

MAY/JUNE/JULY 2007



MOOSE Leader

& WOTM Bulletin

Need-to-know information for officers & chairmen of Lodges/Chapters/Moose Legions

Vol. 75/No. 2/2007

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MEMBERS-ONLY
PASSWORD:
ORLANDO

Promoting *Member Benefits* Helps Your Lodge!

By **WILLIAM B. AIREY**/Director General

More than five years after the first roster of service providers was put together and announced by a Moose International headquarters committee, way too many Moose members remain unaware of the full slate of Member Benefits available to us. Simply because we're Moose members, an extensive array of products and services is ours to enjoy--things that most folks buy on a weekly, monthly or at least annual basis--and at a cost of a lot less than retail! Insurance, prescription discounts, hotel rooms, rental cars, phone and Internet service, floral products, and more!

In my page-two message in the current issue of *Moose Magazine*, I related the reasoning behind the creation of the Moose Member Benefits program at the beginning of this new century: We knew that some of the reasons why people became Moose members in 1920, '40, even '60 were simply no longer valid--and we wanted to add value to our membership that makes sense today.

And *value* it is! Again, most of the products and services listed in the Moose Member Benefits brochure (available in quantity from Moose International's Purchasing Department; 630-966-2230 or phartman@mooseintl.org) are ones that we all use on a regular basis,

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Message From the Grand Chancellor

As a New Moose Year Begins, the Success of Your Chapter Is In Your Hands

We're Here to Help--But Planning and Effort Must Come from You, the Officers

By **JANET FREGULIA**/Grand Chancellor

Congratulations to each of you who are “ready and rarin’ to go” as you begin the new chapter year. Co-workers, the success of your Chapter is in your hands. The Chapter Board of Officers must work as a team and, with the assistance of the chairmen, plan and provide an enjoyable and fun-filled program for the membership.

Each officer, appointed officer, chairman and Ritual Director has the opportunity and the responsibility to be a positive influence in bringing success to your chapter and enjoyment to your members.

As Walt Disney said, “If you can dream it, you can do it.”

Senior Regents should, upon receipt of

Officers’ Handbooks and Recorder/Audit Handbooks, distribute them as requested.

If other members wish to have them, copies may be made and distributed. Also, every member should have a copy of the Women of the Moose General Laws.

Encourage all officers and others to attend the Executive Session and Recorder/Audit Technical Training Session.

Senior Regents, Junior Graduate Regents and Recorders, if you cannot attend the sessions closest to your chapter, make sure you attend another – regardless of the distance. Do not jeopardize your personal honors.

Maintain good communication with all members via your newsletter. Please take the time to call the members who may not

come to the Chapter meetings and let them know you would like to see them.

It is truly amazing what a difference a friendly attitude can make to your Chapter's year. Naturally, you do not know all members (except perhaps in the smallest Chapters) – but you can certainly send positive and friendly communications – call and introduce yourself – send “thinking of you” cards.

You may want to ask various chairmen and committee members to assist. And, be sure your chairmen and appointed officers know their attendance at the meetings is vital to ensure Chapter success. Praise and thank them for their continued assistance and dedication. *Membership retention will not be a problem if you treat every member as you would a customer.*

If, during the Chapter year, you have questions regarding our rules and procedures, please contact your Session Leader, Deputy Regional Manager or Regional Manager. Here in our office at Moose International, Barb McPherson and I truly care about each of you, but our office may not be able to respond to your questions or concerns in a timely manner due to daily demands, meetings and the overwhelming number of e-mails, phone calls and “snail mail” we receive.

Please, read the articles in this and every issue of *Moose Leader & WOTM Bulletin* to members at the Chapter meeting and post them on the Chapter bulletin board. Watch the WOTM portion of the Members Only side of www.mooseintl.org for notes and memos from our office.

We are pleased to now have the ability to

send bulk e-mails from our office to our Chapters. This will enable us to maintain better communication, give monthly reminders and keep all Chapters updated with the “latest news from Jan and Barb.”

Our members will receive sponsor recognition based on the successful transmission of applications. Therefore, the Recorder must transmit them as soon as she receives the applications.

We have provided a new opportunity to increase Chapter membership growth and ask you to acquaint all your members with the new Academy of Friendship qualifications.

When the Chapter has funds to donate to “community service”, Mooseheart and Moosehaven should be your first priority and consideration. These two campuses are both 501(c)3, non-profit entities. It is our responsibility to ensure their future. I encourage each Chapter to continue to provide assistance in the local community through members volunteering their time.

As you meet the challenges ahead of you, please remember the following words of Sir Wilfred T. Grenfell: *“The service we render to others is really the rent we pay for our room on this earth. It is obvious that man is himself a traveler; that the purpose of this world is not ‘to have and to hold’ but ‘to give and serve.’ ”*

Co-workers, I am looking forward to the new Chapter year with the great anticipation that we will exceed all past performances. You have my warmest thanks and good wishes for a truly successful and enjoyable Chapter year. ■

Time to Give Your Lodge a Makeover—*Inside And Out!*

By **DARRELL O'BRIEN** / Director, Membership Department

With winter only just recently having released her grip in many parts of our fraternity, it's finally time for a little spring cleaning--possibly even a full makeover!

There is no better way to draw positive attention to our fraternity than for the casual passerby to see an immaculately-kept building, one with fresh paint and attractive landscaping--and prominently identified as a Moose Center. This alone can cause people to ask what happens inside the building--a golden opportunity!

While sprucing up the outside may attract potential new members, a change of scenery *inside* your Moose Center can go a long way toward keeping your *current* members.

Whether it's a different paint color on the walls, new light fixtures or retiling the restrooms, improvements will create the illusion that members are not just going to the "same old dingy Lodge." A few small changes in décor can keep your members interested and involved.

Now that you are creating a new look to the facility, consider creating a new outlook as your Lodge looks to the future.

Nothing will foster a positive outlook for your Lodge's growth better than an enthusiastic and attentive Board of Officers.

The board should establish goals, solicit the help of qualified members to attain those goals, allot sufficient resources to achieve the goals, and most importantly, promote the attainment of the goals through monitoring and recognition.

By now you should already have prominently placed within your Lodge, the Preferred Member Chart for tracking your members' sponsor progress in 2007-08. This chart arrived in the same mailing in which you received your goal for attracting new members during the year beginning May 1, 2007 and ending April 30, 2008.

This goal is your Lodge's *2007-08 new-member quota*. Ideally, you already have some thoughts as to how to achieve this goal. This one goal will likely directly, or indirectly, tie to numerous shorter-term membership goals throughout the year.

Are you, as officers, promoting a positive outlook by being among the first members in the Lodge and Chapter to have sponsor credits on the preferred member chart?

A new membership promotion opportunity for this year is to promote the sponsorship of new members between May 1 and June 17, 2007.

For the first time in recent history, a short-duration Moose International membership campaign is running prior to the

International Convention held in Orlando.

Members sponsoring applicants, reported during this period, will earn chances to receive **free airfare to, and five nights of accommodation at, the 2008 International Convention in Las Vegas!**

A drawing will occur at Moose International on June 20, 2007. Eligible winners, one Loyal Order of Moose member and one Women of the Moose co-worker, will be announced during the International Convention in Orlando.

While this short-term membership campaign is conducted by Moose International, your Lodge and Chapter should simultaneously be conducting their own short-term membership campaigns. Should you find it difficult to organize your own short-term campaign, help is available. Your Regional Manager can assist you with planning, promoting and running this type of campaign in your Lodge and Chapter.

Sponsor recognition is key to any successful membership year. Your Membership Committee, with assistance from the Administrator and Recorder, should be ensuring the preferred-member chart is kept updated. The committee will also need to work closely with the Lodge's publication editor to arrange for appropriate sponsor recognition and membership promotion in the Lodge's newsletter. Done properly, it quickly becomes apparent that membership promotion and sponsor recognition requires a coordinated team effort.

Now is the time to prepare to hold your Lodge's/Chapter's annual preferred-member party. While it's too late to "plan" a preferred member party to be held in May to recognize your new member sponsors

during the 2006-2007 fiscal year, it is absolutely the right time to begin planning the 2008 preferred member party.

The key is to make this event so desirable that no member wants to be excluded, and to make it so exclusive as to strictly prohibit any member, officers included, from attending if they fail to sponsor a new member before April 30, 2008.

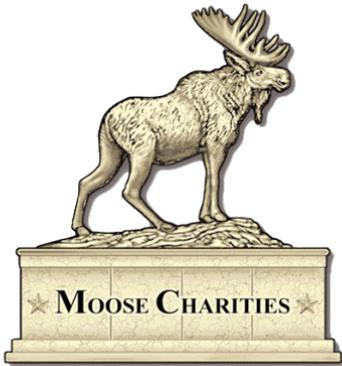
In early July, you will receive additional membership promotion material, following the announcement of the International Membership Campaign theme, during the keynote address presented by Director General William B. Airey at the joint opening session of the International Convention.

This leads to another goal you should already be working on: Your Lodge should have as many delegates and members register for, and attend, the International Convention as possible. While the Governor and Administrator should *always* attend the International Convention, there is certainly no limit to the number of Lodge members that may attend.

Your Lodge should always be known as "the friendliest place in town."

Finally, the Moose has put together a package of value-added benefits for our members that provides opportunities for them to receive money saving discounts or superior services that are not available to members of the general public

With a fresh look in and around your lodge, and a positive outlook for Moose programs throughout out the year, I believe, your Lodge and Chapter are preparing for membership growth for this year, and for many years to come! ■



Mooseheart Booklet Provides A Chance To Spread The Spirit Of Caring Nationwide

By **JILL KENNEDY**/Director of Development,
Moose Charities

As I've traveled around North America to different Midyear Meetings representing Moose Charities, I've been excited to see that the new Mooseheart booklet, produced and funded by Moose Charities, is a runaway hit.

If you haven't seen a copy, make certain that you get a chance to read through it. It is a wonderful resource to use when explaining our Mooseheart mission to potential members, potential donors or just about *everyone* who is interested in our Child City & School.

The booklet was produced by Moose Charities to help describe the mission and purpose of Mooseheart to potential donors who have no previous knowledge of our organization or our Child City.

A large number of the photographs in the booklet were taken by a Family Teacher who took every opportunity to catch the highly visible degree of caring here on campus.

After reading the new booklet, you will be sure to fall in love, all over again, with the shining faces of our kids at Mooseheart!

Scott Hart, Executive Director at Mooseheart, assisted with wording and descriptions to ensure that the booklet would be a true representation of the essence of the Child City.

These booklets are available from Moose Charities at 630-966-2200 or by emailing amccormick@moosecharities.org. Quantities of 50 booklets or less will be shipped to you at no cost.

If you desire larger quantities, please order through Catalog Sales and your Lodge or Chapter will be billed at 50 cents per booklet.

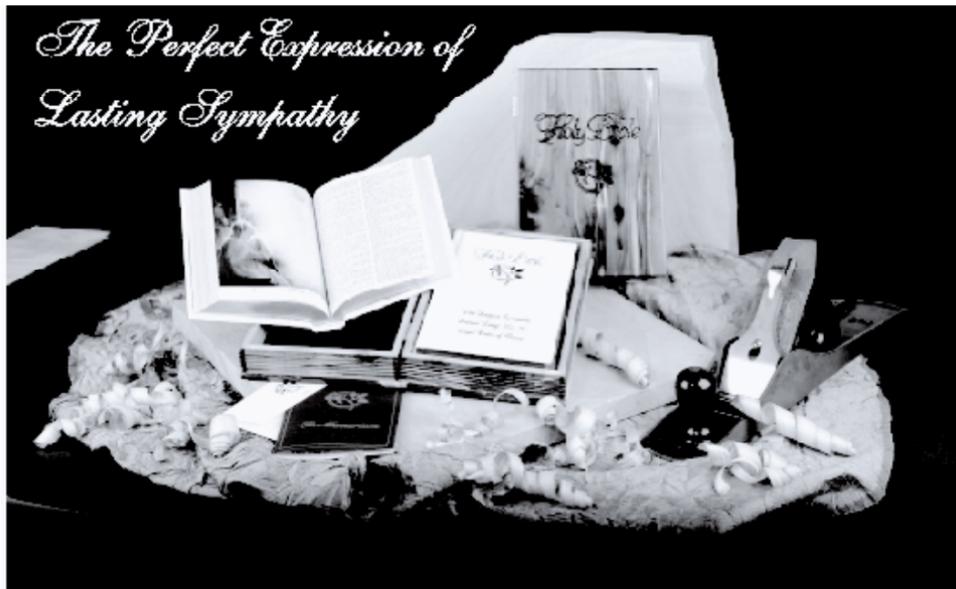
Don't miss this opportunity to obtain one of the most informational tools available.

Keep a membership application and a booklet handy whenever you are out and about.

You never know when an opportunity will present itself for you to help build our membership and our donor support!

Please visit us at:
www.MooseCharities.org. ■

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Each Bible is bound in a white cover and embossed in gold. The Bible is displayed in a handsome cedar gift case and is available in Protestant and Catholic editions.

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**To Order, Contact
Moose Catalog Sales:
630-966-2250**

Renting Your Moose Center?

It's Essential that Lodge Officers Know, and Follow, Local Laws (and Ours!)

By **DAVID A. CHAMBERS** / General Governor

Section 50.2 of our General Laws allows the “immediate” family member of a good-standing member to be admitted as a qualified guest into a Social Quarters of a Lodge.

The Loyal Order of Moose uses the IRS dependent classification of “immediate family”, which includes: spouse, son, daughter, grandchild, stepchild, adopted child, brother, sister, stepbrother, stepsister, mother, father, grandmother, grandfather, stepfather, stepmother, niece, nephew, aunt, uncle, son-in-law, daughter-in-law, father-in-law, mother-in-law, brother-in-law and sister-in-law.

Subject to restrictions listed in Section 47.2, the House Committee may rent the Lodge hall or other facilities (but *not* Social Quarters!) to a member for the celebration of a *legitimate family function* of the member or the member’s immediate family.

This could include events such as wedding receptions, birthday parties, anniversary parties, other receptions, bridal or baby showers or family reunions.

A member cannot rent the Lodge hall just to have a party. A member also *cannot rent the Lodge hall for use by his or her employer.*

Other prohibited uses of the Lodge hall include: private parties by local businesses, high school class reunions, political rallies,

on-going meetings of local clubs or businesses or use of the Moose facility by any individual (including that of a member) or business for private gain.

It is often appropriate to allow the use of a Lodge hall for community service and charitable fundraising by other legitimate non-profit and charitable groups.

Several years ago the Supreme Lodge voted to lessen restrictions to provide Lodges more opportunities for community involvement and visibility. Section 44.3 of the General Laws permits use of Lodge facilities for recognized community service programs and charitable fundraisers.

A dispensation is not required as long as the Lodge or Chapter complies with the restrictions listed in Section 44.3.

With a dispensation from the General Governor, legal service of alcohol is permitted at appropriate community service and charitable fundraising events involving the public. Customarily, the Lodge or the organization involved is required to obtain a separate liability/dram shop policy in the minimum amount of \$1 million for such events. Risk Management also must approve the policy.

Examples of this type of event would include use of the Lodge hall to raise funds for a local family suffering a disaster, or per-

mitting the Chamber of Commerce to use the Lodge hall for its annual banquet.

This type of event always requires a dispensation. If the event falls outside the parameters of Section 44.3, dispensation forms may be printed from the General Governor's portion of the Members Only section of the Moose International Web site. The completed forms may be e-mailed, or faxed to 630-966-2208.

We recently received a request for clarification from a Lodge wanting to allow Ducks Unlimited to use the Lodge hall for a fundraising event. Ducks Unlimited is designated a 501(c)3 charity and raises funds for the protection and preservation of wetlands and wildlife.

The Lodge was not renting or leasing the hall, but simply allowing its use by another organization for a charitable purpose.

It is important to recognize the distinction between allowing the use of the lodge hall by another not-for-profit or charity as a community service versus *renting* the hall, or allowing its use by private individuals or by private for-profit businesses.

In this instance, Ducks Unlimited would be required to provide the mandatory insurance coverage as previously described.

Except in very rare circumstances, we cannot permit the use of Lodge facilities by individuals or businesses *other than for non-profit charitable purposes*. Prohibited uses would include a private company picnic or retirement party, private for-profit company banquet or Christmas party, home builders association meeting, high school reunions, private parties or dance instruction classes.

With limited exceptions, our laws only permit Lodge halls to be used by members and their immediate families, and appropriate community service and charitable fundraisers.

Otherwise, the Lodge could be declared a public accommodation and lose valuable rights, protections and defenses provided by the U. S. Constitution and IRS.

We recognize that our laws and requirements can seem complex, confusing and restrictive. Understandably, sometimes an activity is not exactly black and white and falls in a "gray area."

In such instances, we have to look at the requested activity and determine if it is a legitimate charitable fundraiser or community service, and also assess the risk posed to the fraternity.

We are constantly trying to liberalize rules to the extent that we can comfortably do so *without unacceptable risk to the organization*. With the need to increase membership, we must do everything possible to promote and expose our fraternity in a positive manner without violating tax regulations or risk being declared a public accommodation.

If you are unsure if your event or activity fits within our guidelines, we *strongly* recommend you make a telephone call to your Regional Manager, or to the General Governor's office *before* scheduling or advertising that activity.

Every effort will be made to try and figure out how we can make the proposal work.

It is important to remember that other organizations have lost the freedom of association and the freedom to choose members

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Focus Of Moose Legion Continues To Be On Pride and Responsibility

By **SHAWN BAILE**/Director, Moose Legion

The Moose Legion Council has been working hard for the past year to improve the overall program of the Moose Legion. We are taking steps to improve the quality of our educational course offerings.

We are analyzing the entire Moose Legion Code of Rules to ensure that all sections are current and complete, and that the language is consistent with other Moose Legion literature. We are considering an awards program to replace the current "Progress Through Persistence" program. And we are exploring ways to bring more prestige to the Degree of Service.

However, all of these efforts will only be successful if the Moose Legion units of the fraternity take this ball and run with it. You can have the best plans and the best materials, but none of that matters if our units don't buy into what we are trying to do.

We have heard the concerns of our members and have been doing our best to design a program for the Moose Legion that will ensure our success at all levels.

We have been working to create an environment where our members understand that fraternity comes first. We must also understand that the Moose Legion is the "Degree of SERVICE" and it is our responsibility to continually serve our Lodges, our members and the Order as a whole. Some

responsibilities for Moose Legion directors during the 2007-08 term include:

- Making sure your annual Board of Directors report is completed and filed by May 10.

- Submitting your jurisdiction's Moose Legionnaire of the Year nominee by Sept. 1

- Meeting your Moose Legion's goal for this year's special project. Details will be furnished to your Moose Legion Secretary soon.

- Increasing your Moose Legion's contributions to the Endowment Fund over the prior year.

- Increasing the number of good standing members in your Moose Legion.

As mentioned earlier, we also want Moose Legionnaires to have a restored sense of pride in the Moose Legion and the Order as a whole. We do so many good things for others on both the local and national levels, and we should never hesitate to show our pride for our accomplishments.

Moose Legionnaires are the leaders of our fraternity; we must lead by example and allow our enthusiasm for the Order to spread to all of our Brothers and co-workers.

Responsibility, pride, effort, attitude — none of these traits are new to the Moose Legion. They have been brought back to the forefront. Because of that, the Moose Legion has begun its return to prominence. We want you to be there every step of the way. ■

Renting

(continued from page 9)

-- freedoms protected by the First Amendment to the U.S. Constitution, because they failed to remain private--and became public accommodations.

It is imperative that we keep our Social Quarters private; that we be diligent in checking membership cards; allowing access only to members, their immediate families and qualified (invited and accompanied) guests; and selling merchandise to members only.

Failing to be private and allowing too much access to our Lodge homes constitutes not only a significant risk to your Lodge, but our fraternal assets, including our endowment fund, Mooseheart and Moosehaven.

Each department at Moose International,

including the General Governor's office, is here to serve. However, the General Governor's office consists of just three people.

Notwithstanding our best efforts, it would be impossible to answer questions and serve over 1 million members and 3,500 fraternal units if everyone contacted our office.

Consequently, Moose International has established a chain of command to provide quick and efficient service to our officers and members. If you have a question or concern, please contact your Regional Manager.

A list of Regional and Assistant Regional Managers is maintained in the Members Only section of the Moose International website at www.moosintl.org. The list contains names, addresses, phone numbers and email addresses. If contact with the General Governor's office is required, please do so by e-mail whenever possible. ■

MOOSE Leader & WOTM Bulletin

Formerly "Moose Docket," "Action," "Moose Leader," and "Women of the Moose Official Bulletin"
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Sandra Richards
Grand Regent, Women of the Moose

Janet Fregulia
Grand Chancellor, Women of the Moose

Shawn M. Baile
Director, Fraternal Programs

Presidential Scholarships: Opportunity For Positive Community Presence

By **SHAWN BAILE**/Director, Fraternal Programs

Each year, the Presidential Freedom Scholarship program allows each high school in the United States to select one or two students to receive a \$1,000 scholarship based on outstanding service provided to their local communities.

To be eligible, students must perform 100 hours of community service within a 12-month period prior to application.

The **Corporation for National and Community Service provides \$500** for each scholarship, while a **local business, fraternal organization or civic group provides a matching \$500**.

Lodges and Chapters should seize the opportunity to participate in a program that requires minimal effort, but garners a ton of positive publicity for the Lodge and Chapter, as well as the fraternity as a whole. There are four basic steps to follow in order to participate in the program with the local high school:

■ In May, meet with a Guidance Counselor to find out if the scholarship is available for matching funds for the upcoming school year. Pledge to be the community organization to support the program. Since each high school is allowed two scholarships per year, the Lodge could sponsor one and the Chapter could sponsor the other (or, the Lodge and Chapter could be co-sponsors).

■ Ask the Guidance Counselor to allow the Lodge and/or Chapter to be involved in the selection process. Plant this seed at the

initial meeting so that you are not excluded when applications are reviewed. It will be important to judge applicants based on *quality of service performed, not just the number of hours*.

■ Utilize the entire fiscal year to raise the necessary funds that will be provided by the Lodge or Chapter. Don't look at it as needing to come up with \$500; break it down--a Lodge or Chapter would need to raise about \$40 a month, or a little more than \$1 per day. Proper planning is key.

■ After the selections have been made and necessary funds raised, make a check payable to *both* the student and the college or university the student will attend.

That's all it takes; you don't need many people or a large benefit or raffle to raise the funds. All you need is some initiative and little bit of planning to make a difference in the eyes of the student, the student's family, the school and the community.

You can increase the visibility of your Lodge or Chapter by making a formal check presentation at graduation or submitting information and pictures to your local newspaper.

Make this program a part of your annual Community Service planning. Once your community recognizes the local Moose as a regular participant in providing scholarships to students based on service, you will have created a lasting impression at a very small price. ■

Don't Let Your Lodge Get Caught Without Sufficient Property Insurance

By **PAULA MODE** / Safety & Loss Manager, Risk Management Department

Unaware that the local Fire Department is racing its way to the Lodge, the Lodge Administrator is awakened by the telephone's ring.

The night steward on the other end of the line says: "We've got a fire--please hurry!"

In a panic, the Administrator visualizes what he will see when he gets there. He grabs his car keys, runs out the door and jumps into the car heading for the Moose Center. As he gets close, he sees the flashing lights of the fire trucks and sees heavy black smoke billowing high above buildings and trees. The facility could be a total loss!

I imagine the above scenario may be a Lodge Administrator's worst nightmare--standing there helpless while the Moose Center is engulfed by flames; with thoughts racing through his mind as he tries to get a grip on the situation.

While watching the chaos and confusion, a Fire Department officer approaches stating he needs some information for his report. He explains that the Moose Center may be a total loss and asks for the name of the insurance company. With a look of desperation the Administrator responds, "I'm not sure we have any."

The reality of this situation is a harsh one that could come at the most unexpected time. Don't be of the mind-set that it can never happen to your Lodge. The bottom line is, no coverage means no recovery for

that loss--and no funds to rebuild.

Making sure Lodges maintain property coverage is a must. It is critical to the safety and well-being of every Lodge and Chapter. We are all aware that the cost of insurance continues to rise, so we may try to "cut corners."

Several Moose operations have recently learned that cutting insurance coverage can lead to scenarios like the one I described at the start of this article.

Some important facts to know about property coverage include:

■ ***Property Insurance is not part of the Risk Pool Insurance Program.*** Each individual Lodge must obtain this coverage on its own.

■ Lodges in need of help to obtain this coverage can work through Moose International, which has set up a Moose Property Insurance Program through Lockton Risk Services. Their toll-free phone number is: 866-836-3373.

■ Whether you own or rent the Moose Center structure, you need to have property insurance coverage. If renting, make sure that your building contents are insured.

The Risk Management Department is available to answer any questions that you may have at 800-544-4407. Insurance information is also readily available online at www.moosintl.org/portal/ClaimsLoss/default.asp ■

Update on the Fraternity's Upcoming

Sports Tournaments

There are many exciting tournaments planned at Lodges across the country in upcoming months.

Mark your calendars now so you can enjoy family-style fun and sports competition with Moose members from across the continent! With the busy summer season upon us, most of these tournaments will be here before you know it, so if you are interested, contact the appropriate Lodge immediately!

And, for ongoing updates and tournament results, always check out www.moosintl.org/portal/Sports/sports.asp!

Men and Women's Bowling

Continues through June 11, 2007
Muncie, IN Lodge 33
Information: 765/282-0864

Mixed Golf Scramble

June 9-10, 2007
Elkhart, IN Lodge 599
Information: 574/264-4712

Pool—Men/Women

July 18-21, 2007
Lewistown, PA Lodge 143
Information: 717/242-1251

Softball—Men/Women

July 20-22, 2007
Bedford, VA Lodge 1897
Information: 504/586-9368

Horseshoes—Men/Women

July 27-29, 2007
Lynchburg South, VA Lodge 1727
Information: 434/237-4360

Golf—Men/Women

August 4-5
Murfreesboro, TN Lodge 645
Information: 615/893-0145

Mixed Bowling

October 6-28, 2007
Cedar Rapids, IA Lodge 304
Information: 319/396-4634

Darts—Men and Women

2008 Tournament Information
To Be Announced

To learn more about hosting a future International Sports Tournament, call Fraternal Programs at 630/966-2224, or e-mail Henry Houck, Assistant Director/Fraternal Programs, at hhouck@moosintl.org



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- Steve Speaks, Administrator
Gahanna OH Lodge 2463 (600 members)

B&W Newsletters

4TY	8 PAGES	8 PAGES	12 PAGES
500	\$159.98	\$239.03	\$295.75
1000	\$259.20	\$391.50	\$494.00
2000	\$457.05	\$695.25	\$890.50
3000	\$656.10	\$999.00	\$1,287.00

COLOR Newsletters

4TY	8 PAGES	8 PAGES	12 PAGES
500	\$240.50	\$380.75	\$470.00
1000	\$416.00	\$660.50	\$821.00
2000	\$767.00	\$1,285.00	\$1,523.00
3000	\$1,075.00	\$1,721.25	\$2,140.00

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Mooseheart IL 60539-1174

The Director General

(continued from page 1)

and we know--from personal experience and because we've heard from enthusiastic members--that if just a couple of those purchases are made through a Moose Member Benefits provider, *in just minutes you can save an amount much more than the cost of your annual Moose dues!*

The way our Member Benefits program works is pretty simple: Big numbers equal big bargaining power. Companies looking to sell products and services to customers who

generally fit the demographic profile of our membership base are willing to offer big price breaks if they can have marketing access to our 1.2 million members--via our *Moose Magazine*, our website, or direct-mail.

But more than that, many of these companies are willing to *give back* to the Moose organization a financial cut for the privilege of doing business with us! This translates, of course, into *funding that is available for the operation of Mooseheart, Moosehaven and Moose International without having to ask you, our members, to write the check!* We have, over the last several years, been able to postpone asking our Lodges, Chapters and Moose Legion for funding increases because of these premiums from Member Benefits providers. It's truly a great arrangement all around--but only if our members take advantage of these benefits!

This winter, Director of Education & Training Lynne Reeder assembled an excellent audiovisual presentation for our Association Midyear Meetings, explaining all the Member Benefits offerings--and how to avail oneself of them. It was both dismaying and encouraging, I suppose, to sit as a guest at several of these meetings and hear members whisper, "I had no idea!" as they scrambled for pen and paper to get the directions down. This presentation is now posted for you to show, at www.mooseintl.org/portal/Benefits/default.asp.

Our Moose Member Benefits program is now a mature one--and there's no reason why Lodge and Chapter officers can't use them as a selling tool to get new Moose members--and to make sure we keep the ones we have! ■