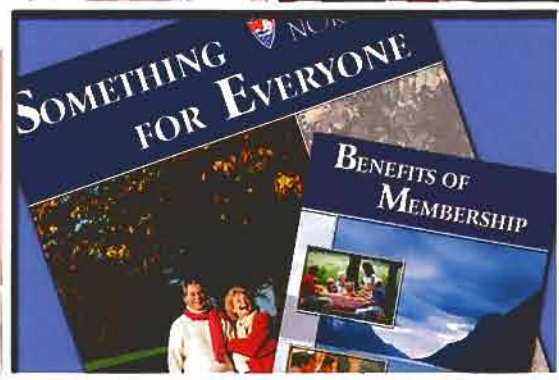
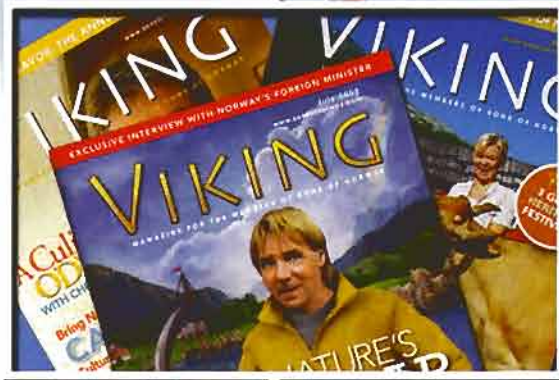


LODGE PROGRAMMING RESOURCES GUIDE



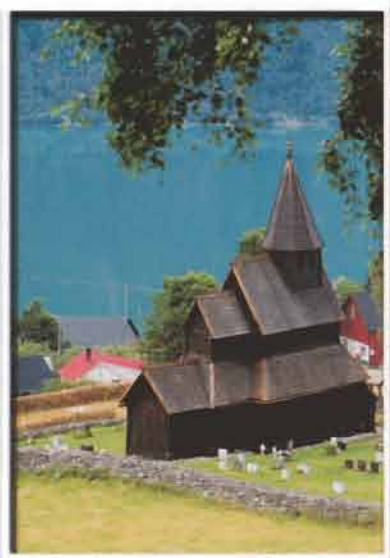
SONS OF
NORWAY



Promoting and preserving the heritage and culture of Norway

Lodge programming is a big part of what makes Sons of Norway such a vibrant organization. Yes, it plays a big role in the pursuit of our mission to promote and preserve Norwegian heritage and culture, but there is more. It is also an important component to the meetings, events and recruitment efforts of lodges throughout the entire organization.

It has been proven that strong programming is essential to a lodge's success, so please take a moment to read about everything that is available to your lodge. This booklet will outline nearly 100 different programming opportunities and support materials, which are available to lodges at little or no cost. In the pages that follow you can learn about lodge programs, like the Cultural Skills Program or Sports Medal Program. Also, you can learn where to find new ideas and first-hand accounts of very successful programs hosted by other lodges in communities next door and throughout the organization.



PUBLICATIONS

VIKING
MARCH 2000
www.sonsofnorway.com
AZINE FOR THE MEMBERS OF SONS OF NORWAY

Viking magazine

Viking, the official magazine of Sons of Norway, is a premiere, award-winning monthly publication. Its focus is on Norway's rich history and tradition as well as modern day issues. Each issue is brimming with interesting stories, financial advice, sumptuous recipes and information about members around the globe. *Viking* magazine is also a great programming resource thanks to its expanded quarterly Member Matters section, which shares programming ideas and success stories from members and lodges throughout Sons of Norway.

Advisor

The Sons of Norway Advisor is a quarterly financial newsletter sent to all members. Each issue covers a wide range of topics about everything from Sons of Norway financial products to advice for reducing your tax obligations or how best to plan for retirement. Many lodges use this publication as programming support when they invite their Financial Benefits Counselor to make presentations during meetings.

Viking Resource

The Viking Resource is a quarterly e-publication that is designed to inform lodge leaders and general members about new programs, upcoming events and deadlines, important announcements and more. This publication is available via the Members Only section of the Sons of Norway website, www.sonsofnorway.com.

Viking for Kids

The Viking for Kids is a quarterly youth publication sent to Sons of Norway heritage members and is written and designed to excite children about their Norwegian heritage and culture. Also, through its pen pal club, youth language lessons and news of modern Norway, the Viking for Kids can be a great resource for starting youth programming within your lodge.

Barnas Norskklubb

Barnas Norskklubb (The Children's Norwegian Club) is a free packet of games, stories and activities related to Norwegian and Norwegian-American culture that is mailed out every month in the lodge year. Binders containing all units are available by contacting the Fraternal Department. Like the Viking for Kids, the Barnas Norskklubb is another great resource for starting or adding to current youth programs within your lodge.



PUBLICATIONS

Newsletter Service

The Sons of Norway Newsletter Service is a resource for all lodges and editors who are looking for interesting information for their lodge newsletter. Each issue is released with two months worth of information. Every two months this resource is sent to all lodge newsletter editors in a hardcopy format, but all back issues are available for download from the Sons of Norway website. Often, lodges use the Newsletter Service content as the basis for a member presentation about modern Norway.

Guides for Leadership

The ultimate officer resource, the Guides for Leadership describe all the major leadership positions at the Sons of Norway local lodge and district levels. This comprehensive guide is divided by leadership position and is designed to walk a newly elected officer through the major responsibilities of their position. Also, the Guides for Leadership provide instructions for various lodge programs, including installation of officers, event participation and youth programs. The Guides for Leadership are available through the Supply Department or individual sections can be downloaded from the Sons of Norway website.



CULTURAL RESOURCES



Cultural Skills

Whether the members in your lodge have interest in rosemaling, genealogy, or folk dancing, the Sons of Norway Cultural Skills Program is a great resource for learning about historic and contemporary Norwegian culture. The Cultural Skills Program is open to all Sons of Norway members, both through their lodges or as individual participants. The Cultural Skills Program serves a variety of purposes, including encouraging active participation in traditional Norwegian pursuits, enriching the lives of members of all ages, providing a basis for classes and special interest clubs within the lodges and offering new reasons for people to join Sons of Norway.

The Cultural Skills Program offers Specialist, Generalist and Mentor awards in areas like:

- Traditional Norwegian Cooking
- Norwegian Rosemaling
- Genealogy--Family History
- Norwegian Language and Culture
- Hardanger Embroidery
- And much more!

Language Lessons

Learn to speak Norwegian by using our simple, yet helpful, online audio language lessons. These can be used as a lodge program in both group and individual settings. Many lodges use the Language Lessons as an introductory course for members who are interested in learning Norwegian. Lessons are available on topics related to:

- The Norwegian Alphabet
- Counting 1 to 20
- Meeting people and saying goodbye/small talk
- Useful phrases and more numbers
- Days, months, and seasons and greetings
- Weather
- Activities
- And more!

Media Lending Library

The Sons of Norway lending library is a comprehensive resource of music, slides and videos from or about Norway, Norwegian heritage and Norwegian culture. As a member, you have access to nearly 1,000 titles. The various media, which includes a wide variety of both Norwegian and English titles, are excellent resources for both personal and lodge educational and entertainment purposes.



CULTURAL RESOURCES

Norwegian Reading Comprehension

This online course is unlike any other. It differs from traditional language learning programs, in that this course will not teach you to understand spoken Norwegian. Instead, the goal of this program is to help you gain basic comprehension of older and historic genealogical documents written in any form of Norwegian. The intention is not to train you to translate every single word with total precision, but rather to identify the key concepts, and come to solid conclusions about what a text means. Often lodges use this program as the basis for a presentation on genealogical research or, in tandem with the genealogy guide, as the foundation for a new genealogical club within the lodge.

Sports Medal Program

Sons of Norway recognizes the importance of healthy activities and that they can be more fun when done as part of a group. The Sports Medal Program is not just for healthy living, it is a great lodge program as well. There are many options for lodges, whether you want to start a walking or skiing group, or work out with friends. The Sports Medal Program, which originated in Norway, can make a positive impact on your attitude as well as your physical well-being and help bring lodge members together.

No matter how young or old your members are, and no matter what their present physical condition, the Sports Medal Program offers a fitness plan for everyone. The program is great because you do not need to be a natural athlete—the only one you are really competing with is yourself.

Different Levels, Different Medals

As you reach each objective, you will be awarded different grades of sports medals. Begin in pursuit of the Bronze, then work yourself up to Silver, Gold, and eventually Enamel. Set your own pace—your program can be for just one medal or all sixteen! Currently the program offers sports medals in the following categories

- **Gangemerke** (walking): If you like to walk or use a treadmill, then you can earn the Gangmerke medal.
- **Skimerke** (skiing): If you like to go cross-country skiing by yourself, or with other lodge members, this is the medal for you.
- **Idrettsmerke** (general exercise): This medal focuses on maintaining fitness, strength, and flexibility.
- **Sykkelmerke** (bicycle): If you like to go on bike rides this is the program for you. Work your way through the levels and see how fit you become!
- **Svømmermerke** (swimming): If you enjoy spending time in the pool or at the lake, then the Svømmermerke is perfect for you!

CULTURAL RESOURCES



Genealogy Guide

We know that many of our lodges and members have a high interest in genealogy and that doing such research is often easier when done as part of a group effort. For those interested in starting a program within their lodge, check out the Sons of Norway Genealogy Guide. It is designed to help members get started researching their roots, beginning with some background information about Norwegian history and culture, and going on to describe in detail all of the most important genealogical resources in both North America and Norway.

Mini Presentations

These are three-minute presentations on various topics and their connection with Norway. These presentations make for great program segue ways during lodge or other meetings. With nearly 60 different Mini Presentations to choose from, there is something for every occasion. Topics to explore include:

- Vikings
- Holidays
- Norwegian Literature
- Favorite Norwegian Foods
- Norwegian Traditions
- Norwegian History and Geography
- Famous Norwegians
- And more!

Idea Banks and Info Banks

These resources provide you with helpful and creative ideas for planning lodge programs and events. Idea Banks can give you great ideas for everything from hosting cultural classes and special event programming to fundraisers or how to start a heritage camp within your district. Also, Info Banks offer background information on potential programs related to Syttende Mai and Norwegian Christmas celebrations. With more than 70 different Idea Banks and Info Banks, you learn how to plan the following:

- Skits
- Awards & Honors
- Fundraisers
- Festivals & Special Events
- How to Start a Heritage Day Camp
- How to Hold Lodge Cultural or Heritage Classes
- Norwegian Christmas celebrations
- And much more!

Online Recipe Collection

Curious to see what the term "Norwegian cuisine" means today? Try your hand at some of the recipes offered by Sons of Norway to its members through the online recipe database. Currently there are nearly 100 recipes for you to enjoy, with additions being made regularly. Often, lodges use the recipe collection when they are looking for the perfect meals to serve at a lodge dinner or fundraiser. Try them today by visiting the Recipe Box in the Norwegian Culture section of the Sons of Norway website.



organization in the United States
preserving and promoting their
and culture, as we are, we invite
you to explore and JOIN!

EVENTS

Website and Blog

The Sons of Norway website, www.sonsofnorway.com, contains many resources for individual members, small groups, lodges and lodge officers. Above all, it provides members immediate access to programming resources. The blog, sonsofnorwayblog.blogspot.com, provides up-to-date information for members and the public about current programs and news. With updates made frequently, lodges can use the blog as a resource for obtaining ideas and links to new programming resources. Lodges are encouraged to use both of these resources to build a comprehensive lodge programming plan.

Events Calendar

The Events Calendar is a great resource for lodges and lodge members who are looking for events to participate in or attend. Available through the Sons of Norway website, it is continually being updated with new Norwegian or Nordic related events in communities throughout the United States, Canada and Norway. Also, it's a great resource if your lodge would like to promote any programs or events that it sponsors or hosts.

Message Board

The online message board is another great resource, in that it offers all members and lodges a place to come together and share programming ideas. Members can post information about their events, success stories and solicit programming ideas from others within the organization.

Lodge website templates

Sons of Norway now offers all lodges ready-made templates that can be used to create a lodge website. Available for free download from www.sonsofnorway.com, these templates offer lodges a consistent look and feel while allowing for flexibility in the content and information that lodges can utilize. Designed to help lodges increase their web presence, they also provide another way to reach out to members, keeping them informed, and promote programming and event involvement.

Membership lists (download)

If the lodge is curious about who the active the members are, or just wants to reach out to all its members to promote a new program or event, certain officers can obtain this information online. Through the Sons of Norway website, the president, vice president, editor, and financial and membership secretaries can access at any time the lodge members' name, address, phone number, email address, birth date, and paid-to and effective dates. The lists can be downloaded at no charge and will help you keep your members informed about all the wonderful programs your lodge has to offer.

LODGE RESOURCES

SOMETHING FOR EVERYONE

SONS OF NORWAY

Recruitment & Retention kit and emails

For members interested in retaining their current members and recruiting new ones to create a stronger lodge, two resources are available through Sons of Norway Headquarters. The first resource is the Recruitment & Retention Kit, which is assembled with resources helpful in creating and maintaining a vibrant lodge, including recruitment and retention ideas, success stories, a publicity toolkit, Event Planning Guide and more. To supplement the materials in this kit, members may also subscribe to a monthly email that includes information on new membership programs and success stories and tips on both member recruitment and retention.

Lodge Brochure

The best tool to help promote your lodge and all its wonderful programs is a Sons of Norway lodge brochure. Available from the Sons of Norway Headquarters for a nominal fee, you can enjoy a colorful brochure created with lodge-specific information about programs and the benefits of joining Sons of Norway. To get a lodge brochure, download the request form from the lodge forms section of the Sons of Norway website, www.sonsofnorway.com. Simply complete the form and send it, with payment, to the Sons of Norway Headquarters and you will receive a beautiful lodge brochure for your lodge to use in promoting recruitment and programming.

"Something for Everyone" booklet

The Something for Everyone booklet is an excellent marketing and outreach tool to attract new people to Sons of Norway. In a bold, colorful and informative fashion, this booklet tells our fraternal story and briefly outlines the benefits of membership for our organization. It is an attractive piece to hand out to prospective members, curious about Sons of Norway, or to those who have never heard of us. Utilize this brochure at events and in community outreach to reach a wider audience.

"Benefits of Membership" booklet

The Benefits of Membership booklet aims to detail all aspects of membership in our organization and provide a snapshot of each benefit. Besides keeping members informed of what they can take advantage of, it can also provide ideas for lodge programming.

Lodge Forms

Within the Lodge Forms section of the Sons of Norway website, there are a number of downloadable forms to help your lodge institute and maintain interesting programs. Whether you wish to peruse the various video and music titles from our media lending library, obtain information about our sports medal program, download lodge brochure information or get materials for a new member dinner, the lodge forms section has what you are looking for

LODGE RESOURCES

Joy of Connecting DVD

Be it a membership dinner, a cultural festival or a parade giveaway, the Sons of Norway Joy of Connecting DVD is an excellent tool. This DVD features our members and staff describing what Sons of Norway means to them and how they have benefited from their membership. It makes an excellent promotional giveaway when working events and is a great companion piece to the Something for Everyone brochure as an introduction to the organization.

Lodge publicity toolkit

Publicizing lodge events to the greater community can be a big task. To guide those new to publicity, Sons of Norway put together a lodge publicity toolkit (LPT). A step-by-step guide, the LPT guides brainstorming, illustrates topics of interest to the media, highlights the various media that a lodge might want to target, how to pitch a story and gives examples of news releases.

Event planning guide / Event kit

Research has shown us that potential members have a significant interest in attending Norwegian and Scandinavian cultural events, which is why events ought to be an integral part of any Sons of Norway lodge. Internal events keep members engaged and enthused while external events are fantastic ways to raise funds and gain wider exposure in the community. The Event Planning Guide assists event planners from start to finish on how to plan a successful event. With it, the lodges can brainstorm ideas, set goals and evaluate events and their success.



FINANCIAL & FOUNDATION



Financial Benefits Counselors

Lodges will find an excellent resource in their Financial Benefits Counselors. As experts in our financial products and in financial planning, they can explain the full range of opportunities available to our members from both the fraternal and sales and marketing viewpoints.

In addition to assisting our current members, the Financial Benefits Counselors are an excellent resource for lodge programming and membership recruitment. Through them and the Marketing Department, lodges can coordinate membership dinners to host potential members; the Marketing Department provides up to \$400 per membership dinner.

Our Financial Benefits Counselors can also help organize informational seminars for our members regarding the different aspects of financial planning.

Foundation Programming

Through the Foundation lodge members may receive funding to create strong lodge programming. In doing so the Foundation helps lodges celebrate their culture and expand their horizons by offering different grant opportunities. Each is designed to offer financial assistance for different types of lodge programming.

- Helping Hands to Children Grants can help your lodge with Adopt A School funding for tutors, mentors or demonstrators, which promotes volunteerism within lodges.
- Local Lodge Partnership Grants allow lodges to go the extra mile with a cultural event. Funding is available to bring in Norwegian heritage presenters, or visiting Norwegian groups. The grant can also send help with lodge anniversaries, floats for parades or other enhanced programming.
- General Heritage & Culture Grants are for community-wide events celebrating Norwegian culture and may include museum exhibits, musical presentations and community festivals.

Grants are awarded once a year through the Foundation office and applications can be found on the Foundation section of the Sons of Norway website.

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CONTACT Us

IF YOU HAVE QUESTIONS ABOUT:

- Viking Magazine
- Newsletter Service
- Guides for Leadership
- Membership Lists
- Lodge brochures

Contact the Fraternal Department at
(800) 945-8851

IF YOU HAVE QUESTIONS ABOUT:

- Viking Resource
- Viking for Kids
- Online Recipe Collection
- Sons of Norway's website
- Events Calendar
- Experts Directory
- Lodge website templates
- Online lodge forms

Contact the Fraternal Manager at
(612) 821-4612 or by e-mail at
webmaster@sofn.com

IF YOU HAVE QUESTIONS ABOUT:

- Barnas Norsk Klubb
- Online language lessons
- Norwegian reading comprehension program
- Genealogy guide
- Mini presentations
- Idea banks
- Lending Library

Contact the Cultural Advisor at (612) 821-4659
or by e-mail at culture@sofn.com

IF YOU HAVE QUESTIONS ABOUT:

- Recruitment & Retention Kit
- Something for Everyone booklet
- Benefits of Membership booklet
- Sons of Norway DVD
- Lodge Publicity Toolkit
- Event Planning Guide

Contact the Membership Coordinator
at (612) 821-4697 or by e-mail at
nneuman@sofn.com

IF YOU HAVE QUESTIONS ABOUT:

- Advisor
- Financial Benefits Counselors

Contact the Marketing Department at
(800) 945-8851

IF YOU HAVE QUESTIONS ABOUT:

- Cultural Skills program
- Sports Medal program

Contact the Culture Specialist at
(612) 821-4635 or by e-mail at
culturalskills@sofn.com

IF YOU HAVE QUESTIONS ABOUT:

- Foundation DVD
- Foundation Programming

Contact the Foundation Director at
(612) 821-4632 or by e-mail at
colson@sofn.com

IF YOU WANT TO ORDER SUPPLIES:

Contact the Supply Department at
(612) 821-4645 or by e-mail at
supply@sofn.com



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