

Official Communication for May 4, 2022

Progressive Changes Bring Positive Results for The Moose

The Fraternity shows a gain in membership for only the second time in 30 years!

Moose members, energized by recent actions taken on behalf of the Fraternity, made 2021-22 a year to remember for The Moose. For the first time since 2012, year-end records show a gain in membership. Lodge membership numbers ended at 852,356, up an impressive 5,120 members over the previous year.

Several factors played important roles in this inspirational increase.

First, members approved a General Laws amendment to ban smoking within the lodge homes in 2019, which encouraged non-smokers and younger prospects to revisit their decisions to avoid our facilities due to smoke.

Next, members voted in 2020 to make lodge membership open to all individuals, men and women alike, beginning with the 2021 fiscal year. That meant an influx of talent at a variety of leadership positions across the Fraternity, which in turn, produced more effectively run operations. This decision also resonated with a younger audience that looked to participate in an organization that more closely associated with their integrated upbringing.

Third, the Fraternity began a more aggressive marketing approach, utilizing NASCAR and driver Ross Chastain to reach a larger national audience that exhibited similar demographics as the current Fraternity membership. When Chastain won the Talladega race with the Moose Fraternity car, visits to beamoose.org quadrupled the previous single-day high for the site and lodges across the country reported race fans walking into lodge homes to apply for membership.

Finally, the Moose International Board of Directors approved over half a million dollars' worth of local marketing grants that allowed lodges to become more visible in the communities in which they operate. By utilizing youth team sponsorships, community event participation and even local billboards, Moose lodges became much more evident in the towns and counties where they recruit new members.

And recruit they did! Moose members invited 163,703 individuals to become members this past fiscal year – nearly 29,000 more than the goal of 135,000 members set at the beginning of the year. While the Women of the Moose experienced a slight decline in membership, as expected when women joined the lodges, the Moose Legion gained nearly 2,700 members over the previous year, drawing from a larger pool of members.

“It’s exciting to see the changes we made translate into increased membership so quickly,” commented Moose CEO Scott Hart. “The energy we created when we integrated the membership, combined with our increased marketing efforts, proved we are on the right path. Our leaders and members should be proud that they took these changes and positioned the Fraternity to support our missions for years to come. Keep up that momentum!”

2022-2023 Membership Campaign

The new campaign began on May 1, "Make It Happen". Materials for this campaign have been distributed to the lodges and Moose Legions. If you have not yet received your materials, please contact the Membership Department at 630.966.2257. Women of the Moose materials will be mailed with the annual supply of printed materials later this month. This is an exciting time to be a Moose!

2022-2023 Premier Lodge Award and Leadership Award for President and Administrator

The attached information is provided for the 2022-2023 Premier Lodge Award and the Leadership Award. Please go over with all of your officers, making sure all are aware of the criteria to earn this coveted award. Good Luck!

New Officer Entry Now Open for the 2022-2023 Year

Officers for the 2022-2023 year can now be entered via LCL Web. Please make sure when entering your officers you **indicate the start date as May 1, 2022**. If you have any questions, please contact Member Services at 630.906.3658.

A Message from Activities and HOC

Where did the year go? As lodges are gearing up for the new year, please don't forget to enter your 4th Quarter Heart of the Community report, via LCL Web. Please submit this report by May 10th giving your Territory Manager time to review your report. Please make sure you have the right event in the right category. I can not and will not modify your report. This report should list all events/programs/donations you have done for the community between Feb – April. Don't forget to put in your march of checks donations that you gave at your Mid – Year Conference. I would like to see every lodge get at least a grade of Good, which is only 10 Points. It is not that hard to do if your lodge is the Heart of the Community.

In our world of sports, the Moose International Pool is just right around the corner and you have only 3 days left to sign up. The results of the Moose International Darts tournament will be posted soon. If there is a sport that your lodge or state does that you would like to see Moose International start, please send me an email at wharrison@mooseintl.org.

The Moose Membership Cards

All members (men and women) should now have a white Moose membership card or a Valued Veteran membership card. These are the only cards that should allow members access to the lodge home. The membership card lists the lodge and, if applicable, a Moose Legion for men or a Chapter for women. The lodge expiration date is located at the bottom right of the membership card, in large print. This is the date the lodge dues expire. Please continue to share this information with your members.