



Grand Lodge NEWSLETTER

Elks Care – Elks Share



September tasks: GER class, notices, scholarships, awards

With summer coming to an end, now is our opportunity to offer events that give our Members activities and places to gather. Offer dinners once or twice a week and plan various activities that your membership can support and join. Start using these events to promote your Lodge for prospective Members as well as for contacting delinquent Members. It is never too early to start planning your future events.

National Patriotism week starts on Labor Day and runs through September 12. You still have time to download and have your city's mayor sign a proclamation for National Patriotism Week if you were unable to do so last month.



Message from the Grand Exalted Ruler
T. KEITH MILLS

Exalted Rulers, remember the Grand Exalted Ruler class begins this month and runs through October. Let us make it a good one to continue *“Meeting the Challenge.”* If you have not done so, visit elks.org. Look under the Grand Lodge Activities Committee. Then take advantage of the various forms and

certificates you can use through the year to recognize program participants and volunteers. Also, make sure to reach out to your committee chairpersons to ensure they are recording and submitting the information to the Lodge Secretary.

Lodge Secretaries, let this serve as a reminder to begin sending your six-month dues and delinquent notices. If your Lodge has not signed up for the Membership Billing System, check into it on elks.org (Membership Tool Kit, Lodge billing) or contact your Area Membership Chair. The cost savings to your Lodge will be significant. Further, once the notices have been sent,

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Permanent records must stay permanent

Each year, many of our Local Lodges have new and inexperienced Lodge Secretaries. As such, there is a learning curve every new and continuing Secretary must navigate in order to manage this important responsibility, as well as the continuing education of our Constitution, Statutes, plus our CLMS2Web and PC membership programs.

A word to the wise: *NEVER* destroy or discard paper membership applications and records. Those documents are the only records available. It is the responsibility of the Local Lodge to maintain the records indefinitely.

Sure, there is CLMS2, but the majority of the pre-2008 membership records were never entered into the program. Those records need to be maintained in case a former Member requests a Reinstatement, a Certificate of Release, or other membership information.

GRAND SECRETARY
Bryan R. Klatt

Elks Care – Elks Share

GRAND LODGE ACTIVITIES COMMITTEE

Recognize future leaders today

By **LANCE C. KNIGHT**
Committee Member

Introduced in 2018, the purpose of the JROTC Awards Program is to allow Local Lodges to recognize our future leaders by focusing the public's attention on outstanding cadets from their communities.

Does your Lodge participate in this new program? If not, get involved by following the suggested procedure for setting up a JROTC Awards Program for your Lodge:

1. Locate your JROTC schools by state at the national level through the following websites:

US Army

<https://hqtradoc-usacc-jrotc-prod.azurewebsites.us/>

US Navy

<https://www.netc.navy.mil/NSTC/NJROTC/>

US Marine Corps

<https://www.mcjrotc.marines.mil/Schools/JROTC-Schools-by-State/>

US Air Force

<http://www.airuniversity.af.mil/Holm-Center/AFJROTC/Display/Article/950637/>

US Coast Guard

<https://www.gocoastguard.com/faq/does-the-uscg-have-a-jrotc-program>

2. Contact the schools in your area that have a JROTC program and ask to speak to the senior instructor to see if they would be interested in participating in the new Elks program. If so, request that the instructor select a cadet whom they feel has proven him or herself to be a true leader in academic achievement as well as community service projects, and one who maintains the highest standards of performance in all fields of endeavor. Be sure to coordinate your efforts with other Lodges in your district that may be close to the same school(s) your Lodge wants to contact. You may want to consider making it a district program with all Lodges in your district participating.

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have your Membership and Lapsation Committee contact these individuals. You would be surprised what a little personal contact can accomplish.

The Elks Legacy scholarships also open this month on elks.org. Legacy Awards are available to children and grandchildren of Elks' Members. Check on-line for eligibility requirements. The Elks National Hoop Shoot turns 50 this year and it is also just around the corner. Now is the time to start planning your local contest. If your Lodge is involved with this program, thank you. If it has been awhile since your Lodge participated, now is a good time to start. Start small; choose one school in your area and bring your program back to life. If you need help, contact your District Hoop Shoot Director for assistance.

Finally, this is the time to submit your Lodge website for judging to receive the Grand Lodge 5-Star Award. State Association websites can also be submitted for judging as well. This is a great opportunity to demonstrate what your Lodge is accomplishing as well as advertise your Lodge to your community.



GRAND LODGE FRATERNAL COMMITTEE

How to win an Elks website contest

By **GWEN B. PARKER**
Committee Member

The Fraternal Committee wants your Local Lodge website as well as your State Association website to exemplify the true spirit of Elkdom. Your website should always be up-to-date, be a great source of information for your Members, and cover all Grand Lodge programs.

All Fraternal Committee members are available to assist you should you need help, advice, or information. You may not necessarily be ready to enter in a website contest, but we all should want to continue to improve our websites, so they are the top go-to resource for Members.

The best websites should have these attributes, and the State and Local Lodge contest will be graded on the same criteria with points awarded in each area.

Content: This should contain up-to-date news and information along with details about all programs. Some news is timeless, but some information needs to be fresh.

Layout: There should be a menu or table of contents. Various committees or departments should be easily accessible.

Design: Special presentation methods such as borders, shading, and color are a plus.

Graphics: Pop up windows and scrolling messages highlighting important

announcements help. Photographs and graphics keep users' interest.

Effectiveness in telling the Elks story: The website should prove to be useful to Members. It should also successfully tell the Elks' story to non-Members.

Local Lodges should enter the website contest for their respective state no later than October 1, 2021. Lodges in states not holding a state contest may send their application to their Area Representative on the Grand Lodge Fraternal Committee (elks.org/grandlodge/fraternal/roster.cfm). Lodges that have no website but feel like their Facebook page exhibits all these qualities may also enter. All pages and websites will be visited three times during the year by the Website Contest Administrator.

This contest is a great way to get your Lodge or State Association recognized nationally. It is always important to recognize those who do such a great job. This is also a way to get help for those who desire to improve their webpage. Please use the aforementioned guidelines to ensure your website and/or Facebook page is the best resource for Members and non-Members alike.

State Contest winners will be announced in the March 2022 issue of the GL Newsletter and the Lodge Contest Winners will be published in the April 2022 edition.

Little Free Libraries provide easy access to books

By **CATHLEEN DRAPER**
ENF Communications Coordinator

Elks always care for children in need, and children's literacy is no exception. Due to COVID, many Lodges have had to refocus their favorite literacy projects and find new and exciting ways to engage children in their communities. Milwaukee, WI Lodge No. 46 reconsidered how to distribute reading materials to make its Gratitude Grant project both safe and accessible.

Inspired by the Little Free Library program, the Milwaukee Lodge set its sights on a little library of its own. Elks volunteers are building little libraries in different areas of the community and stocking them with books for children and families to borrow, read, and swap out. Small, free libraries make reading materials accessible for children, even those whose families may not have access to reliable transportation to the public library or the funds to buy books.

"We hope that this project will improve reading comprehension and literacy rates

by making books more available to not only children to read themselves, but for parents to read to infants and preschool aged children," said Elisabeth Mulvany, Leading Knight for the Lodge.

According to a recent study in the United Nations News, the rate of children who are experiencing difficulty reading has increased more than 20% in the past year due to the pandemic and subsequent school closures. And, Little Free Library cites that two out of three children living in poverty have no books to call their own. Providing accessible reading materials for children and families is the first step toward improving literacy rates.

If your Lodge is looking to work on children's literacy in your community, the possibilities are plentiful.

"There are so many ways to encourage literacy—contests, summer reading challenges, book exchanges, storyteller sessions for children, giving books as gifts, volunteering as tutors, or hosting 'reading clinics' for kids," Mulvany said. "Instilling the importance and fun of reading is more



Little Free Library in Sebring, Florida. Photo: Bill Smith/Flickr Creative Commons.

important than ever."

The Elks National Foundation helps Lodges serve their communities by offering Gratitude Grants of up to \$3,000. To find out more about Gratitude Grants and the Community Investments Program, visit enf.elks.org/GratitudeGrants.

DRUG AWARENESS PROGRAM

New DAP theme: “The Better Me Is Drug Free”

By **WILLIAM J. BRYAN**
Assistant National Director

At the recent Grand Lodge Session held in Tampa, the Elks DAP announced this year’s theme: *The Better Me is Drug Free*. The theme is used for the poster contest (open to third, fourth, and fifth graders), essay contest (open to sixth, seventh, and eighth graders), and video contest (open to pre-high school, high school, and post-graduate students).

All Elks are encouraged to visit the new and improved website for teens at elksteenzone.org. State Chairmen are making this website the premiere initiative for the coming year. Schools, whether fully open, virtual, or hybrid will appreciate the effective, evidence-based

educational strategies contained in the Lesson Plan section. Kids will have fun with all the interactive activities on the website.

Exalted Rulers, District Deputies, and State Association Officers are encouraged to contact State DAP Chairs to learn about webinars, conducted by our National Spokesperson, Ray Lozano, and to also learn about our new elementary school speaker, “Dr. Heather” DiBlasi.

Red Ribbon Week is next month and Lodges should begin planning activities to celebrate now. If your Lodge is looking for ways to enhance its standing within your community, Red Ribbon is a great way to do so. Your State DAP Chair has many great ideas on how to utilize this

initiative.

During this time, Director Kent Gade and Assistant Director Bill Bryan will be traveling North Carolina to present the Enrique S. Camarena National Award to Officer Ricky V. Hughes of the Roxboro (NC) Police Department. Roxboro Lodge No. 2005 will also be presented with a bronze plaque for nominating Officer Hughes.

Celebrate
Red Ribbon Week®
(October 23-31)
www.redribbon.org



GRAND LODGE GOVERNMENT RELATIONS COMMITTEE

Gov. Relations shares ideas in Tampa

By **MARY R. WILLIAMS**
Committee Member

The 2021 Grand Lodge Convention was spectacular! With more than 6,000 attendees, it was so good to see old friends and to meet many new friends. Business sessions were very informative, the Memorial Service was impressive, but the best part was T. Keith and Amy Mills, our new Grand Exalted Ruler and First Lady of Elksdom for 2021-2022. “*Meeting The Challenge*,” how appropriate for this upcoming year, a year after COVID-19 tried to take us down. But Elks don’t give up, we just keep going a little harder and a little longer.

Our monetary charitable giving may have been a little less than in years past, but our charitable giving of time, energy, love, and support was strong as ever. So now as we are trying to get back to normal, we need to get Hoop Shoot, scholarship, veterans, and the many programs we do up and running more than ever, and make them bigger and better.

Remember: **report, report, report**. You need to report your hours, travel, and any expenses you incur when doing your events and programs. Be sure to include all non-Elks who help as well. It’s simple: Keep a calendar or event sheet in your car, kitchen, in your purse, or next to the phone or computer. Keep track every day. You will be amazed at how much you really do. Be sure to include planning the event, set up, and cleaning up. It all counts.

Be sure your team keeps track. OK, there’s always someone who

doesn’t—perhaps you could help them out by having an extra form for them to fill out and give to you to turn in.

Government Relations met in Tampa, Florida, on July 3, 2021. We had 34 State Chairs in attendance. Several presenters gave us a plethora of information, including How to Meet your Legislators, UBI (Unrelated Business Income), CLMS, Charity Reporting, and much more.

States shared how they get things done, and many questions were asked. We all learned a lot. And yes we counted our time at Grand Lodge, and our Seminar on Saturday, on our Charity Report. You can too: Count your travel to Grand Lodge, your business sessions, and the seminars you attended (but not your entertainment time).

Reminders

September. Plan your veterans remembrance programs for November. Invite government officials to attend. Notify your local newspaper and television stations about your event.

October. Plan safe Halloween activities for the children, such as trick or treating or a haunted house at your Lodge.

November. See if anyone may need a ride or help getting to the polls to vote, or volunteer at the polls in some way. Send congratulation letters to all elected officials and legislators, and enclose your charitable worksheet. Show them what we do in our community.

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3. Inform the instructor that your Lodge will provide them with a certificate and a medal to present to the cadet they select. Your Lodge may want to have a Lodge Officer(s) or Member(s) attend the ceremony to make the presentation to the cadet, if permissible.

4. If your Lodge holds a banquet/dinner to recognize outstanding youth in your community, you should consider inviting the cadet and their family.

5. A printable and fillable JROTC certificate is available on the Grand Lodge website under the Activities Committee at: elks.org/grandlodge/activities/files/JROTC Awards Program.pdf. The JROTC Medal can be ordered from the Grand Lodge Supplies/Shipping Department by using CLMS. The item number is 575300 and the cost is \$10.00 each plus shipping and handling. The JROTC medal makes a terrific companion gift to the JROTC certificate. Any cadet will be proud to receive both awards.

For more information or questions, please contact the Activities Committee JROTC Awards Program Coordinator, Lance C. Knight.

The committee encourages your Lodge to be an active community partner, promoting our youth programs: Hoop Shoot, Soccer Shoot, Junior Golf, Antlers, Scouting, Dictionary Project, National Youth Week, Student/Teenager of the Month/Year, and the JROTC Awards Program. Let’s increase our efforts to promote and recognize America’s outstanding youth in our communities by “*Meeting the Challenge*” and truly demonstrating that “*Elks Care – Elks Share*”.

Elks named Help Heal Veterans' Partner of the Year

By **MARY K. MORGAN**
Commission Director

For the past 20 years, Elks have been working closely with the nonprofit Help Heal Veterans, which helps veterans recover and thrive by providing free therapeutic arts and crafts kits to hospitalized and homebound veterans.

Every year, hard-working Elks collect and donate thousands of hides to the Elks Veterans Leather Program. These hides are used for three main purposes:

- Wheelchair gloves, many of which are distributed directly to veterans at annual VA Adaptive Sports Events.
- Donations directly to VA Recreation Therapists, for use in local projects.

• Donations to Help Heal Veterans, for use in therapeutic arts and crafts kits for recovering veterans.

Over the past 20 years, Elks leather has been used to make 600,000 craft kits, for a total estimated value of more than \$15 million.

Help Heal Veterans, a nonprofit dedicated to serving military veterans by supplying them with free therapeutic craft kits, has chosen the Benevolent and Protective Order of Elks as its 2021 Partner of the Year. As a partner for over 20 years, the Elks have donated more than 923,280 square feet of leather to

Help Heal Veterans to create craft kits for veterans.



“Thanks to the generosity of the Elks, we have been able to provide much-needed therapy to so many more veterans,” said Joe McClain, retired Navy captain and Help Heal Veterans CEO. “Through this partnership we are reducing our partner’s overall environmental impact while fulfilling our mission to help veterans heal.”

By supporting organizations like Help Heal Veterans that truly invest in their communities through programs

Continued below

BRYAN R. KLATT, Grand Secretary
Benevolent and Protective ORDER OF ELKS
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Chicago, Illinois 60614-1889

September 2021

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G/L PR AND MEMBERSHIP MARKETING COMMITTEE

“Phase Two” membership push begins

By **RICK GATHEN**
Membership Marketing Manager

We began the new fraternal year recovering from a large membership loss. We created a proactive post-pandemic recovery plan to help us regain our membership footing. Our priority was to re-engage and win back lapsed Members. Having a strong renewal rate gives us the best foundation possible for sustainable, healthy membership growth.

In April we came out of the gate strong with a multi-channel reinstatement program. Our “Phase One” reinstatement plan produced nearly 7,000 memberships. Our “Phase Two” multi-channel

reinstatement plans begin in September. It will include a 50,000 direct mail campaign to former Members. It will be complemented by a targeted e-mail campaign and social media campaign.

Adding to our optimism is the new billing program’s game-changing results. It has produced a single digit delinquency percentage in the first half of the year. We have added more than 30,000 new Elks to the rolls. We have more than 14,000 candidates still in the pipeline. With an excellent Member retention percentage, along with excellent Member acquisition numbers, we are highly encouraged and optimistic about membership.

VETERANS From above

that improve quality of life for today’s veterans, we are able to further the Elks mission of promoting the welfare and enhancing the health of our nation’s veterans.

Thanks to all the Elks Leather Program volunteers for their work supporting this unique and innovative program!



Help Heal Veterans
Therapeutic Craft Kits