

Official Communication November 16, 2016

New Moose Experience

Good Morning!

Two years ago in Nashville, Moose International launched the beginnings of “The New Moose Experience,” an as-yet undefined project that would look to engage the next generation of families and individuals with whom we have had limited success in attracting as members.

This year in St. Louis, that vision was more refined, yet not quite ready to be introduced to the membership as additional details needed to be solidified. An exciting program had emerged from a myriad of initial proposals, but there was a tremendous amount of research, testing and planning still needed to make it a reality. I want to share with you an excerpt about this “new experience” from my message to those in attendance at the St. Louis Convention -

“The hardest thing for you and me to grasp is that it will not have anything to do with your Lodge or Chapter. This is something completely innovative, yet has Moose DNA threaded through it. This new Moose experience will be under the Umbrella of our organization. It’s lifeblood will be Moose. And realizing that Millennials, as a whole, are just not interested in joining Lodges, this experience has to be different. And it will be different. It will be a new brand that has Moose at its foundation. Just as the lodges are the experience that is hallmark and preference of all of us in this hall. This new Moose experience for Millennials will be their unique way of coming together. And the timing is right. Millennial families are seeking a way to come together. A way to come together that compliments and supports their unique lifestyles that blend work – play – learning – and giving into a singular day to day, even hour to hour life – as a integral and supportive community.”

The video link attached with this message begins to more clearly define the new “Experience” and provides a more comprehensive statement on how this direction will captivate the families and leaders of tomorrow.

This investment into the future of our Moose organization, our fraternal mission and into the lives of future generations is something that only Moose can own. It is three distinct lines of business under one roof, meeting the needs of Millennial parents, today’s child and our local communities. In this New Moose Experience you will find -

1. A state-of-the-art flexible workspace environment available to independent workers and small businesses that desire a flexible and convenient workplace for themselves and/or their employees. Our hospitality-first focus generates a dynamic and creative work environment that brings leaders and innovators together under one roof.
2. A unique Moose-branded, flexible learning-oriented childcare experience – designed to accommodate the variable schedules of parents while delivering a high-quality early childhood education experience that instills the values Moose cares about and are found at Mooseheart – caring for others in need, social responsibility, and community contribution.
3. A comfortable, casual social space with intentionally family-focused food and beverage. Serving high-quality, healthy foods at all parts of the day that meet the needs of today’s modern family. Whether the need is for a quick-serve breakfast, a more relaxed lunch or a ready-made family dinner to take home, we have it covered.
4. To compliment all three lines of business, Tommy Moose will lead our development of “Kid Citizens.” A space where children and their parents live out their values through service programs and initiatives that benefit the local community and raise funds for Mooseheart.

This is truly an exciting time to be a Moose! We are expanding our network and setting ourselves up to be positive community influencers for centuries to come. In addition, we are opening up another avenue of financial support for our children at Mooseheart.

Today's announcement, along with a Program Overview and a set of Frequently Asked Questions (FAQ), can also be found on our website by clicking here, <http://www.mooseintl.org/members/index.php/new-moose-experience/>.

Thank you in advance for your continued support and the dedication you provide our Fraternity. Without you, we would not be in position to invest in such an ambitious program that looks out long-term for the future of our fraternal mission.

I hope you'll agree that for the longevity of the organization, this additional path makes sense and contains just the right amount of Lodgic to succeed!

Sincerely and fraternally,

Scott D. Hart
Director General
Moose International