

**Subject:** 171101 - Official Communication - Mbr Ret Week Begins SUNDAY for ALL FRUS; Important Changes To MC for LODGES ONLY; 2nd Qtr HOC Deadline; Catalog Sales Free Gift Give Away.

## Official Communication for November 1, 2017



### Member Retention Week Begins Sunday!

We hope that your Member Retention Week plans are successful! Should you need additional information regarding Member Retention Week, please look over the materials provided on our website or contact your Territory Manager. If you need additional assistance please don't hesitate to contact Member Services at 630.906.3658.

We are looking for photos from Lodges/Chapters that have a successful event that we can share on our website and also our Heard of Moose Facebook pages. Please e-mail digital photos, along with a description of your events to Kim Thompson at [kthompson@mooseintl.org](mailto:kthompson@mooseintl.org).

We look forward to hearing about your week!

One week focus – Year-Long Commitment

### LODGES ONLY: Important Changes to Moose Charities All Giving Donations

Moose Charities will now include individual Donor Circle donations in the overall 'all giving' totals, for Lodges and Associations. This will be effective immediately and will be retroactive to May 1, 2017. For the current year, it will not impact the Premier Lodge Award or the Top Association programs as "all giving" for the previous year will not include Donor Circle donations.

If you have any questions in regards to this information, please contact your Territory Manager for additional information, or Kim Thompson, Assistant Director of Membership at 630.966.2258.

## **Deadline for 2<sup>nd</sup> Quarter Heart of the Community Reports is November 15, 2017; Reports Must Be Submitted Through Web-Based Form to Assure Proper Credit.**

The deadline for submitting 2<sup>nd</sup> quarter Heart of the Community forms is Wednesday, November 15<sup>th</sup>. Below are instructions for accessing the report, as well as many helpful reporting tips:

### **Basic Tips:**

- **Web-based reports only.** Any reports submitted by mail, fax or email will not be accepted, no exceptions.
- **No extensions will be given** to lodges who do not submit by the deadline using the web-based form.
- **Plan to submit your report at least a week early** to prevent last-minute situations such as the lodge computer crashing on the evening of the deadline. Submitting your form early also provides your Territory Manager time to review your entries and provide you with any suggested edits to improve your report and help you earn the best possible grade.
- **Choose a time to complete the report when you will not get interrupted.** The system will automatically time out if you are inactive for 55 minutes or longer, causing all work to be lost.

### **Instructions to Access the Web-Based Report:**

- Go to [www.mooseintl.org](http://www.mooseintl.org) and go to the **Admin Menu**.
- Enter **user name and password** (the same used to access 'My Membership Record' through the website) and the FRU passcode specific to the lodge.
- Once in the FRU information screen, click on the dropdown for **'Forms'** and select **'Community Service'**. This will take you to the main screen for **Heart of the Community reports**, which will show a box in the center of the screen with a line for each quarter of the fiscal year.
- **There will be a link next to the appropriate quarter.** If this is the initial attempt at the report, the link will read 'Create'. If a version of the report has already been completed and you are adding or changing information, the link will read 'Edit'. **Click on this link.**
- Once the report form opens, you can type information into the appropriate fields.
- **Frequent saving is beneficial.** It will allow you to access the most current version and will replace the previous report transmitted to Moose International.
- After the information has been entered, click **'Save & Submit'** at the bottom of the form.
- After Saving, **reports can still be edited** as many times as necessary **until midnight on November 15<sup>th</sup>**. Again, it is highly recommended that you alert your Territory Manager after submitting so they can advise you on any recommended edits.

### **Key Reporting Tips For The Best Possible Grade:** (\*A grade of "Good" or better is a requirement for the Premier Lodge Award)

- **CATEGORIZE CORRECTLY** - Be sure to **choose the correct section before typing in each effort.** Only enter efforts specifically associated with the title of the section that you are listing it under.
  - In the past, Moose International staff corrected lodges' mis-categorized entries when the web-based system was still new. This will no longer occur.

- **If you place an entry in the wrong category, it will remain there and will NOT be approved.**
- **If you mis-categorized in the past, and you still received a decent grade,** this is because graders may have helped you correct the placement of your entries. If such errors are made again when you report this quarter, and in future quarters, you can expect to receive a lower grade than in the past.
- **BE SPECIFIC** - Use **concise, detailed descriptions** for each effort made that clearly answer the following questions:
  - **“Who** participated?” (*who in the lodge made the effort?*)
  - **“What** was done, specifically?” (*actual work done, a description of actual physical action(s) taken*)
  - **“Who** benefitted?” (*which organization in the community benefitted?*)
  - **“How** did they benefit?” (*quantify the effort in time, money, or other value*)
  - **“When** did they benefit?” Be sure the effort / donation actually occurred in that quarter. Donations are spot checked against Moose Charities reports.
    - **Avoid Vague Terms** such as, ***“Ongoing”*** or ***“As needed”***, ***“Planning for,”*** or solely listing the name of the organization, with no further details. These will not earn credit because it is not clear the recipient actually received help in that quarter.

**GOOD EXAMPLE:** *“Ten members volunteered for 4 hours each Saturday in October to serve food to the homeless at Josie’s Food Kitchen.”*

**POOR EXAMPLE:** *“Josie’s food kitchen, ongoing.”* (this is too vague and would not get approved).

We hope these tips help you achieve all of the credit that you deserve for all of the hard work you do in the community. Thank you for making a positive difference in so many peoples’ lives – especially the children and seniors at Mooseheart and Moosehaven!

## **Tis the season for giving**

Catalog Sales has been bitten by the giving bug. While supplies last, we are giving away **FREE GIFTS** with all qualifying orders received between November 1, 2017 and December 31, 2017. Orders totaling \$50 or more (not including S & H/tax) will receive a FREE 5” plush moose key ring. As an extra bonus this year, any orders totaling \$100 or more (not including S & H/tax) will receive the FREE key ring and a FREE 7” plush moose. This is a limited time offer. Hurry to the online Moose Gift Store to place your orders today! Thank you again for your continued support of our children, seniors, and communities. <http://shopmoose.mooseintl.org/supply/>

# FREE GIFT\*

\* With Qualifying Purchase  
of Official Moose Merchandise

Stuffed Moose  
5" Key Ring



Orders of \$50 or  
more will receive  
5" Stuff Moose  
Key Ring

Orders of \$100 or  
more will receive  
**BOTH** 5" Stuff  
Moose Key Ring  
& 7" Stuffed Moose

JUST TO SAY  
**THANK  
YOU**

7" Stuffed Moose



**THANK  
YOU**

FOR YOUR CONTINUED SUPPORT OF OUR  
YOUTHS, SENIORS, AND COMMUNITIES

\*Free gifts not available for purchase

\*Limited Time Only    \*While Supplies lasts

\*Orders Must be received NOV 1, 2017 - DEC 31, 2017

\*Must meet minimum order amount - Not including S & H/Tax

Phone Orders:

630.966.2250

Shop Online:

WWW.MOOSEINTL.ORG

Mail Orders:

Catalog Sales

85 N International Dr.

Mooseheart, IL 60539