

2021-22 MI Board of Directors' Local Marketing Grant Program

The Moose International Board of Directors has approved a new grant allocation of \$500,000 during the 2021-22 Moose fiscal year to assist lodges throughout the Fraternity to promote themselves in their local communities. **Applications for the 2021-22 Local Marketing Grant Program will open on Tuesday, June 8th, 2021 and will stay open throughout the current fiscal year (May 1 – April 30, 2022) or until the funds have been depleted.**

Please read the following information in order to improve your lodge's chances for securing a Local Marketing Grant:

1. Attendance at the 2021 International Moose Convention is required. At least one member representing the lodge needs to be scanned into an official meeting of The Moose in Cincinnati for the lodge to qualify for grant consideration. If a lodge applies prior to Convention, the lodge must have at least one member officially registered to attend.
2. Lodges can begin applying on June 8th, 2021. The process will be the same as the improvement grants, with the application appearing June 8th within the lodge's Moose Admin section, which can be accessed by the lodge Administrator via LCLweb.
3. There is no specific closing date for applications. Applications will be reviewed on a weekly basis until funds are depleted or the fiscal year ends (April 30). Approvals/denials will also occur weekly and funds will be dispersed via check on most Fridays throughout the year.
4. All lodges will have *access* to the application; however, those lodges not represented at the 2021 International Moose Convention in Cincinnati will be eliminated following the meeting.
5. Every lodge applying for a grant must identify one specific person who will be the project manager for the lodge. You must be able to supply the person's name, email address and phone number, and that individual will be the main point of contact for Moose International.
6. Grants will be dispersed in quantities between \$300 and \$3,000. All checks will be made out to the lodge and the Territory Manager will work with the lodge's project manager to make sure the funds are spent on the items identified in the grant application.
7. Funds are to be used to promote the lodge locally at events, fairs, sporting competitions, etc. Funds may also be used to sponsor local teams, buy local advertising, hold public events at the lodge, or generally improve the public perception of the Moose and the lodge within the community. Generally, the lodge is limited only by its own creativity in how to promote itself locally. Funds will not be granted to pay for repairs or upgrades, nor to pay taxes, loans, past bills, or other financial obligations of the lodge.

- a. Examples of potential grant projects:
 - i. Moose Night at the local minor league baseball game or race track
 - ii. Exhibit space at a local town fair
 - iii. Ribfest (or competition) at the Lodge which is open to the public
 - iv. Little League team sponsorship with the lodge name on the uniforms
 - v. A billboard within the local community for a period of time
 - vi. Radio ads at a local radio station promoting what the Moose does

8. Grant funds are to be used entirely on public-facing events or promotion. They may not be used for lodge member-only events or promotions. For example, a lodge may conduct an open-to-the-public car show at the lodge and promote that show through advertisements and signs, but may not use grant funds to promote a member-only dance or event that does not help the lodge recruit new members.
9. Lodges must complete a dispensation through Moose International's Compliance Office for every project submitted for grant consideration. No projects will be approved without a dispensation. Dispensation forms can be accessed from the Moose International website (www.moosintl.org) in the Forms/Documents section under Compliance Office.
10. You may NOT solicit membership to any groups (more than one person) as part of your event or program. Membership can only be offered on a one-to-one basis, based on our Private Policy. You CAN suggest that individuals speak with any current member regarding the Moose, or invite people to "find out more" by stopping at the lodge. You can certainly talk about the Moose's missions (Caring for children in need, supporting our senior members, and helping our local communities) or about events and activities of the lodge.
11. Projects will first be reviewed and approved/denied by the lodge's Territory Manager. Therefore, lodges should consult with their TM regarding the proposed project prior to completing the application.
12. Lodges may work in unison with other area lodges if it makes sense to do so. (i.e. Multiple lodges may participate together in an Iowa Moose booth at the Iowa State Fair.) On the application, lodges should identify other fraternal units who will be participating in the event/project. If multiple lodges agree to participate in a single event, each lodge may receive up to \$3,000 in grant money, however, may not claim duplicate expenses. For example, if the rental fee for a tent is \$400, lodge A can claim that expense, but lodge B, which is participating within the same space, may not claim that expense.
13. These are not loans – there is no monetary payback required. The lodge will be required to sign a statement if a grant is awarded, however, pledging to become more Fraternal by following the tenets set forth by Moose International regarding lodge activities, fraternal giving and Heart of the Community activities.
14. Whenever possible, always submit specific costs for each of the projects listed on your application. Attach any proposals or invoices to your proposal if possible, but if you cannot, you must still list specific costs for which funds will be used within the application. It is highly unlikely that you will be funded if you submit estimated costs with no justification.

- a. For example: If you will be exhibiting at a community fair, you should list costs such as:
 - i. Anyplace USA fairground space rental - \$200 for a 10' X 10' booth space
 - ii. Steve's Tent Rental - \$100 for a 10' X 10' tent enclosure
 - iii. Anyplace Banners Inc. - \$365.99 for an 8' X 3' banner
 - iv. Speedy T-shirt Co. - \$135.65 for six volunteer promotional polo shirts
 - v. Anyplace USA promotional program - \$125 for a quarter page advertisement
 - vi. Oriental Trading - \$65 for fair promotional giveaways
 - vii. Total requested through the Grant - \$991.64

15. You may list several events on your application, although the lodge's allotment will still cap at \$3,000 total for all projects. If you list several projects on your application, always identify specific costs for each project and the order of importance to which you attribute each project on your list.
16. Moose International will provide promotional brochures and applications, as appropriate, as part of your event/project, including the new "Heard of Moose?" brochures and the new combined application. Check the appropriate boxes on the application and amounts will be determined once the grant application has been approved.
17. Further, as part of the program, Moose International is conducting a buy one, get one free offer for Tommy Moose plush dolls that lodges can use as part of their event or for a specific event involving first responders. The lodge will, however, be required to purchase half the dolls from their own funds without using grant money. (i.e. A lodge plans to present four dozen Tommy Moose plush dolls to the local police. The lodge would buy two dozen from their own funds and Moose International would provide two dozen to the lodge from the grant fund.)
18. There is no guarantee that you will receive the full grant cap of \$3,000. You may receive any amount from \$0 up to the actual costs listed on your application depending upon the recommendation of the Territory Manager or the applicability of the expense to the grant program.
19. Moose International's graphic design team can help produce signage, banners, ads, etc. for your event, given enough advance notice. They will provide you graphic files via email based on your request, and you will be required to print/produce your materials locally. Please note that they may not be able to accommodate last minute requests, so please plan ahead accordingly.
20. Regardless of who designs your materials, all designs must be approved by Moose International prior to production to make sure they reflect current guidelines and standards for the Fraternity.
21. Size of the lodge makes little difference as long as you can show that you operate as a true fraternal unit. Grants have been approved for lodges ranging from 30 members to 2,500 members.
22. Your fraternal record is taken into account when considering grants, including membership trends; contributions through Moose Charities; MI accounts receivable trends; Heart of the Community activity, etc.

23. Applications will be reviewed by the Territory Manager, the Regional Manager, and the Moose International staff. Applications may be denied at any time during this process based on the request of the field staff or fraternal history of the Lodge.
24. If awarded a grant, you must read these instructions again and follow the guidelines; otherwise no payments will be made for your projects.
25. A follow-up report, including digital photographs or video, is required for all projects.
26. Finally, don't wait until the last minute to submit your application. While it may have no bearing on whether you are approved for a grant or not, issues in regards to completing the application in time will cause much distress among those who wait.
27. Questions may be directed to Kurt Wiebe, CMO or Patti Passarelli in the Marketing/ Communications Department;
Phone - Kurt - 630-966-2226; Patti – 630-966-2219; Email – kwiebe@mooseintl.org or ppassarelli@mooseintl.org.