

Moose will be going “Back to Basics” in 2014-15

We have all heard that many of our members, especially new members, have little knowledge of what the Moose stands for and the causes we support. For this reason, in the coming year, our Fraternity will be emphasizing the basic principles upon which we were founded – fraternalism; support of children and seniors in need; and giving back to the communities in which our lodges and chapters operate.

This basic training for our members will begin with our new membership campaign, appropriately titled “**Moose – Back to Basics.**” We are asking our brothers and co-workers to stand shoulder-to-shoulder and reinvigorate our fraternal bond by becoming advocates on behalf of the Moose. Not only are we asking individuals to re-educate our existing members, but also to attract new members who believe in the same basic principles that inspired us to join the Moose.

For all members who sponsor at least one individual into the Fraternity, “**Moose – Back to Basics**” lapel recognition pins will once again be available through all lodges that request them. All chapters and Moose Legion units will automatically be supplied with pins for distribution. **For each member that qualifies for the 5 Club, \$5 will be donated to the Mooseheart School Renovation project** to support the **Elementary Academic Center**, courtesy of your state association, the Women of the Moose and the Moose Legion. Again in 2014-15, we are asking each association to use an additional \$5, which has traditionally been collected to ship award items, as seed money to start a local campaign to help promote membership.

Those **individuals achieving Sponsor of Distinction status (sign 25 members or more in 2014-15) will again have a brick dedicated in their name to the Mooseheart School Renovation Project and will also be offered free basic registration to the 2015 International Moose Convention** in Nashville, Tennessee. For individuals sponsoring 50 members or more, they will also earn two tickets to the Moose Fun Night event at the convention; sponsors of 75 or more will earn a free basic guest registration in addition to their own registration and Fun Night tickets; and those

who sponsor 100 or more members will again earn a free trip to the convention, including airfare and hotel.

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To kick-off the new “Moose- Back to Basics” campaign, **all brothers and co-workers who sponsor at least one new member during May and/or June of 2014 have a chance to win a trip for four to Mooseheart’s Homecoming Weekend (September 26th and 27th) or Moosehaven’s Chili Cook-off Weekend (November 7th and 8th).** Winners will participate in the Homecoming bonfire, pep rally, football game and have dinner in one of the residences at Mooseheart; or participate in the chili cook-off, community breakfast, classic car and craft show, and have dinner with the residents down at Moosehaven. Airfare, hotel and transportation are included in the grand prizes, and other Mooseheart and Moosehaven-related gifts will be awarded to secondary winners of the raffle. Initial winners will be drawn during the 2014 International Moose Convention in Las Vegas.

Additionally, for all members attending the 2014 Convention, there will be new breakout sessions featuring “Basic Training” programs for membership production, retention and new member onboarding as part of the new interactive initiatives being introduced this year. You are invited to hear more about the “Moose – Back to Basics” membership campaign onsite during these sessions, along with a host of other important training opportunities presented for the first time.