities as a representative of your Lodge. You will also have the opportunity to share experiences with Officers from other Lodges.

GRAND LODGE SESSIONS • Your attendance at and participation in the annual Grand Lodge Session is mandatory as you are the official representative from your Lodge. It is important that you represent the interests of your Lodge during its proceedings.

PUBLIC RELATIONS • Make sure the good works of your Lodge receive proper recognition in your community. Having good Public Relations is important and you must take advantage of every opportunity to educate the public. Utilize the news media, distribute program flyers and booklets whenever possible, and prepare educational placemats that explain various aspects of what we do. These can be used during Lodge breakfasts, lunches and/or dinners that are attended by members of the community.

LODGE FACILITIES • Lodge facilities that are clean and attractive create accommodations of which your Members will be proud. A clean well-kept facility is also a safe facility. In order to attract new and younger Members, your Lodge will need to be attractive and provide safe surroundings. The appearance of your Lodge can be a big factor in not only obtaining new Members but also in how your Lodge is perceived in the community.

READ THE GRAND LODGE NEWSLETTER • This monthly publication provides timely information for you and your Lodge. Share it with all the other Officers and make it available for all Members to read. Reprint in your Lodge bulletin pertinent articles from this Grand Lodge publication that you feel would enhance Member support of our purposes and programs.

SEEK THE ADVICE OF YOUR PAST EXALTED RULERS • Make sure the Lodge has an active PER Association per Section 13.190 of the Grand Lodge Statutes. Past Exalted Rulers possess vast knowledge and experience that can be very valuable to you. Avail yourself of their advice and assistance.

These are but a few suggestions to assist you as a leader of one of the links in the great fraternal chain of Elksdom. The successful completion of your term as Exalted Ruler of your Lodge will give you a tremendous feeling of personal accomplishment and pride.

A MESSAGE TO ALL LODGE OFFICERS

CONGRATULATIONS on accepting the challenge of becoming a member of the Leadership Team of your Lodge. Your election or appointment is an indication that you have been deemed by the Members of your Lodge to have the skills required to be a good leader. As an Officer, it is important that you become as involved as possible, meet your Members and build a solid relationship with them. You are part of a team that benefits from multiple skills and experiences that combine to help ensure Lodge and program success. Use the time you spend as an Officer this year as a learning experience.



Absorb all the information you can to strengthen your leadership skills and assist you as you maintain a strong foundation for your Lodge while progressing through the Chairs to Exalted Ruler.

The Order of Elks has a long tradition of helping others less fortunate than ourselves and providing programs for the benefit of our communities. We have demonstrated by our actions the theme, **“ELKS — A BEACON OF HOPE.”** If we are to continue this tradition of service, dedicated Officers in each of our Lodges are essential. If a Lodge does not have a full complement of Officers, it is possible that the Lodge programs will suffer. The Lodge might experience a loss of existing Members and an inability to attract new Members. In some cases, the ultimate result could be the demise of the Lodge.

The Exalted Ruler alone cannot do everything necessary to ensure a successful Lodge year. A team concept melds together the skills, experiences and insights of several Members. That is where you, as a Lodge Officer, fit in. Take the necessary time to become familiar with the particular duties of your office and generally with the duties of the other Lodge Officers. The time and effort required of you to do a good job will be significant. You should commit yourself to attend all Lodge meetings and to participate in Lodge functions. You should also attend all District Deputy Grand Exalted Ruler Clinics and State Association meetings. You should also become acquainted with the programs of the Grand Lodge, your State Association and your own Lodge by using the Grand Lodge Manuals and other materials furnished by the Grand Lodge and your State Association.

It is important to lead by example and never ask others to do what you will not do yourself. As a result of the positive experience you will enjoy this year, you can look forward to continuing to serve your Lodge as an Officer and ultimately to arrive at the day when your Lodge will recognize you and elect you to its highest position, that of Exalted Ruler.

Please take advantage of every opportunity to enhance Member and public confidence in our purposes and programs. As members of your community learn about our programs, many of them will want to join the Elks in order to be a part of what we are doing. Our strength is in our numbers, and we need your help in recruiting new Members as well as retaining those we now have.

I want to take this opportunity, as your Grand Exalted Ruler, to again express my appreciation for your dedication and to thank you for stepping forward to fill a leadership role in your Lodge.

ACTIVITIES COMMITTEE

This committee, created in 2011 under Section 4.345 of the Grand Lodge Statutes, begins its service to Elkdom with this 2012-13 Fraternal Year. The committee is charged with promoting, supporting and overseeing: Community Project, Public Relations, Youth Activities, Hoop Shoot and Drug Awareness. Following are suggestions of how each program can assist us in demonstrating that ***“Elks Care — Elks Share”***:

COMMUNITY SERVICE

The Order of Elks was founded to provide community service by each Lodge and to help those less fortunate. ***Community service is what Elkdom is all about!*** We are expected to faithfully serve the communities in which we reside. Our civic duty is to support our communities and assist them whenever needed.

Our Order has long been under-appreciated. We have great programs but neglect to tell others. This must change. The public must be told about the good we do in our communities. Our duty is to utilize the media whenever possible, to tell about our accomplishments. Each Lodge should let the community know what we are doing and thereby demonstrate our theme, ***“Elks – A Beacon of Hope.”*** Grand Lodge has many programs that a Lodge can implement. Many other service activities are available to enhance your Lodge’s positive image within your community, including:

Unique Community Project — The successful Lodge is one that sponsors a meaningful and visible project to fill a tangible community necessity. The Lodge that prospers is the one identified in the community for its unique charitable works. For example, many Lodges have instituted programs such as Christmas Charity basket for the disadvantaged, free public Thanksgiving and Christmas dinners and food “backpack programs” that feed hungry little stomachs over the weekend. Other projects include assisting with community pantries, sponsoring safe and sober graduation night programs and service to those who are unable to venture out into the everyday world.

Once a community identifies a Lodge with a sponsored local charity, the Lodge gains publicity in the media which then generates interest in membership. Program participants have firsthand knowledge of how good it feels to help others in need. That feeling makes them come back for more. And the cycle feeds on itself, generating stronger communities, stronger Lodges and more involved Members.

If you have not established a unique community service program for your Lodge, consider doing so as one of your most pressing priorities. There may well be ENF grant money to fund those programs from the Gratuity, Promise and Impact grants. ***It is a win-win situation!***

Scouting — The Elks have supported scouting for decades. Contact your local Scouting Executive or District Council for ways to help.

Dictionary Project — Lodges nationwide are distributing dictionaries to elementary students as well as Spanish/English and French/English dictionaries and Thesauruses to middle school students. Teachers, school administrators, students, parents and news media all appreciate our support of this project, proving the theme, **“Elks – A Beacon of Hope.”**

Big Brothers/Big Sisters — One or two hours a week will make a big difference in a young person’s life. Contact your local coordinator.

School Mentors/Volunteer Coaches/School Tutors — Providing positive role models for young people, as well as sharing knowledge and skills, is what our theme, **“Elks – A Beacon of Hope”** is all about.

Elder Care/Day Care/Respite Care — Although these programs are usually administered by some community agency, the Elks can provide assistance by sharing time with our special citizens.

Meals-On-Wheels — A great way to volunteer a few hours a week by preparing and delivering meals to the elderly and shut-ins.

Veterans Service — The Elks National Veterans Service Commission has many activities for Veterans. Lodges must stay involved in them and find new ways to add to our proud heritage in this endeavor.

Blood Drive/Organ Donations — Donating blood at blood banks in the name of your Lodge will give you recognition. Many Lodges hold blood drives right at their Lodges. Organ Donation, the “Gift of Life,” just requires your signature on the back of your driver’s license, an identification card or your Elks Membership Card, stating you wish to be an organ donor when you die.

Adopt-A-Highway — Many Lodges participate in this program, removing litter or maintaining landscaping on a section of highway. This is not time-consuming and a highway sign is usually displayed recognizing your Lodge’s participation.

Adopt-A-Park — This can take on a different meaning, depending on the locale. In some cases, the group adopting a park will clean and maintain it; in others, the group raises the money and provides equipment as well as the cleanup.

There are many other activities unique to your area. Seek them out and get your Lodge involved to the extent it can. This will provide concrete evidence to your community that our theme, **“Elks – A Beacon of Hope”** is being put into action.



Elks & Scouting



School Tutors



Veterans Service

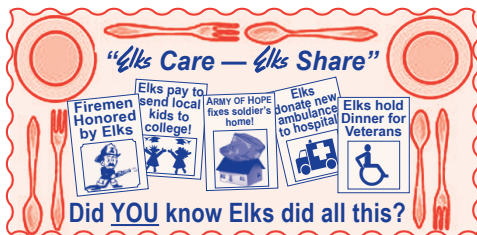


Adopt-A-Park

PUBLIC RELATIONS

A primary objective for every Lodge is to enhance Member and public confidence in our purposes and programs. In order to do this in our communities, we need to focus on Public Education. Public Relations is too often perceived as “News Media.” It is great when local news media give recognition to the good things our Lodges are doing in their communities, but in too many communities the news media cover primarily the bad news. Lodges have to rely on other means to reach the community.

Lodges can distribute Elks program brochures, which are available through Grand Lodge. They can also print informative placemats for use during Lodge-sponsored community breakfasts, luncheons and dinners. These brochures explain with words and pictures our activities in support of youth, Veterans, children and adults with disabilities, victims of disaster, patriotism and our support of local fire, emergency service and police organizations, hospitals, nursing homes, etc. Many people reading these placemats while they are waiting to be served will comment, “I never knew the Elks did this!”



Good Public Relations begins within our Lodges when we first encounter new Members and encourage them to participate through our Lodge and community activities. It means providing opportunities for Members to stay involved, which instills pride in being Members. So long as our Members have a good image of our Order, it is that much easier to retain them and encourage them to invite new prospects to become Members.

When citizens are aware of the many ways our Lodges contribute to local children, Veterans, victims of disaster, emergency service organizations, schools and local charities, many will want to become Members in order to fully support our programs. Simply put, if the Lodge is known for the good news it creates, it will be viewed as a community asset. If the Lodge is thought of as secretive and where people meet privately, they will want no part of the organization. Therefore, we need to demonstrate our charitable and patriotic work, and we indeed want to project our good image.

Examples of opportunities to relate to our communities are limitless. Lodges can become involved with police and fire department programs and awards. They can hold public events such as Flag Day, Memorial Services, Veterans Programs, and hospital and nursing home visits. They can participate in community parades and should be proud to wear their pins, shirts, jackets and banners as they contribute to their community. They can participate in the Dictionary Project and support many other school and youth programs. So long as the event is positive we should celebrate that the Local Elks Lodge is a part of the event and community. The motto ***“Elks Care – Elks Share”*** should be seen as much as the signs for businesses.



ELKS YOUTH PROGRAMS

The youth of today are the leaders of tomorrow. Our young people are subjected to many influences, some of which are negative and unwholesome. An important contribution to communities is to provide positive experiences for our youth. The Grand Lodge Youth Activities Committee promotes numerous youth programs, including:

- ➔ Scholarships for graduating High School Seniors
- ➔ Legacy Award Scholarships for children and grandchildren of Elks Members
- ➔ Dictionary Project: Elks give the “Gift of Words” to elementary school students
- ➔ Student/Teenager of the Month/Year Recognition Programs
- ➔ Formation and support of ANTLERS (Junior Elks) Lodges
- ➔ Boys and Girls Scouting Program and Recognition Awards
- ➔ Hoop Shoot® Free-Throw Competition
- ➔ Sponsorship of youth sports teams
- ➔ Support of junior golf, bowling and tennis programs
- ➔ National youth Week, Youth Citizenship Programs, community projects
- ➔ Sponsorship of Youth Camps
- ➔ Sponsorship of programs for handicapped and developmentally-challenged youth
- ➔ Student/Veteran Volunteer Program
- ➔ Soccer Shoot® Program

Many informative pamphlets are produced by the Grand Lodge Activities Committee and made available to Lodges. They are valuable for the Lodge Youth Activities Committee in continuing existing programs and implementing new ones.

The Soccer Shoot® provides an opportunity for boys and girls ages 7 through 13 to participate in a fast-growing sport. Lodges are urged to offer this program. Parents, grandparents and friends of participants will see what Elks do which will increase the interest of potential new Members, showing again our theme, **“Elks – A Beacon of Hope.”**

The objective of the Elks is to provide a safe meeting environment for Scout Troops/Units in our local Lodges, and provide them with the support they need to succeed! If your Lodge does not currently sponsor or provide a meeting place for a local troop or unit, consider this as an excellent starting place to become more involved in scouting.

One way we can continue to enhance the comfort for the ailing Veterans of our Armed Forces is to involve our youth. For years, our Order has run programs for youth: ENF Most Valuable Student Scholarship; Emergency Grants for Children of Deceased Elks; Hoop Shoot®; and Soccer Shoot-out®. We have always given to our youth, never expecting anything in return. Now is the time to involve our youth — to ask them to give back to the community. This challenge is not as difficult as one might think.

The newest opportunity to help our young Americans build sound character and civic awareness is the Elks **Antlers** ANTLERS Program. By simply following the guidelines and By-Laws supplied by the Grand Lodge Youth Activities Committee, every Lodge can form its own ANTLERS Lodge for boys and girls ages 12-19, and guide them toward responsible citizenship through joint participation in our community service programs.



The success of your Lodge's Youth Activities Program will depend on appointing Elks who are dedicated to spending the time necessary to organize the different youth activities. An adequate budget of Lodge funds is also needed. Most youth



programs require funding as well as hard work to operate effectively. The Lodge should consider being a part of the award contests sponsored by the Grand Lodge Youth Activities Committee, which recognizes Lodges and State Associations that excel in youth programs.

We should make our communities aware that the Elks are one of the LARGEST suppliers of scholarships to our Nation's youth. Make sure scholarship applications with program information are furnished to all the high schools in your Lodge jurisdiction. Publicize the Most Valuable Student Scholarship Program by submitting news releases and photographs of scholarship recipients to the local media.

Implementing a sound and well-rounded Youth Activities Program will prove to our communities that we are dedicated to youth of today who will be the leaders of tomorrow. It's time for each Lodge to step up and show the "Elks' Pride" by having a stellar Youth Activities Program demonstrating the theme, **"Elks – A Beacon of Hope."**

ELKS “HOOP SHOOT®” FREE THROW COMPETITION



Elks “Hoop Shoot®” continues to provide a competitive basketball free-throw contest for more than three million boys and girls ages 8-13 every year. This program, adopted by the Grand Lodge in 1970, has developed into one of the nation’s largest and most recognized youth activities. Each Lodge must continue to provide this opportunity for the young people in its community. The Elks’ involvement with youth provides our nation with a positive and wholesome image of our Order. This image can be projected through strong Public Relations. The program passed the 100 million participant milestone and is recognized at center court of the National Basketball Hall of Fame in Springfield, Massachusetts. A 10-year agreement requiring a \$200,000 commitment from our Order has made this possible with the support of you, the Members. It is imperative to enlighten the public to the good works for our youth, and our presence at the Hall of Fame gives the Elks that opportunity.

We must continue to reach out in every community to assure that all boys and girls have the opportunity to participate in this worthwhile program. Each Lodge Committee must send announcements to the schools, recreation departments and local media announcing the time and place of your contest. Also be sure to follow up with a press release announcing the winners. This will enhance your Lodge’s community image, expose you to many new potential Members and demonstrate our theme, **“Elks – A Beacon of Hope.”**

DRUG AWARENESS PROGRAM

The most insidious enemy this nation has ever faced is substance abuse by our youth. Today, our youth are faced with two even more insidious drugs of “choice.” The first is methamphetamines. It is easy and cheap to produce. The “recipe” is available on the Internet, and those who make it and deal it are selling to anyone who will buy it, including elementary-age children. It destroys families and leads to battered, abused and abandoned children. The second is the use of inhalants. Even the most innocent of products, compressed air, which we use to clean and dust electronic equipment, has become a source of “getting high.” “Huffing,” “bagging,” “blowing” or any other slang name by which it is known is simply a killer. The scourge of drug abuse destroys the potential of youth before that potential can develop. As Elks, we must rededicate our efforts to educate our youth in the dangers of drug and alcohol abuse and inform parents and teachers of the warning signs.

Elks are family-oriented and deeply rooted in our communities and surroundings. Much of our efforts are dedicated to our young citizens. Today’s youth will form the foundation of tomorrow’s society. It is imperative that we ensure that they have the opportunity, the sense of self-worth and the skills needed to make good choices.

Preventing drug and alcohol abuse is one component of community involvement that will directly contribute to the well-being of America. **PREVENTION BEGINS WITH EDUCATION.** Our Grand Lodge Drug Awareness Program develops awareness, alerting parents, educators and community leaders to the dangers of drug abuse among school children.

The direction of the program is twofold. First, support fully any existing community program through the distribution of printed material, volunteers and finances. We will continue to provide prevention-related material to each Lodge at no cost. This material, which targets Grades 4 through 9,

their parents and teachers, is produced and shipped by a grant from the Elks National Foundation. Our work in this field has gained outstanding national recognition. We must continue to work diligently in this field to maintain our exemplary status. Second, help establish an effective Drug Awareness Education Program if no such program exists in the community. Details are spelled out in the Drug Awareness Manual.

All Lodges are challenged to make the Drug Awareness Program a "Priority." We cannot afford to lose a single child to this devastating menace. Lodges are encouraged to provide their facilities for meetings, seminars and lectures and to conduct Alcohol/Drug-Free social events for students in May and June. Lodges are also urged to conduct or participate in "Graduation Celebration," an Alcohol/Drug-Free night-long social event for graduating high school seniors. To be successful, you need to work closely with educators, parent organizations and student peer groups. The first 250 Lodges to request a grant will be reimbursed up to \$200.00 each for hosting these events. The time for these events is between April 1st and November 30th to qualify for reimbursement. A complete report of the results along with receipt must be sent to the Elks National Foundation Office no later than the end of August.



FRATERNAL COMMITTEE

This committee, created in 2011 under Section 4.355 of the Grand Lodge Statutes, begins its service to Elkdom with the 2012-13 Fraternal Year. The committee is charged with promoting, supporting and overseeing: Americanism, Elks National Foundation, Flag Day, Elks Memorial Day, Membership, Lodge Activities, State Associations and Veterans programs. Following are suggestions of how each of these programs can assist us in demonstrating that ***“Elks Care – Elks Share”***:

AMERICANISM and OUR FLAG

Elks are first and foremost Americans who have always been proud to display and honor the Flag of our country. This is especially important as we move forward after the tragedy of September 11, 2001, and as some of our citizens seek to have the words “Under God” stricken from our Pledge of Allegiance to that emblem of freedom and symbol of unity.

Showing our Patriotism as Elks is easy. Wear a pin of our country’s flag on your lapel. Salute our flag as it passes in parades or when the Star Spangled Banner is played. Exhibit your love of Country and share our understanding of the great sacrifices that have been made by the men and women of our Armed Forces. The Elks have always been there to support our flag and those who defend it. We must continue to take every opportunity to inform the public about our Americanism Program that we put forth into our communities.

The Grand Lodge Americanism Program is outlined in the Americanism Committee Manual. It outlines many programs for our Lodges, schools and communities, such as presenting classroom flags to our schools, Americanism Essay Contest, Law and Order Night, Media Night, and Citizen and Volunteer-of-the-Year Awards.

When we honor the flag of our country, we not only honor the principles for which it stands, but also those who sacrificed in its defense. We honor the generations who ensured our liberty with the

Declaration of Independence, those who forged the Constitution, the generations who fought tyranny at home and on foreign soil and, in our own time, here and now, those who are fighting to secure freedom for those less fortunate than us. We honor the memory of heroes — of common men and women, patriots one and all.



Lodge Members should be encouraged to fly the flag at home with the same pride and patriotism. Make Flag Day special in your community by sponsoring a flag service for all organizations to attend. Present awards to those local businesses that fly the flag every day.

Exalted Rulers can guarantee a successful Americanism Program by appointing a dedicated Chairperson and seeking out enthusiastic committee members. The flag that flies over your Lodge should be displayed day and night in a well-lit, properly maintained fashion.

ELKS NATIONAL FOUNDATION

The Elks National Foundation, known as the ***“Great Heart of Elkdom,”*** helps Elks build stronger communities through programs that support youth, serve veterans and meet needs in areas where Lodges live and work. Established in 1928, the ENF furthers the benevolent, charitable and educational programs of the Benevolent and Protective Order of Elks of the United States of America. Through the continued generosity of our Members, their families and friends, the Elks National Foundation has grown significantly since 1928. The goal and intention of our Order is to continue to support the Elks National Foundation so we will be able to fund present programs and provide new programs as the future dictates.

By administering and promoting the many programs funded through the Elks National Foundation, we continue to show our communities the theme, **“Elks – A Beacon of Hope.”** In 2012-2013, the Elks National Foundation will distribute a record \$23.6 million to help Elks build stronger communities. This includes the addition of Beacon Grants, the newest component of the Community Investments Program. Thanks to these \$1,000 grants, every Elks Lodge will be able to serve its community with an ongoing project. The ENF will also fund the following programs:



Community Investment Program Grants:



- Gratitude Grants
- Promise Grants
- Impact Grants
- Beacon Grants



College Scholarships



- Most Valuable Student scholarships
- ENF Legacy Awards for children and grandchildren of Elks
- Emergency Education Grants for children of disabled or deceased Elks



The Elks National “Hoop Shoot” Free-Throw Contest



Elks National Veterans Service Commission



Elks Drug Awareness Program



Grants to State Associations to help fund their Major Projects



- Special Project Grants
- State Charities Grants
- Bonus Grants

In order to continue funding these great programs, we must all participate in and support the Elks National Foundation. Every Lodge Officer and Member should be encouraged to contribute to the ENF. The goal we have established for 2012-2013 is \$4.50 per Member, or a little more than a penny-a-day. This is not much when you consider the outstanding achievements of the ENF and how much money we all spend on things so much less important.

Each new Member of our Order should be encouraged to get involved with the ENF. The Lodge Orientation Program is the best time to extend the



invitation. At that time, the new Member is given a wealth of information about the good the Lodge and the Order are doing, both locally and throughout the nation. Make sure this information includes details on ENF Programs and ways Members can donate. It is important that Lodge Members understand that the programs mentioned above are improving the quality of life in our local communities because of funding provided by the Elks National Foundation. Donor recognition boards, pins and certificates should be maintained and presented to recognize and thank donors.

The Elks National Foundation recognizes contributors for cumulative gifts of \$1,000.00 as Honorary Founders and \$2,000.00 as Permanent Benefactors. Those making planned gifts to the ENF become members of the **“John F. Malley Society”** named for the person whose idea founded ENF. The Foundation has also established a **“Foundation Fellowship”** to recognize annual giving from donors. The six different levels of annual giving range from \$100 to \$5,000. More information about this program can be obtained from the ENF office.

The Elks National Foundation is a nonprofit, tax-exempt corporation under 501(c)(3) of the Tax Reform Act of 1959 and, as such, all contributions to the ENF are deductible for Federal income, estate and gift tax purposes.

The charitable, educational and benevolent causes supported by the Elks National Foundation are the most important financial contributions made by our Order and deserve the continued support of every Member, again proving to all our theme, **“Elks – A Beacon of Hope.”**

*For more information about the Elks National Foundation, please call the Elks National Foundation office at (773) 755-4928; E-mail at enf@elks.org; or visit the Elks Website at www.elks.org/enf.

FLAG DAY

To assist Local Lodges in holding Flag Day services as prescribed in the Ritual of the Order, as well as generally promoting respect for the flag of our country.

ELKS MEMORIAL DAY

To promote and support the observance of Elks Memorial Day as prescribed in the Ritual of the Order.

MEMBERSHIP PROCUREMENT, RETENTION and ORIENTATION

The “*Lifblood*” of every organization is its membership. The Order of Elks experienced tremendous membership gains during the first 110 years of our existence. This membership enabled Elks Lodges to be chartered in towns and cities throughout our country. Membership in our Order grew until March 31, 1980, when we had 1,649,267 Members.

Then, for various reasons, Lodges started experiencing losses instead of gains in membership. Many Lodges had difficulty attracting and retaining Officers. Lodges faced serious financial problems and some Lodges ceased to exist or were required to merge with adjoining Lodges. A primary factor contributing to loss in membership numbers was, and continues to be, age. Many Lodges are losing a large percentage of Members to death each year. Many other elderly Members are in nursing homes, or don't leave the house except to go to church or visit the doctor and drug store. The Lodge bulletin is the primary source of communication with these Members, and it is important to include something in each edition that would make these members proud to be Elks. Too many Lodge bulletins focus on the Member who can frequent the Lodge, and the Members who are unable to do so feel forgotten.

The fact remains that our membership will continue to decline unless we are able to generate Member and public confidence in our purposes and programs. News media, the Lodge Bulletin, informative placemats for use during Lodge breakfasts,



luncheons and dinners, and distribution of informative flyers and pamphlets are ways of reaching our Members and prospective Members in our communities.

Two other important parts of our membership procurement and retention programs involve decreasing Lapsation and increasing Reinstatements.

Lapsation can best be controlled by making sure that each new Member is made to feel welcome and is given an opportunity to participate and become involved in Lodge programs, possibly serving on a Lodge Committee. It should be a standard practice in every Lodge that the Member who proposes a new Member should act as a mentor for him or her.

Every Lodge has a pool of prospects for Reinstatement. Members who have dropped membership had at least one good reason to join our Order in the first place. Personal contact with former Members will, in many cases, produce positive results. Be sure to inform them of the many programs the Lodge sponsors for the good of the community and encourage them to rejoin our efforts.

If each Officer in each of our Lodges would propose only one additional new Member, we would experience an increase of over 28,000 new Members. This is an attainable goal, which we earnestly charge our Lodge Officers to strive for.

With the orientation of new Members, we are initiating a continuing program to expand and improve how Lodges treat their Members and their families. In this program we must continue to reach out to Members, to reinforce the programs that our Lodges and Order put forth, and rekindle the pride that we hopefully instilled in each Member when he or she joined. That pride and knowledge, in addition to keeping the Members informed and involved, are keys to our existence and the many service programs we provide. It is also the basis of our continued enjoyment of the camaraderie and social aspects of Elkdom.



All Lodges are encouraged to contact Stray Elks in their area. Send your Lodge Bulletin to them and invite them to become involved in your activities. This should help to reinforce their interests in our Order, to give them an opportunity to stay active and to help prevent them from letting their membership lapse. Granted, this could also result in a transfer from one Lodge to another, but at least we would not lose the Member from the Order. This is a pool of potential Members that many Lodges ignore, and many of these once-active Members silently become a statistic in our “Dropped for Non-payment of Dues” category. Reach out to the Stray Elks in your Lodge jurisdiction; make them feel welcome in your Lodge, and chances are they will become active Members once again.

State Associations are requested to form active New Lodge Development Committees and pursue new areas for forming new Lodges. Explore your State for potential new Lodge locations and develop them. Many States are experiencing growth and/or population shifts in areas not previously considered large enough to support a Lodge, but may be large enough today. State Association New Lodge Development Committees must continually monitor these population changes as well as other possible areas where Lodges could be formed and, when appropriate, initiate Lodge Development activities. We need to be more proactive in this area and make sure everyone exhibits the theme, **“Elks – A Beacon of Hope.”**

The Membership Procurement and Retention Program offers incentives for Members who can attract or retain three, 11 or 33 new or reinstated Members. All winners are awarded a GER Award Pin and entry into the drawing for a trip to the next Grand Lodge Convention. In addition, Members getting 11 new or reinstated Members will be awarded an Elks Watch; and those getting 33 new or reinstated Members will be awarded the watch, along with an Elks Desk Clock. Pins are available upon the written request of the Lodge Secretary to the Grand Secretary’s Office.

First impressions are lasting! Therefore, once we have attracted and obtained new Members, how do we keep them? Do we get them involved in Elkdom, in our programs, or do they lose interest and become just another number in the membership statistics? One sure way is to **instill pride in membership.**

The Grand Lodge Orientation Program (*available in videotape or DVD from the Grand Secretary*) is an excellent base upon which to build your Lodge's presentation for new Members and their families. Add one or more of the promotional tapes-DVDs available from other Grand Lodge Committees or Agencies, plus any that your State Association provides. But for this critical "First Impression" to have the best outcome, well-informed and deeply committed long-term Members should be involved. The Lodge should expand and "personalize" this presentation. Having a slide show of Lodge highlights throughout the past year is a terrific way of doing this. Prospective members will certainly recognize places and faces of their own community and will want to be a part of the ongoing Caring and Sharing. A social hour with your Officers, Past Exalted Rulers, Committees and Proposers is a great way to make prospective members feel welcome. It is important that this Orientation is attended by not only them, but by their spouses, other family members whenever possible, and the Proposers and their spouses as well.

There is no better tool for Membership Procurement, Retention and Orientation than the Grand Lodge Membership Manual. Please implement the recommended programs. If you do, your Lodge will be successful and you will continue to promote our theme, **"Elks – A Beacon of Hope."**



LODGE ACTIVITIES

Lodge Activities are vital to a successful Lodge. The Exalted Ruler and Officers have the responsibility to ensure that social activities, club functions and projects are planned and implemented to involve all Lodge Members. A successful Lodge activity will promote unity and teamwork among the Officers and Members involved and will be an incentive for planning and implementing future activities.

The Lodge Activities Manual, available from the Grand Secretary's office, is required to be in each Lodge, and provides many programs for a Lodge to promote. The Manual should be the first reference for the Lodge Activities Committee. Involve new Members and encourage them to become active in Lodge and social functions. New ideas from new Members will have a positive influence on the direction of the Lodge and can bring new life to an otherwise less than desirable situation. Involving new and old Members will help ensure their long retention as active dues-paying Members.

The Grand Lodge annually presents awards for Elks National Foundation contributions and others. The most prestigious Grand Lodge award is the All-American Lodge designation. Lodges that participate in these activities are those that thrive in their communities.





STATE ASSOCIATIONS

State Associations act as liaisons between Grand Lodge and Local Lodges, and are valuable to the Order. They guide Lodges in promoting Grand Lodge Programs, in addition to sponsoring unique Major Projects within the states. Without State Associations, programs of the Order could not be as successful as they are in the states. State Associations also help individual Lodges and provide operational expertise as well as training opportunities that benefit individual Elks, Lodges, State Associations and, indeed, our entire Order.

Each Lodge is encouraged to participate in its State Association Programs, most of which are also Grand Lodge Programs. They provide opportunities to work with other Lodges in the state, thus providing opportunities to learn and gain experience from one another.

Grand Lodge presents awards for State Association publications, State Web sites, State Elks National Foundation Contributions and State Associations' Major Project Displays at the annual Grand Lodge Session. All Members attending Grand Lodge Sessions are urged to view the displays that show the many ways we are living the theme, **“Elks – A Beacon of Hope.”**

ELKS VETERANS PROGRAMS

Since 1917, the Order of Elks has responded, and will continue to respond, to the needs of our nation's Veterans and those actively serving in the Armed Forces of the United States and their families.

Under the leadership of our Elks National Veterans Service Commission, the Order has long enjoyed a rewarding relationship with our Nation's Veterans. Years ago we adopted the credo: ***“So long as there are Veterans, the Benevolent and Protective Order of Elks will never forget them.”*** And we never have. Ours is a glorious history of service and remembrance to our Nation's Veterans. Consider the following:



The ELKS financed and equipped the first two field hospitals in France during World War I and donated \$60,000 to the Salvation Army for its use during the war.

Elks built a 700-bed hospital in Boston and donated it to the Federal Government as the first Veterans Hospital facility.



In 1919, the ELKS established the First “G.I.” loan program.

During World War II we established over 150 Hospitality Centers.



During the Korean Conflict, the Order established 25 Hospitality Centers, and ELKS donated over one-half million pints of blood for the treatment of our wounded.

We furnished materials to build a “Rest and Recreation Center” at the Naval Hospital in Guam.



A “*Letters from Home*” campaign was initiated during the Vietnam conflict and continued through the recent Gulf campaign.

The Army of Hope was begun in 2002. With thousands of U.S. Service men and women, mothers and fathers, serving far from home, its goal was to provide assistance in any way possible to the families left behind. Tradesmen are enlisted to make repairs to homes and vehicles. Drivers provide a lift to the store or to an appointment. Children are given gifts at Christmas and in many instances, direct financial assistance is provided. The Army of Hope also helps those currently serving by sending thousands of care packages overseas, by inviting units from military bases to the Lodge for dinner, sponsoring excursions to sporting events, and helping in any way possible these brave men and women who serve our country.



We honor our pledge by serving those Veterans in hospitals, nursing homes and domiciliaries. Over the years, Elks have made in-kind and cash donations worth tens of millions of dollars to provide comfort, care, nourishments and entertainment for hundreds of thousands of Veterans. Our **“Adopt-A-Veteran”** Program establishes personal contact with these Veterans, making them part of our own Elks family.

As the men and women serving in our military forces continue to face ongoing conflicts abroad, we continue to have Veterans who deserve our attention. In recent years our Veterans have faced many new challenges in combat with a non-typical adversary. Their families also are faced with new problems not typical of the traditional Armed Forces families. Each Lodge should have an active and vital Veterans Program.

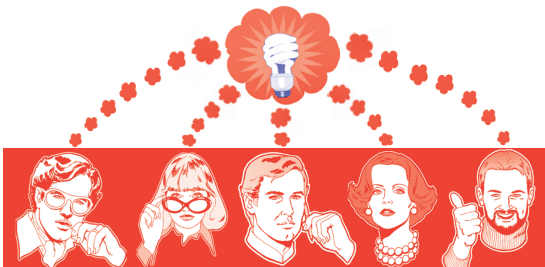
We have not made an idle pledge. We steadfastly adhere to its challenges and we will continue our service to those who gave so much that we may live in peace. To them is owed a debt that can never be fully repaid, but the Order will continue to be in the forefront of those who try in demonstration of our theme, **“Elks – A Beacon of Hope.”**

LODGE OFFICERS

The success of any organization depends on leadership. If a Lodge has dedicated Officers, the Grand Lodge, State Association and Local Lodge's operation will succeed. But if a Lodge does not have dedicated and well-trained Officers, the operation may suffer, and many programs may not even be implemented. Knowledge and continuity are keys to a quality leadership team willing to do the hard work necessary to make our Lodges operate properly and our programs a reality in our communities, as well as to attract, involve and retain good Members.

Lodge Officers are vital to our continued existence. First-time Officers can bring a renewed spirit, not only to a Lodge but to our Order overall. If your Lodge does not have a full complement of Officers, you must recruit them. It must be impressed upon the membership that if your Lodge does not have dedicated Officers, it will eventually cease to exist. If Members exhibit interest in becoming involved, it is essential that you encourage and educate them as to the honor and responsibilities of being a part of your leadership team as an Officer.

Current Lodge Officers and Members should recognize that a priority is to recruit dedicated Lodge Officers, and it is imperative to educate them in the responsibilities and rewards of being a Lodge Officer. Use all the training resources available through your State Association and Grand Lodge, as well as support from your Past Exalted Rulers' Association, Members or others who are knowledgeable and dedicated to our mission.



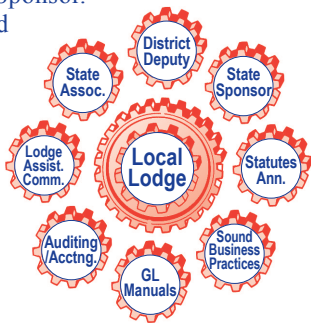
LODGE OPERATIONS

Lodges increasingly are experiencing financial and other difficulties for many reasons. The cost of supplies, utilities and taxes has increased dramatically while dues income has decreased with the loss of Members. Many problems often stem from poor business practices and/or a disregard for the proper or required procedures. Many Lodges are not complying with the rules as Elks Lodges should.

The most successful Lodges comply with the requirements spelled out in the Statutes and Manuals of our Order. Those that are not as successful usually do things their own way and not necessarily by the rules — a result of individuals or groups being inexperienced, unaware of the requirements and/or purposely disregarding those rules.

Through the District Deputies, State Associations and State Sponsors, Lodges are encouraged to adhere to sound business practices, comply with the Manuals and Statutes of our Order, and follow the requirements of state and local governments where the Lodges reside. State Associations are encouraged to form Lodge Assistance Committees, staffed with capable Elks to assist Lodges in following sound business practices as well as guiding them in complying with our Statutes, rules and regulations. Assistance to Lodges is provided on request of the Lodge or as determined through District Deputy evaluations and/or direction of the State Sponsor.

Lodges are encouraged to operate properly, making them stronger and generally better run — thereby ensuring the long-term viability of both the Lodge and of our great Order.



FAMILY PARTICIPATION IN ELKDOM

The family has long been the cornerstone of American society, evidenced by the nation's two most popular holidays, Thanksgiving and Christmas. They are observed throughout the land by family gatherings and celebrations.

In our changing society, with so many one-parent or two working-parent families, it has become more important for Elks Lodges to offer family activities in order to attract and retain Members. All Lodges cannot offer golf courses, bowling alleys or swimming pools, but can and should offer family activities as part of their regular programs. Family activities will help in procuring new Members and keeping existing Members by giving families "together time" to better utilize the continually shrinking hours families have in a fast-moving society.

Keep in mind that the family that plays together will stay together and will continue to be active in our Lodges. Family involvement can make a difference in the success of our Lodges. Parents, siblings and children who visit and learn about our Lodges today will be the Members and leaders of our Lodges tomorrow.



"ELKS CARE — ELKS SHARE"

ELKS NATIONAL HOME AND RETIREMENT CENTER

The Elks National Home, often referred to as the *“Crown Jewel of Elkdom,”* is located in the picturesque Blue Ridge Mountains of Bedford, Virginia, and is a retirement community for Elks Members, both male and female, as well as married couples and singles. The “Home,” as it is affectionately known, has often been described as the *“Best Kept Secret”* in Elkdom.

The Home is beautiful, most effectively combining classic and Spanish Mission architecture. In its magnificent setting, the first view compels an admiration that grows as you approach the main entrance of imposing Grecian design. From the portico is seen a bronze Elk statue. Beyond are the well-kept lawns and golf course. The D-Day National Memorial can be seen in the distance.

Three buildings have single rooms and two-room suites with private baths, central air and other modern conveniences. Four buildings were renovated in 1999 to provide apartment-style living for Elk couples as well as single Members. To the rear of the Administration Building is an additional building with private rooms and the “Special Care” section for those who need assistance.

In the main building are the administrative offices, library, recreation and television rooms, and barber shop. In the “rec” room, residents enjoy cards, indoor shuffleboard and pool. A well-equipped woodworking shop and many individual hobby rooms are available for the residents. Recent renovations include the lobby and main dining room, both beautifully redecorated, as is the glassed-in veranda that surrounds the dining room. The food service is of the best quality and menus are changed daily. All meals are well-balanced and prepared in the kitchen by skilled cooks directed by a dietitian. Special diets are provided as prescribed by any resident.



*The Elks National Home is a 501(c)(3) corporation,
and donations are tax deductible.*

An outdoor shuffleboard and executive golf course are located on the front lawn. The home has a bus and van to make regular trips for shopping and entertainment to nearby Lynchburg and Roanoke. Transportation is also provided for Sunday morning church services, and a non-denominational service is held at the Home on Thursdays.

The beautiful facility, and its amenities, is the single benefit we as an Order provide for our membership as they decline in age and search for living arrangements that fit their personal and financial situation. Today, there are many retirement facilities in most communities – many opportunities to find a home – many choices, but this one is unique – ***Built for Elks by Elks.***

For many years now our beautiful “Home” has been looking to become self-sustaining in order to avoid closing altogether. Closing our beloved “Home” would be disheartening for all of Elkdom and the end of an era of service to our own and the Bedford community that dates back well over 100 years. It is important that all Lodges, Associations and Members rally behind this wonderful piece of our heritage to keep it alive and well. There is a **“Buy-A-Brick”** program in place at this time that Lodges, Officers and Members can take advantage of with the proceeds being used for renovations that will help make the Home self-sufficient. For a \$100 contribution, you can buy a brick engraved with a short message.

Please utilize your Lodge bulletins to get the message to your Lodge Members that they have a beautiful home available to them for an active and fulfilling retirement. Let us be certain that no Elk is deprived of the opportunity to enjoy the comfort, security and companionship to be found at the Elks National Home.

Let our beautiful Elks National Retirement Center be a constant reminder of the Order's commitment to our senior Members.

For more information about the Home and "Buy-A-Brick" program, please contact:



Executive Director
Elks National Home & Retirement Center
931 Ashland Avenue
Bedford, VA 24523-1399
Phone: (800) 552-4140
Fax: (540) 586-2096
E-mail: enhome@aol.com

ELKS NATIONAL VETERANS MEMORIAL BUILDING

If you have the opportunity to visit Chicago, a tour of our Elks Veterans Memorial Building should be included. As you tour this majestic structure, which was completed in 1926, with all its magnificent sculpture and artwork, you will be amazed at its elegance and beauty. Surely you will agree that it would be inspiring if only each of our Members and their families could see it. You will be reminded of all those Veterans who gave so much to allow us to continue to enjoy our freedom and peace. You will have wonderful memories of your visit and have yet another reason to be proud you are an Elk.



Rotunda, Memorial Building

A five million dollar restoration has fully restored the Memorial Building to its original splendor, but there continues to be a financial need to keep the building from deteriorating.

A Memorial Building Trust was established to take care of major repairs and to keep the building in its restored brilliance, but the Trust needs our donations. Donations of \$100 to \$249 will receive a beautiful, formal acknowledgment certificate and a copy of the “Story of Elkdom” (a 70+ page hardbound book briefly reviewing the Order and focusing on a photographic tour of the Elks Veterans Memorial Building). Donations of \$250 or more will be gratefully acknowledged with a beautiful certificate, and a copy of the “History of the Order of Elks” (a 500+ page hardbound book reviewing the Order from its founding on February 16, 1868, through modern times.) The job will never be completed, and we ask for and encourage your ongoing support.

Since the Memorial Building was rededicated on July 3, 1994, to include those who served through the current Middle East conflicts, much has been spent to complete the work then in progress and to provide annual maintenance. These funds were taken from that portion of the Trust that was intended to be a reserve for continuing maintenance. We ask each Lodge to hold one fundraiser this year for the Memorial Building Trust, and for individual Elks to donate so we can keep the monument to our Veterans in excellent condition.

The Elks Veterans Memorial Building continues to stand as a striking example of the theme, **“Elks – A Beacon of Hope”** and that *the Elks will never forget our veterans!*

Donations to the Elks Veterans Memorial Building Trust are tax deductible.



Voluntary, tax deductible contributions can be sent to “The Elks National Memorial Restoration Trust.”

GRAND EXALTED RULER AWARDS

The Grand Exalted Ruler Awards are presented to individuals and Lodges who truly exemplify our motto: *“Elks Care – Elks Share.”*

For Outstanding Members:

A. A personal message of thanks and a GER Award Pin will be issued by the Grand Exalted Ruler in recognition of individual Members who bring in a total of THREE, 11 or 33 new or reinstated Members. (Other incentives are listed on Page 14.)

NOTE: Local Lodge Secretaries should forward to the Grand Secretary written notices of eligibility for Member recognition. Postmark deadline is June 15, 2013.

B. Each Exalted Ruler is authorized to issue TWO (2) Grand Exalted Ruler’s Outstanding Service Certificates to Members performing outstanding service for their Lodge.

NOTE: These Certificates must be ordered in writing from the Grand Lodge Fraternal Committee. Please order on a timely basis. Specify if any special date is required on the certificate. This request should be postmarked no later than March 31, 2013.

For Exalted Rulers:

A Special Citation will be awarded to Exalted Rulers who participate in FOUR (4) or more of the following programs during the year:

1. Elks “Hoop Shoot®” Program
2. Youth Scholarship Program
3. Achieve \$4.50 Elks National Foundation per capita goal plus participating membership by all Lodge Officers.
4. Participation in at least THREE (3) of the following:
 - a. All-American Lodge Contest
 - b. Drug Awareness Program
 - c. Elks National Youth Week

- d.* Ritualistic Contest
- e.* Student/Teenager of the Month/Year Program
- f.* Veterans Service and/or Adopt-A-Veteran Program

Special Citations are available through the Grand Lodge Fraternal Committee upon receipt of a formal written request from the Exalted Ruler. The request shall be supported with dated copies of cover letters, programs, news releases, bulletin notices, etc. attesting to the participation by the Lodge and the Lodge family in the appropriate activities. This request should be postmarked no later than March 31, 2013.

For Local Lodges:

A. A Special Citation will be awarded to each Lodge that participates in at least SIX (6) of the following programs. These certificates should be ordered in writing from the Grand Lodge Fraternal Committee. This request should be postmarked no later than March 31, 2013.

- 1. Elks “Hoop Shoot®” Program
- 2. Ritualistic Contest
- 3. Youth Scholarship Program
- 4. Dictionary Project
- 5. Veterans Service and/or Adopt-A-Veteran Program
- 6. Drug Awareness Program
- 7. Every Officer a subscribing member of the Elks National Foundation
- 8. Mother’s Day Program

B. A Special Citation will be awarded to each Lodge that attains at least TWO (2) of the following goals. These Certificates should be ordered from the Grand Lodge Fraternal Committee. This request should be postmarked no later than March 31, 2013.

1. Achieves the level of \$4.50 per Member in donations to the Elks National Foundation.
2. Achieves a net membership gain of at least ONE (1) Member.
3. Achieves a level at or below TWO PERCENT (2%) Lapsation as determined in Section C below:
4. Every Officer, elected and appointed, sponsor a new / reinstated Member.

C. A Grand Exalted Ruler's Citation will be awarded to each Lodge with a Lapsation rate of Two Percent (2%) or less as of March 31, 2013. Entitlement to this award shall be determined by the office of the Grand Secretary based on information provided by each Local Lodge in its final membership report for the period ending March 31, 2013.


For District Deputy Grand Exalted Rulers:


At the end of the District Deputy's term in office, a special Grand Exalted Ruler's Certificate of Appreciation may be awarded to any District Deputy Grand Exalted Ruler who complies with the Grand Lodge Program and qualifies, based upon completion and submission of a copy of the District Deputy Duties (*the checklist on pages 1-4 of the District Deputy Manual*). The entry should be forwarded to the Grand Secretary no later than May 15, 2013 with a copy to the State Sponsor.


Thank you for taking the time to read this booklet and learn more about our great Order and its many programs. I ask that you now "spread the word" by making the most of every opportunity to enhance member and public confidence in our purposes and programs.





Fast Facts of Elkdom —


 Tens of Millions of America's finest citizens and leaders have been proud members of the Benevolent and Protective Order of Elks, and more continue to join our ranks every day.


 There are more than 2,000 Elks Lodges in the United States today.


 Our Benevolent Organization was founded on the principles of Charity, Fidelity, Justice and Brotherly Love, on February 16, 1868.


 In October, 1918, after WWI, Elks built a 700-bed Reconstruction Hospital on Parker Hill in Boston and gave it to the federal government. This hospital was the forerunner of the VA Medical Centers that exist today.


 The Elks National Home, lovingly referred to as the “Crown Jewel of Elkdom,” was founded in 1903, and this “Elks-only” retirement village stretches across the foothills of the Blue Ridge Mountains in Bedford, Virginia.

 Elks Hoop Shoot® Free-Throw Program provides friendly sports competition for nearly 3 million boys and girls every year, and was adopted by the Elks in 1970.

 Elks gave \$19.8 million to deserving programs and Scholarship Students just this past year — more than any other organization in the world.

 Elks are projected to distribute approximately 323,000 Dictionaries, Foreign Language Dictionaries, Atlases, Thesauruses, and Reference Books to elementary and middle school students nationwide this year.

 Elks National Foundation received more than \$6 million in charitable contributions and bequests this past year alone.

 The Elks Veterans Memorial Building is both a reverent monument and an architectural landmark in Chicago. It was dedicated on July 14, 1926, to the memory of Elks and all the men and women who sacrificed their lives in WWI. It was rededicated on September 8, 1946, to the members of our Armed Forces who perished in WWII. It was also rededicated on July 4, 1976, during America's Bicentennial celebration, to honor those who died for our freedom in Korea and Vietnam. As "the Price of Liberty is Eternal Vigilance," within the hallowed walls of this majestic edifice, the Elks will continue to honor America's Heroes who have given their lives in its defense.

“Elks Care — Elks Share”

**Benevolent
and
Protective
Order of**



Code 514000