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Official Communication for November 8, 2017



How's your Member Retention Week progressing? Your Lodge/Chapter should be considered the friendliest place in town during this week's special effort in retaining your membership. Remember to enjoy your events and be proud of all the hard work you have done preparing for this week. It will have a positive payout for you and the fraternity. Every member that chooses to become active in YOUR Lodge/Chapter also becomes an active member in our fraternity. A win/win situation that also is a win for the member – as they now have the opportunity to become active in your Lodge/Chapter and take advantage of the many benefits provided to our members. Please remind them to go on-line to view the many benefits offered to our Moose members.

Moose International is proud to be participating in Membership Retention Week as well. Your headquarters staff are making calls to our General Assembly and Allheart expired members throughout the week. We are collecting mittens, hats and scarves for those in need as a community service project. Dress down on Friday is another opportunity to provide donations to our monthly service project. Excitement is in the air here at Moose International and we hope that you are also experiencing this upbeat positive feeling.

We are looking for photos from Lodges/Chapters that have successful events 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.

We are looking forward to hearing about your week! Remember to submit your Member Retention information/results via the Admin. Menu, under reports.

One week focus – Year-Long Commitment

Moose Magazine Available on Mobile Devices

Moose International is happy to announce a more user-friendly version of *Moose* magazine for mobile devices – just in time for your holiday travel season and members who are busy and on-the-go! The new and enhanced version, making its debut with the October/November 2017 issue of *Moose* magazine, features flowable text and adjustable font size so you no longer have to struggle to read stories from your phone or tablet! In addition, the contents view makes it easy to see all the stories/features at once so you can jump to your favorite section much faster, while still being able to see the traditional/page view if you desire. A tutorial is also offered to walk you through all the features/benefits of the new platform at the beginning. We hope you enjoy this new enhanced version of *Moose* magazine, making it easier for those of you on the go to stay connected! Check it out for yourself at <http://www.mooseintl.org/moose-magazine-online/> and stay tuned for further enhancements.

Deadline for 2nd 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 2nd quarter Heart of the Community forms is Wednesday, November 15th. 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 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 15th**. 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!

Remember your Valued Veteran this Holiday Season!

As we approach the season of thanks and gift giving, keep in mind our moose members who have fought to keep our families and country safe. Show your veterans appreciation by purchasing official Valued Veterans Moose Merchandise. Available now through Catalog Sales, your veterans can proudly wear a Valued Veterans T-Shirt, USA Camo Flag Cap, or a Valued Veterans Camo Cap. More items are being developed for this program in the near future. Give your thanks to the ladies and gentlemen who have sacrificed and fought for all you have today. Contact Catalog Sales to place your Valued Veterans Merchandise order today. Call 630.966.2250 or shop online

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