Moose Math: 

**Activities + Active Members = MORE Active Members**

By SHAWN BAILE/ Director, Activities

As far as we’re concerned, though, *our* first usage of “Active Members” means those who attend and participate in functions. They realize that activities are what differentiate membership in the Moose from the other opportunities that are available to them. If the activities are available to them and they are well-organized and well-run, they will continue to choose time at the Moose over time elsewhere.

Which goes back to the “technical” usage of “Active Members” — *they will remain members in good standing.* They will continue to pay their dues to your Lodge. This means income for the Lodge, income for the fraternity, increased usage of Member Benefits and additional opportunities to support the fraternity through donations to Moose Charities.

One of the most frequent responses from delinquent members as to why they haven’t renewed their dues is that they are not happy with their Lodge experience. Inevitably, lack of activities contributes to this unhappiness.

And don’t think activities can’t increase new-member production. If current members are happy with their experiences at the Lodge, word will travel. Prospective members will be more likely to be receptive to an invitation—or even to inquire about membership—because they will want to have the same chances to be part of these activities as current members.

Take a look at what this “new math” can do for you. Providing a calendar full of quality activities for your members will lead to consistent participation and increased income, which will in turn will have a positive effect on membership retention and membership recruitment efforts. This adds up to success for your Lodge and Chapter—and growth for both.

I t’s been quite a few years since many of us have been in school and had to learn new concepts. It becomes increasingly difficult to comprehend when we already have a familiar way of doing things. However, improved ways of operating evolve from years of trial and error—as well as adapting and making changes to make sure the final outcome is to the level that is desired or expected.

What I will attempt to do here is to present not a new way of thinking, really—but perhaps a new way of seeing just how important scheduling and hosting activities are to the success of any Moose Lodge.

We begin our journey by looking at a Lodge calendar. In most cases, the calendar is a reflection of the Lodge home. If the calendar is empty, so are the seats at the tables in the Lodge and its Social Quarters—and most likely the cash register as well. If the calendar is full, the results are exactly the opposite. We should all be fully aware though, that it is not simply the number of activities held, but also the quality of those activities that attract members to participate. The events that find the greatest success tend to be planned well in advance, have a sensible and workable budget, and are manned by a number of volunteers. They are also evaluated afterward to determine what can be done better, what can be added and what should be eliminated prior to the next time.

For our next step, we must define what we mean by “Active Members”. There are several different meanings for “active” in the Moose. From a strictly technical standpoint, our Information Systems Department references any member whose dues are current as “active.” However, many people consider an active member to be someone who serves as an officer or attends meetings.

By JANET FREGULIA/Executive Director, Moose Charities


“This is the story of a dream and its fulfillment…one dream that has since made many thousands of other dreams come true for several generations of young men and women who have lived and learned in the famous Child City of Mooseheart and have gone forward from there to find their places in the sun.”

This year we are celebrating the 100th anniversary of the Child City—made possible through the dedication and generosity of members of the Moose fraternity. Members like you who believe that every child has a right to a nourishing home; a right to an education of the head, the heart and the hand; a right to look forward to a useful and productive future.

Today, tomorrow and in the years ahead, we must continue in the footsteps of those who have helped Mooseheart reach its 100th year. We must continue to help children in need — and be known as the forefathers of the next 100 years.

Please — give what you can, when you can, and continue making a difference in the life of a child.

February/March 2013 MOOSE 43
Time to Select Your ’13-’14 Moose Legion Officers!

By MICHAEL MOCK/International Moose Legion Vice President

The Moose Legion fiscal year starts on May 1. Well before that date, we need to make plans to identify and nominate potential Moose Legion Directors.

Chapter 11 of the Moose Legion Code of Rules gives us guidelines for the required qualifications to be considered for nomination, when to schedule the meeting of the nominating committee, when to hold the election, and the installation of Directors.

The timeline is simple and straightforward. The Nominating Committee is to meet at least 45 days prior to the scheduled Annual Celebration (to be held between March 1 and April 30). Members are to be notified that nominations for Directors will be open and that all qualified candidates may submit their names for consideration. Notification by the Secretary should be made at least 30 days prior to meeting of the Nominating Committee. (These are minimum time frames; they could be longer to allow more time to plan.)

The Nominating Committee has one basic goal to accomplish. It is to select (from those names submitted, or others) one or more qualified candidates for each open office. They are not required to accept all names submitted and truly are charged with the responsibility of putting forth the best possible slate of candidates for office. There should be no “buddy system” in this process.

During the Nominating Committee meeting each potential candidate should be discussed and evaluated. Consideration should be given to those who will faithfully attend training and meetings, give of their time and talents for the betterment of the jurisdiction, bring positive ideas and momentum to the team, and work diligently to move the unit forward and build on the accomplishments of the past.

One important requirement that must be verified is current MLEC training. Chapter 11.7 of the Code of Rules states that a Moose Legion Director must have successfully completed an authorized MLEC within 2 years prior to assuming office. Your Moose Legion Secretary can verify a nominee’s training date. If a candidate’s MLEC training will be (or has) expired, then plans should be put into motion to assure that he is qualified prior to assuming office on May 1. (This includes the Jr. Past President).

Other eligibility requirements need reviewed as well. They include holding Moose Legion membership in the unit a minimum of six months for most director positions and having held elected office for at least one year in another position prior to consideration for President. Also, not more than two “elected” Directors are allowed from any one Lodge during the same year. Review the Code of Rules for additional details and instructions.

You can have a smooth and successful nomination and election process by planning in advance and reviewing these simple requirements. The Nominating Committee of each jurisdiction has one of the most important functions of the year. Review the details, plan well and execute the function properly so that your unit can hit the ground running and have the best chance for a successful year in 2013-2014.

Thank you for caring, thank you for your membership and thank you for taking time to fulfill this important mission properly!

Before You Know It . . .

By BARBARA McPHERSON/Grand Chancellor, Women of the Moose

The holidays are now well behind us and before you know it, the 2012-2013 Chapter year will come to a close. Are you ready?

Are your membership totals showing an increase? With the early release of the $0 Application Fee on Dec. 17, an increase of at least one active member at the end of the Chapter year should be easier to achieve than ever! The beginning membership number that will be used to calculate the increase in total active members was included in a mailing at the beginning of the Chapter year.

The PEP Chairman and her committee should be contacting the members of the Chapter whose dues have expired and have not renewed. The Recorder (or any authorized officer) has the ability to provide detailed lists, via LCL.Net or via the Moose International website, to the Chairman. The PEP Committee should then make personal contact with “expired” members to find out why they have not renewed. It is quite possible they simply forgot—or perhaps they are not happy with the Chapter for one reason or another. The PEP Committee needs to find out.

Have the Officers completed all of the “business” requirements? The officers should review the Checklist For A Successful Year found in the 2012-2013 Officers’ Handbook, beginning on page 66. The completion of each task listed will ensure a successful Chapter year.

Sometime in March, all Chapters will be receiving a Missing Documents report listing all reports that have not been received at Women of the Moose headquarters as well as a Missing Positions report showing all vacant positions. Please correct all inaccuracies as soon as possible to ensure correct records at the end of the Chapter year.

Please check the monthly statements provided by Moose Charities to make certain all contributions to Moose Charities have been properly recorded. Minimum donations must be met monthly to ensure credit toward the Award of Achievement.

At the next Board of Officers meeting, the Board should review the requirements for the Award of Achievement. They can be found in the July 1, 2010 Women of the Moose General Laws, Section 102, page 79.

Once the Officers have verified that the chapter is on track for the Award of Achievement, please make sure that all co-workers attempting to qualify for their various degrees and honors are meeting their personal requirements—enrolling new members, attending training sessions and holding fundraising projects.

If the Chapter Officers and co-workers are working together, everyone will be successful. Good luck to each and every Chapter!
Happy St. Patrick's Day Party Kits!

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It’s official! The fraternity’s *Heard of Moose*? ongoing organizational awareness program has become a national phenomenon. Regional Managers, Operations Analysts and Chapter Analyst Coordinators from across the continent learned more about the localized version of the program during an early-January seminar in Las Vegas—and will soon be taking it to Associations and Lodges and Chapters from coast to coast.

The *Heard of Moose*? program proved highly successful during its debut pilot phase in Tampa, running from April through July 2012. It was designed to increase overall awareness and influence positive perceptions of the organization, and generate excitement among new and former members. Tampa-area Lodges experienced an incredible 46.8% uptick in new-member production, compared with the same time period in 2011. This was markedly higher than the 10.6% increase that Florida experienced overall during this five-month period. The Women of the Moose experienced a 31.9% uptick in new membership in the Tampa area, compared to a 3.1% increase overall in Florida. Clearly, this program is effective—and so has now been reconfigured and adjusted for use across the continent.

Eye-catching *Heard of Moose*? artwork and materials are now available to all Lodges and Chapters for customization. By visiting the “Lodge Login” section at www.HeardOfMoose.org, and using the simple passcode MOOSE, members can gain direct access to fliers, a news release, radio and newspaper public service announcements, newsletter articles, and many other resources. Also available is a Promotions Kit, filled with creative ideas and suggestions to locally market and promote the *Heard of Moose*? program.

“We’ve heard our Lodges’ and Chapters’ requests loud and clear. They’ve asked for years for a professionally designed program that shares the important messages of the Moose, to help them build membership and to build more pride and dedication in current members,” said Kurt Wiebe, Director of Membership and Chief Marketing Officer. “*Heard of Moose*? has delivered in Tampa, and we expect that our fraternal units across the continent will be able to implement this program at a very local level and enjoy positive responses as well.”

The program is designed so Associations and Lodges/Chapters can choose their level of involvement and determine what resources they have to invest in the program. Some may decide to place PSAs on radio stations when time is available; others may have the funds necessary to pay for commercial spots, ensuring that they run at more listened-to times. Billboards featuring all four of the vibrant, action-oriented images have been created to reflect four of the main Moose mission areas: caring for the young; caring for seniors; community service and having fun. The newspaper ads are similar in fashion, as are the banners and fliers.

Lodges are also encouraged to host their own Open Houses to kick-off their *Heard of Moose*? program, and to incorporate social media outreach into their programs. The Promotions Kit offers a step-by-step guide to getting started.

The leadership of each Lodge and Chapter is encouraged to consider how they can use these resources with their own membership recruitment and retention efforts. Moose International staff are available to assist with questions. Contact either your Regional Manager, or the office of Communications & Public Affairs at 630-966-2229.
Each Moose Lodge should be in the midst of preparing for the annual election of Lodge officers. This article is an overview of the election process to help your lodge in this important task. The General Laws and the "Election of Lodge Officers Handbook" should be consulted. References to the sections below are from the General Laws.

1. Qualifications:
   A. Governor/Jr. Governor/Prelate: Must be member of Lodge at least six (6) months preceding the date of election. Treasurer/Trustee: An active (dues paid) member of the Lodge. (Section 33.5)
   B. Governor: Must have served a full term (12 consecutive months) in an office in Lodge; (not combination of offices). (Section 33.5)
   C. Candidates for office must submit their names to the Nominating Committee at least one (1) week prior to the date the committee is required to present its report to the Lodge. (Section 33.3)
   D. All members submitting their name to the Nominating Committee for an elected office, must have had Moose International training or will attend a training class within 60 days of being elected.

2. Nominating Committee:
   A. Appointment: Governor appoints members and generally is chairman. (Section 33.2)
   B. Composition: Eight (8) elective officers of Lodge, five (5) past Governors in order of seniority, five (5) members of Lodge who are either appointed officers, committee chairman or Past Governors (more, if necessary). (Section 33.2)
   C. Responsibilities: To select at least one (1) member for each elected office to be filled. Must consider any qualified candidate for office who submits his name. Nominations must be based upon the members' qualifications, his desire to run and availability to fulfill the duties of the office. May nominate more than one (1) member for a particular office. (Section 33.3)

3. Petitions:
   A. Any eligible member, who submitted his name for a specific office, but not nominated, still desiring to run for that office, shall have his name placed on the ballot by petition. (Section 33.4)
   B. The petition must contain signatures of Lodge members in good standing (active) of not less than 10% of the first 500 members plus 5% of the members over 500. (Section 33.4)
   C. All petitions must be submitted to the Administrator at least one (1) week prior to election. (Section 33.4)
   D. Any member nominated who declines the nomination may not then petition for the office declined. (Section 33.4)

4. Election:
   A. Only members in good standing and physically present are eligible to vote for the election of officers – no absentee ballots or proxy votes allowed. (Section 33.8)

B. Conducted at the first (regular) meeting in April. The election must follow the report of the Nominating Committee by at least two (2) weeks. (Section 33.3)
C. Governor appoints three (3) good-standing members, who are not candidates for elective office, to serve as an Election Committee. (Section 33.6)
D. If a majority of the membership votes at a meeting at least two (2) weeks prior to the election, the Australian ballot may be used. (Section 33.8)

5. Questions?
   - Carefully study the portions of the General Laws pertaining to elections, and the "Election of Lodge Officers Handbook" that can be found on-line at www.mooseintl.org.
   - Inquire by e-mail to sgreene@mooseintl.org or fax questions to 630-966-2208.
   - Call 630-966-2207 if necessary to answer your questions.

Please note that all Governors and Administrators are required to attend all Association and International Conventions and conferences by virtue of the office they hold. Lodges will be held accountable if either of these officers (or the Lodge’s alternate delegates who may serve as a representative) does not attend unless an excusable reason is given. Penalties can range from Lodge social quarters being closed or action against the officer.