



MOOSE Leader

Need-to-know information for officers and chairmen of Lodges/Chapters/Moose Legions Vol. 82, No. 4

Workshops Developed to Help Lodges Achieve 'Plus One' Status

By **KURT WIEBE**/Director, Membership; Chief Marketing Officer

This fall, the Moose International Membership Department is conducting a series of one-day regional meetings designed to help answer questions and offer solutions to the difficult task of building membership. The first of this series takes place in **Barberton, OH Lodge 759** on October 4; with the next meeting on October 18 at **Henry County, GA Lodge 2170** and two additional meetings at **Belleville/Swansea, IL Lodge 1221** and **Lodi, CA Lodge 634** – both taking place on November 15. Depending upon the success of these initial offerings, additional regional workshops could be added at other locations as early as next spring.

Each regional workshop is intended to draw from an audience of Moose members within a three-hour radius of the hosting Lodges, with starting and ending times making single-day travel achievable. All meetings will run from 10 a.m. – 3 p.m. with the host Lodge providing a lunch at a nominal cost to participants. There is no fee to participate in the program and all members, male and female, are invited to attend.

New information will be shared at these meetings, including the preliminary results of a September survey of former Moose members and the reasons they left the Fraternity. There will also be a preview of upcoming short-term campaigns that have yet to be announced by Moose International, as well as discussions of retention strategies and onboarding techniques for educating new members of the Order.

The entire program is designed to be a casual, interactive environment with a high level of participation by both presenters and the audience.

Scheduled to conduct the workshops are Kurt Wiebe, Director of Membership and Chief Marketing Officer for Moose International (Barberton and Belleville/Swansea); Dave Smoot, Assistant Director of Field Operations – Membership, (Henry County and Lodi); Darrell O'Brien, Assistant Director of Lodge Operations – Membership (Barberton, Henry County and Lodi); and Kim Thompson, Assistant Director of Retention and Recognition – Membership (Belleville/Swansea).

Additional information, including Lodge promotional posters and RSVP information can be found in the Programs and Events tab in the Member's Area of the Moose International website. ■

Membership Workshops	
Oct. 4	Barberton, OH Lodge 759
Oct. 18	Henry County, GA Lodge 2170
Nov. 15	Belleville/Swansea, IL Lodge 1221
Nov. 15	Lodi, CA Lodge 634

Retention Week is Just Around the Corner

By **BARB McPHERSON**/Grand Chancellor

Membership Retention Week, which is Nov. 2-8, is quickly approaching. To prepare our Chapters and other fraternal units for Member Retention Week, we will be mailing a very important Membership Retention Week packet to each of our Chapters.

Membership Retention Week materials include posters, charts, idea generators, and instructions for submitting forms to win prizes that are all part of the materials included for use before and during Member Retention Week.

Short-term membership campaign posters for both small and large Chapters are included for use during Thanksgiving and the winter months. Create a clever award and the poster will help build enthusiasm and generate new members.

New Member Orientation materials and information will be included to help

with the process of creating lifelong members by learning the basics of this Fraternity.

Posters will be included for the International Karaoke Contest. Yes, someone from your Chapter could become one of the first Karaoke stars of the Moose Fraternity and make an appearance at the 2015 International Convention and Conference in beautiful Nashville, TN.

The packet will not only include tools to ensure your Member Retention Week is successful but will also include the fall Missing Documents and Missing Positions letters and if your Chapter has qualified, the coveted Award of Achievement certificate in preparation for the Award of Achievement ceremony to be conducted at your first meeting in December.

Watch the mail for your Member Retention Week kit! ■

Karaoke Contest Success Dependent on Leadership Efforts

By **SHAWN BAILE**/Director, Activities

In the months since the 2014 International Convention, when we introduced the inaugural Moose International Karaoke Contest, excitement and interest have built.

Promotional materials have been mailed to Lodges and posted to the Moose International website. Detailed information, which was furnished to Territory Managers, should have been presented to those who attended the recently concluded State/Provincial Moose Association annual conventions.

The progression of this competition is relatively easy to follow. Members of Lodges and Chapters first compete at the local (Lodge/Chapter) level. One winner emerges from each local competition, and that one winner is a member of the Loyal Order of Moose or Women of the Moose. Each local winner then moves to the next level of competition. Depending on the Association, this could mean going through District competition or directly to the Association competition at the upcoming State/Provincial Moose Association Mid-Year Conference.

The 43 winners of the Association competitions are responsible for furnishing recordings of two songs to the Moose International Activities Department. The submissions should either be video recordings or audio recordings with an accompanying photograph.

These recordings will be judged by a panel of media personnel in the Chicagoland area, and 12 finalists will be invited to compete in the finals in Nashville, TN during the 2015 International Convention. The top three competitors receive cash prizes, with the winner taking home \$5,000.

In theory, this journey is simple, but it is a long journey in terms of time and distance for many. We must rely on the efforts of our leaders in the Lodges and Chapters, in the Districts and in the State/Provincial Moose Associations to assure that things run smoothly and as intended. Here are few basic responsibilities for each group:

Lodge/Chapter Officers

- Schedule a date and time for competition. Multiple dates may need to be scheduled, depending on the number of Lodge and Chapter members who are interested in participating.

- Secure professional karaoke services to provide the equipment and catalog of songs for competition. If your local competition requires multiple dates, try to secure the same professional karaoke services for all dates to maintain consistency.

- Secure judges for your competition. It is recommended that the judges are people with a musical background as a profession, such as music teachers from the local school district, local musicians or local radio personalities.

District Officers

- If the State/Provincial Moose Association has determined that District competition is necessary, the District officers will need to determine the date on which the competition will take place and at which Lodge the competition will take place.

- Once a host Lodge has been selected, the District officers should work with the officers of the selected Lodge to secure professional karaoke services and judges.

- Assure that District competition is completed at least four weeks prior to the Association Mid-Year Conference so that there is adequate time to prepare for Association competition.

Association Officers

- Establish a date by which all Lodge competitions (or District competitions where applicable) must be completed and the names of winners reported for Association competition.

- Secure space at the Mid-Year Conference venue for Association competition to take place. Ideally, this competition would take place on the Friday evening of the Mid-Year Conference.

- Secure professional karaoke services and judges for Association competition.

More detailed information can be found in the Members Area of the Moose International website. After accessing the Members Area, click on the Activities & Sports link on the left side of the screen. You will find a section for the International Karaoke Contest at the Activities & Sports page.

If additional assistance is required or you have any questions, please contact the Activities Department at (630) 966-2214. ■

Support the Mooseheart Cradle Fundraiser

By **JAN FREGULIA**/Executive Director, Moose Charities

It is October, and this is the month in which Halloween takes place. Chapters and Lodges are probably preparing to hold parties for their children, who get very excited about dressing up in costumes of their choice.

The same goes for the children at Mooseheart. The various departments at Moose International look forward with great pleasure to seeing the children as they come through the offices, accompanied by their Family Teachers, many of whom are also in costume.

Next month brings us to November, and Thanksgiving, which is a time for us to give thanks for the blessings we have received. Whether a gathering is large or small, being with those you care about makes this special day one of enjoyment for all.

At many Thanksgiving celebrations, children are running around, laughing and playing games. Our Mooseheart children also gather around the table with their Family Teachers and give thanks to the members of our Fraternity which have given them a home.

Mooseheart children are no different from those children you will in-

vite into your Moose homes for the costume parties or into your own homes for Thanksgiving. The one thing that is different, of course, is that they live at Mooseheart. For various reasons, these children entered Mooseheart to be safe, cared for, receive a good education and to have a chance for a happy, healthy and successful future.

As members of this great Moose Fraternity, we have accepted the responsibility to ensure Mooseheart's children receive these God-given rights. In order to do this, we must always remember that 'a burden heavy to one is borne lightly by many.'

So, please, help us by asking every individual who visits your Moose home during the month of October to give as they can to the Cradle Fundraiser. The monies collected go into the Mooseheart/Moosehaven Endowment Fund. This fund must continue to grow to the point that these two Moose communities will remain in place for future generations of at-risk children and senior members of our Fraternity.

By embracing our theme of 'Back to Basics,' by caring and sharing, helping others and treating others as we wish to be treated, we are also helping ourselves.

God Bless Mooseheart and Moosehaven. ■

It's Halftime So Let's Evaluate Our (Retention) Game Plan!

By **BOB NEFF**/Director, Ritual and Higher Degrees

October ends the first half of our year and November begins the second half. How "Back to Basics" were we so far? How was our level of success thus far? What basic collaboration has been accomplished? What still needs planned for the rest of this year and beyond?

Membership production in some of our fraternal units has been a bit slow. That makes retention of members even more important! We should have committees in every fraternal unit working to make personal contact with members and encourage them to stay the course of caring for children in need and senior members. After all, that is what we as Moose do. This is why we exist to begin with! Let us be sure to do our part.

There is a Council of Higher Degrees in your area and it is that group's primary responsibility to retain members. So, why not call on them to come to your Chapter, your Lodge or your Moose Legion and help you? That certainly makes sense.

The Council's No. 1 job is saving recently expired members. Its focus is to remind members who were recently due to renew just how important and valuable membership is and to thank them for past support as we encourage them to continue our philanthropic work with us. Call your Council of Higher Degrees for assistance.

Recently, the Moose Legion membership was asked to assist in a greater way with retention. Moose Legion members are eligible to be members of the Council of Higher Degrees and most of the leadership in Lodge, District and Association roles comes through the ranks of the Moose Legion. Who should know better and lead stronger than Moose Legionnaires in this vital area?

International President Bruce Snider said it very well during his talk at the Las Vegas convention. Our Lodge Moose Legion committees generally meet at least once a month. Most of us have cellphones. How about taking the first few minutes of that committee meeting — after first obtaining the arrears list from the Administrator — to call those members? Think of the good this group could do in a short time. The number of calls per person would be small if everyone helped just a little.

You can also help Chapters with their retention efforts. Try working with the Chapter officers to organize the retention program as a joint effort. Have the scripts ready, the upcoming activities schedule and member benefit information available for reference. Ask your wife/lady friend to join you in the effort as a couple's team contacting members. Just think how you might be even more successful by working together!

That is about as basic of a plan as we can suggest and it has a great potential for success in all our fraternal units.

But there is, of course, one catch. We have to actually make the effort, make the calls in a friendly, inviting way and simply work the program in order that it can have a chance to save members. By offering a friendly and welcoming contact approach we can successfully save our base if we just make a basic effort to reach out to others.

It is halftime. Let's review the first half and establish plans to achieve growth in the second half. Victory can be ours by keeping more of our most valuable assets — our current members. Please be one of our most valuable players by personally serving on the Moose Retention Committee! ■

Attend Officer Training Classes in Preparation for Elections

By **STEVE GREENE**/General Governor

Brothers and Co-workers, the April 2015 elections are only a few months away and now is the time to attend the required officer training classes.

This training is now available online and should make it much easier for all who are planning on being Lodge officers. It's also time to hold Lodge and Chapter fundraisers. Be sure that your Lodge and Chapter delegates have the opportunity to attend both the mid-year conferences and our International Convention.

With the cold weather approaching, what a great opportunity to hold

events open to the public in your Lodge hall. We encourage every Lodge and Chapter to conduct fundraisers throughout the year.

Both the Lodge and the Chapter may hold two events annually and keep the proceeds, in addition to different types of events with approved dispensations. Approved hall rentals are also encouraged; what a great way to bring in much needed revenue for the Lodge and Chapter. Legitimate family functions such as wedding receptions, birthday parties, anniversaries etc. do not require a dispensation, but if alcohol is served, additional insurance is required.

For answers to your questions or for more information, please contact our office at (630) 966-2222. ■

St. Johns Apartments at Brandon Place Construction Begins

By **JOHN CAPES**/Executive Director, Moosehaven

Construction of the St. Johns Apartments at Brandon Place is underway. The project duration is estimated at 10 -12 months, which means that by this time next year you could be moving into a new home! The St. Johns Apartment building will contain eight two-bedroom apartments and twelve one-bedroom apartments, each designed to have a patio or balcony facing the beautiful St. John's River. The design of the two-story apartment building includes an elevator, indoor mailboxes and a beautifully designed *porte cochere* entryway.

Retiring to Brandon Place at Moosehaven means that your future is secure

and your retirement is what you worked so hard to achieve. Whether you're relaxing in our heated indoor pool, enjoying a lively bowling tournament in our campus bowling alley or catching fish from our private 400-ft. pier, your retirement can be exactly what you've dreamed about. Residents at Brandon Place enjoy the many social opportunities and events, scheduled activities and 5-star rated healthcare at Moosehaven all within a safe, secure gated community.

By making a security deposit, you may select your apartment location as well as the finishes for cabinets and countertops and the style of carpeting. To reserve your apartment or for more information, please contact our Marketing Department at Brandon Place at mathews.marina@moosehaven.org or call (904) 278-1281. ■

HALLOWEEN TREAT BAGS



Tommy Moose Halloween treat bags make the festivities safe for everyone!

-BAG FEATURES LOTS OF SAFETY TIPS FOR TRICK-OR-TREATING

-ORDERS COME IN QUANTITIES OF 50 PER BUNDLE (CATALOG # 185)

-\$10.50 PER BUNDLE PLUS SHIPPING & HANDLING*

PLEASE SHIP THE FOLLOWING ORDER, FOR WHICH YOU WILL FIND ENCLOSED CHECK NO. _____ FOR \$ _____
 (ALL ILLINOIS ORDERS ADD 7% SALES TAX)

Send Check or Money Order - No CODs
 CATALOG SALES DEPARTMENT
 Mooseheart, Illinois 60539-1171
 CATALOG # 185
 Phone: 630.966.2250 Fax: 630.859.3505
 Web: catalogsales@mooseintl.org

NAME _____
 STREET NO. _____ BOX NO. _____
 CITY _____ STATE _____ ZIP CODE _____
 CREDIT CARD # _____ EXP. DATE _____
 SIGNATURE _____

SEND CHECK OR MONEY ORDER - NO CODs

PACKING & SHIPPING CHART	ORDERS	ADD
PLEASE USE THIS CHART TO COMPLETE YOUR PACKAGING SHIPPING COST.	25.00 \$15.00	\$4.00
THOSE CHARGES REPRESENT ONLY PART OF THE ACTUAL COST, WEIFY THE REST.	\$12.00 \$30.00	\$7.50
ILLINOIS RESIDENTS PLEASE INCLUDE 7% SALES TAX.	\$25.00 \$30.00	\$1.75
	\$37.00 \$45.00	\$3.50
	\$100.00 \$120.00	\$10.00
	\$150.00 \$180.00	\$15.00
	\$200.00 \$240.00	\$20.00
	\$250.00 \$300.00	\$25.00

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WEBSITE WWW.MOOSEINTL.ORG



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MOOSE Leader

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