

Subject: 170512 Official Communication - Mbrship Campaign Clarifications;Honoring Community Heroes & First Responder/Active Military Membership Promotion

Official Communication for May 12, 2017

Membership Campaign Clarifications:

Over the past few days, we have had a number of members contact Moose International because of some confusion between: **a)** the new membership campaign "Moose – Honoring Community Heroes" and **b)** the short-term promotional program "First Responders/Active Military" that is scheduled to run through the end of the calendar year. **These are separate programs**, however, lodges and chapters are certainly encouraged to utilize the synergy between the promotional campaign and our new membership theme when planning events and activities for the coming year.

Please see below for some clarification:

Moose – Honoring Community Heroes

- Annual Membership Campaign – May 1, 2017 – April 30, 2018
- Application Fees/Dues *required* for all new members who do not qualify for the promotion below
- Provides opportunity to honor local heroes (including teachers, doctors, philanthropists, etc.) throughout year
- Gives lodges/chapters an opportunity to focus on celebrating not only the heroes within each community, but also the good work they do as Moose

First Responder/Active Military Membership Promotion

- Short-Term Promotion – extended through December 31, 2017
- Application Fee/Dues waived by Moose International throughout the promotional period. The waiving of dues is suggested for lodges and chapters as well.
- All previous categories still apply: Active Military, Active Reservist, EMT, Firefighter, Paramedic and Law Enforcement
- Two new categories now included: Border Patrol and National Guard