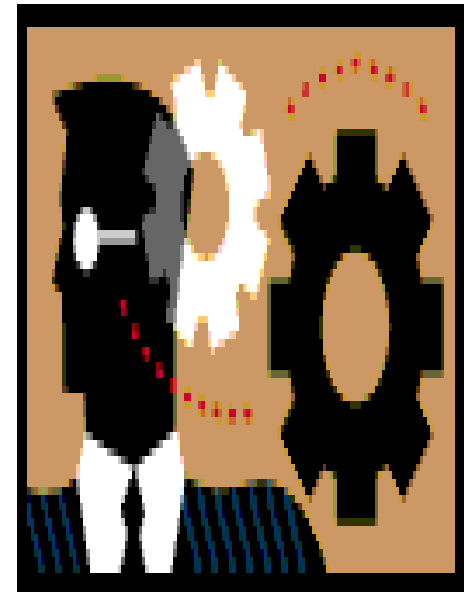


REASONS FOR SUCCESS II!

*By: Maurice DiPoli, PDDGER
MD-DE-DC Elks Association
State Chairman Auditing & Business Practices*



Diversification, Knowledge, Good Planning & Follow Through! I will cover the following:

- 1) **Diversification;**
- 2) **Knowledge/Education in your field;**
- 3) **Good Planning;**
- 4) **Get out of Your comfort Zone;**
- 5) **Find Solutions /Don't Give Up;**
- 6) **Have Confidence in Yourself;**
- 7) **Be Courageous;**
- 8) **Always Do the Best You Can;**
- 9) **Use the Teamwork Plan Concept and;**
- 10) **Finally, Look in the Mirror at a successful Person !**





WHAT IS DIVERSIFICATION



- **Diversification:** Use multiple sources to help run your business: example:
- Fund raisers: Look at other Non-Profits to hold a Mutual Fund Raiser: Yes, it means splitting the profits, but if these concepts' makes lots of revenue, it's worth the risk. And, Maybe you'll get some new members from this venture?
- Have Silent Auctions in conjunction with your fun raisers?
- Have functions that Include ALL Ages & ALL Nationalities: Have a Play area for the Children; Show some movies that will interest the younger generation and, if some are guest, maybe they'll join our Order?
- Put your Officers in charge of a FUND Raiser! Maybe, one in charge and one to assist. Have them come up with new ideas to raise membership and revenue together!
- Make sure your Committee Chairs understand how to lead and run successful projects!



Knowledge & Education in Your Field!

- Knowledge: Understanding your job, whether you are the Exalted Ruler, Secretary, Treasurer, Trustee, Chair Officer or Committee Chair!
- How Does Your Lodge Operate? Growing our Business, yes, but also as a Fraternal Non Profit Organization (Helping our Charities): Example: You Need to understand how your business works: How it makes money, how to price your goods, how to attract Customers/Members to your business?
- What Entertainment or Activities do you have to attract Members/Customers to your business? Do You have juke box machines to play music; Pool tables, Swimming Pools, Golf Courses, other games, etc.?)
- Lodges like businesses, must operate with knowledgeable people; our manuals offer a great deal of information with over 148 years of experience!
- Or you may take a course in Business Administration for a couple of years, but that only gives you business knowledge, not any knowledge in Elktom?





Good Planning!

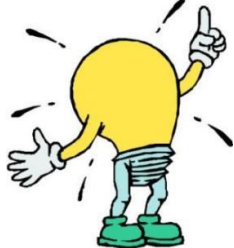


- Good Planning: What does this mean: You need to sit down and plan your year!
- Use the Calendar: First plan All Elk Mandatory activities: FLAG DAY; MEMORIAL DAY, Your Meetings, etc.
- Then sit down with your Officers & Committee Chairs & Plan the Yrs Calendar!
- Don't be afraid to change your calendar as may be necessary, so...go with the flow!
- Use your plan as a GUIDE for the Year; remember guides/plans may be changed!
- Using this plan like the Blue Print in Building a House and, you need a Blue Print of your activities for the Year!
- By Including Your Officers & Committee Chairs, they will have a different outlook and may have some great idea's for fund raisers or membership drives.



Find Solutions/Don't Give Up!

- Find Solutions/Don't Give Up: Now how do I get 300 people to our CRAB Feast?
- Advertise, (Newspaper, Face Book, Your Lodge Bulletin, Word of mouth, Sign in front of your Lodge, can you think of more?)
- **Story:** Young Man in Air Traffic School, where he didn't give up!: ***He had to learn over 1000 components and, a complex Radar Alignment, all in 5 days? How? This seemed impossible Right? Well, he was so determined and, he would not give up...how did he do this? First he did not give up, he said, I will...learn this in 5 days! His solution...he went to the PX, bought paper, pens, pencils, rulers and tape! Then he drew the inside of the Radar unit (16 ft long) with 16 bays, 7 feet high. He taped the paper together in the barracks, on beds, walls, doors and studied for 4 nights, until he knew everything blindfolded, including a method to memorize the radar alignment. The day of the exam, not only did he ace this exam, but the instructor was perplexed and, how he asked, did he learn all of these components & alignment in such a short period of time? When he told the instructor his story about the paper, tape, etc.; and, Memorizing the Radar alignment using the letters A,B,C and the number 32, he was amazed for "no one" had ever aced this test. This young man did not give up, he found solutions because he was determined to pass this exam! Who was this young Man?...Right...ME!***





Be Courageous!



- Be Courageous: Once you have the Diversification, Knowledge, Planning, Getting out of your Comfort Zone, while finding solutions to complex problems...
- This will allow you to BE Courageous....Believing in Yourself and, that your goals are attainable.
- Stand up & Fight for your beliefs, for now you have the knowledge, however be aware of your members' feelings and;
- Compromise when necessary, but don't be afraid to voice your beliefs! Example:
- You believe that working with the VFW or American Legion or Lions Club would help your fund raiser, then you should tell them your plan and how it will work!
- If members object, listen to their ideas, compromise when necessary for their ideas should be included? Remember, we should work as a team!
- Never give up, so be Courageous in your belief, with plans that make sense!



Always Do the Best You Can!

- Always Do the Best Your Can: Don't start a project that you believe in , then quit!
- Work hard at making your plan and then “Work Your Plan”
- Remember, you may change your plan, but use your plan as a guide and follow though doing the Best job you can!
- For Example: Now, you're doing Indoctrination of new members, what do you do?
- Only do 5 or 10 minutes, for that's all the time you have?
- No....You tell the history of Elktom starting in February 1868...How our name could have been the Buffalo instead of Elks...with a vote of 8 to 7; how the Elks have helped our Veterans starting in World War I, II, etc. You know the rest of the story!
- That's doing the Best You Can!



**SECRET
STORY**

Use the Teamwork Plan Concept!

- Use the Teamwork Plan: Gather your Officers, Committee Chairs and work your team using your plans!
- Story: Michael 12 years old: Leaves “Sunday”: Job rake leaves in back yard into garden by next Sunday, for I wanted to till them in the garden before planting. Monday, went to work came home nothing done; hum...Tuesday, went to work, came home & still nothing done...hum...Wednesday went to work, came home....To my amazement...All the leaves were in the garden? Michael...how did you do that do fast? Well...Dad, I knew the job was too big for me to handle by myself, so I went next door, got John & Able, using their wheelbarrows and, together, we got the job done, by the way Dad, I paid them each a quarter!
- WOW! I paid Michael \$5 for doing a great job. He knew the Job was too big by himself and, used his friends in a Team concept.



REASON FOR SUCCESS II



Have Confidence in Yourself!

- Have Confidence in Yourself: Once you have learned your job, have good plans with your officers, this will give you the confidence you'll need!
- Run your Lodge showing members confidence in yourself and, using humility, LEAD your Business/Lodge! And, REMEMBER...Believe in Yourself!
- Remember, now that you have Confidence, also show Confidence in your leaders, by thanking them in public and, in your newsletters.
- Show pride in your leaders and, members who Run Successful Functions!
- For Example: We have the Best Steak Dinners and Salad bar, in our Town!
- We have Great Wednesday Night Dinners and, GREAT MEMBERS Running these successful Dinners!
- Show confidence in your members for this will give YOU more confidence, thus becoming a Successful & Prosperous Lodge!



REASON FOR SUCCESS II

Confidence



Look at a Successful Person!

- Look in the Mirror at a Successful Person:
- Now you have gone through some of my reasons for Success and have the knowledge, results of your success will produce Good Times & Profits!
- Now have the Courage, Experience and Proof of your success, so tell others about the success!
- Show Pride in Your Appearance...Your Lodge appearance, for members can take Pride in coming to their Lodge!
- Now You Can say, WOW...My Lodge looks Great, Neat, Clean and Successful!
- All of these reasons should help you become a successful Lodge/Business and have good times while making profits to fund our Charities and operate our Lodges!



THE END

