



Active Military/First Responders Program Extended To Dec. 31

By **KURT WIEBE**/Director, Membership; Chief Marketing Officer

The ongoing success of the Active Military/First Responders membership promotion has encouraged Moose International to not only extend the program past its original deadline, but to add additional categories to the program based on member response.

The original promotion started January 1 of this year and was scheduled to end on April 30. This deadline has now been extended to December 31, 2017. During the original time frame, all fees and dues originating from Moose International were waived for new or re-enrolled active military members and first responders, with the goal of attracting and retaining a younger demographic, many of whom may eventually aspire to leadership positions within the Moose.

From May 1 through December 31, two additional job categories –

National Guard members and Border Patrol officers – will be added to the original list of active military members and first responders.

The original candidates included Army, Navy, Air Force, Marines, Coast Guard, Active Reservists, Law Enforcement (Police), Firefighters (full-time and volunteer), Paramedics, and Emergency Medical Technicians. These categories, along with the two new titles, will have all first-year fees and dues waived by Moose International, and we continue to encourage lodge, chapters, Moose Legions and Associations to do so as well.

As a reminder to administrators and recorders, please indicate your military/first responder candidates in the Admin Menu prior to the end of each month, otherwise they will be billed by Moose International. ■

Gain Knowledge To Become An Effective Leader

By **BARB McPHERSON**/Grand Chancellor

Congratulations to the 2017-2018 officers, appointed officers and committee chairmen. Each of you has made a commitment to your chapter and taken a leadership role that should not be taken lightly. Each of you will ultimately be the cause of the success or failure of this chapter year.

As a leader of your chapter, you have a responsibility to gain the necessary knowledge to make sure your chapter is operating within the guidelines of the Women of the Moose and to help ensure the chapter is on track to earning the Award of Achievement.

Now is the time for the board of officers to meet, prepare a plan to safeguard the chapter's success and follow that plan throughout the year. The plan may need to be adjusted, but it is the responsibility of the entire board to keep the chapter on track.

In early May, a box will be mailed to each chapter containing several books of information you need to know. Make sure you read the included Officer's Handbook as well as the Recorder's Handbook to become aware of responsibilities, reporting periods, deadlines and suggestions for the successful operation of the chapter. Far too often officers say, "they said." Make sure that what "they" are saying is correct, as you are the one responsible.

The Women of the Moose General Laws booklet is one of the most valuable resources officers have. With it, you can confirm proper procedures are being followed. The General Laws are in place for a reason. Make sure you read them carefully, understand them and use them.

The Senior Regent should immediately plan a meeting with all committee chairmen to explain their responsibilities to the chapter to assist them with guidelines for successful fundraising projects and to

make certain each person attempting, qualifies for the Academy of Friendship degree. These are typically the fairly new members of the Chapter who are just beginning a hopefully long-term career in the Women of the Moose.

Make sure each officer, appointed officer and chairman plans to attend Women of the Moose training sessions to gain additional knowledge of chapter operations. Through the expertise of the session leader and experience of other chapters in attendance, each person in attendance will certainly gain valuable information.

The Recorder and members of the Audit Committee should plan to attend a 2-HOTT training session to understand proper use of LCL.Net and QuickBooks and to understand how to audit the chapter books. The information provided in this training session is invaluable.

Above all, make sure you are holding interesting, informative and fun meetings. Plan activities and social time before and after your meetings so that co-workers have a reason to attend. Invite your new members to attend the welcome reception held in their honor prior to your meeting. If you don't invite people, how will they know to attend?

Please remember, each of you are a member of the Women of the Moose chapter team. By working together in harmony you will gain many new friends, learn new ideas and most importantly, help to ensure the success of your chapter.

We have provided the information you need to know. When the going gets tough, the true, brave leaders stand up and say, "Let's do this!" I know you are up to the challenge ... the challenge to provide for our precious children and beloved seniors for generations to come.

If we can be of any assistance to you on your road to success, please do not hesitate to contact our office. ■

Retention Is Key To Wrap Up One Year And Begin Anew

By **BOB NEFF**/Director, Higher Degrees

The headline to this story may sound like an oxymoron, but it is what we need to finish this year strong and to start the new year on a path that has a higher chance of reaching our plus-one goal successfully.

As we wrap up one year, we need to – and indeed are – scrambling to contact expired members to encourage them to renew their memberships. Now is the time to ask ourselves if that is how we desire to finish next year.

If a mad dash and last minute scramble is not how you want to finish 2017-2018, then now is the time to lay the groundwork. Retention is not just contacting members who did not renew. It should start with properly welcoming them in the first place. It should include indoctrinations that educate new, and current, members on what the Fraternity is really all about. Make sure they know, and buy into the fact, that we do many good things for others through our fraternal programs and that their membership is important in making that happen!

Yes, most members probably join for the social, sports and entertainment programs in our fraternal units. That is OK. Those programs are important for a number of reasons. We often think that they primarily help build revenue, and they certainly do that.

Consider, however, that if our members enjoy attending those programs, they are more likely to come back again and again. They are then more likely to renew their membership year after year and share it by inviting others also. So yes, social activities help build membership and financial stability.

We also need to make sure they feel an inviting welcome when they

come into the lodge, chapter and Moose Legion functions. Our staff of servers from someone at the door to those selling or taking tickets, to those serving food and refreshments etc., etc., really can make a difference in the “experience” that member has in our lodges. That can make a difference in ultimate retention that is often overlooked.

Even before they make an appearance at our functions without their sponsor guiding them, have they had a chance to meet and greet our officers and leaders? Did we invite them and their sponsor to any kind of orientation or enrollment to explain our Fraternity’s goals, and highlight or explain our facilities and program offerings?

We need to not “forget” those members who recently joined the Fraternity. A committee could potentially follow up in a few months to reach out and thank them again for joining and see if the member has had a chance to participate in any activities. We should remind them of upcoming activities and scheduled programs and address any questions they may now have.

We need to let them know they are important to our fraternal and philanthropic programs. That includes sharing knowledge of our support of Mooseheart and Moosehaven as well as any local Heart of the Community programs that are taking place so they also realize the value of our organization to the community. Always conclude with positive reinforcement. A friendly touch point can help make them feel welcome and get a true sense that all members really do matter! ■

What Are You Doing To Make a Difference?

By **JAN FREGULIA**/Executive Director, Moose Charities

Have you ever asked yourself any of these following questions: Am I enjoying my life? Is there anything special about it? Have I made a difference? Am I doing something for people who really need help? Am I giving something back to society? Am I making any difference in the world?

Let me help you answer these questions.

By joining the Loyal Order of Moose, you have given yourself, your family and friends the opportunity to enjoy gathering together to celebrate life.

Being a member of the Moose Fraternity is now a very special aspect of your life as you became a member of a great family – The Family Fraternity.

Your membership and activity within the community is definitely helping people in need of support as is your financial support of our Moose communities, Mooseheart and Moosehaven.

By becoming involved in your respective lodge/chapter, you provide a safe and enjoyable gathering place for others to congregate and enjoy.

As Moose, we have the opportunity to make a difference in the world. Mooseheart’s children arrive with a need for shelter, food, clothing, education, recreation as well as a need for emotional support by loving caregivers. Thanks to your support as members of this Fraternity, those needs are met.

Yes, YOU are making a difference. YOU have made this possible for each of these at-risk youth. And YOU are doing the same for senior members of our Fraternity. You even may be preparing a place for your own retirement.

If you have not made Moose Charities your “charity of choice,” please won’t you start now?

YOU will never have to ask yourself these questions again – because your activity – your dedication – your commitment to providing the financial support needed to keep Mooseheart and Moosehaven operating will be your legacy to society and the world.

Thank you.

God Bless Mooseheart.....Moosehaven....and our Fraternity!

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**Maintenance sheets are enclosed with each mat.*

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MOOSE
Leader

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Easter Is a Special Time At Moosehaven

By **GINI TURNER**/Director of Marketing, Moosehaven

From the green fields to the azalea lined paths, there are plenty of opportunities to become involved in family traditions here on the Moosehaven campus. As part of an annual tradition, our Heart of the Community event series hosts an annual Easter Egg Hunt and Easter Sunrise Service.

Every year during Easter weekend, the campus comes alive with events for the entire family. As part of the tradition, countless area families come to campus to enjoy egg hunts, children's games, clowns, a petting zoo, train rides, face painting, bounce houses, concessions and photos with Mr. and Mrs. Easter Bunny. Families spend the day enjoying the warm weather and the friendly environment with our residents and staff.

For residents, the tradition of welcoming guests and spending time with the community is a large part of our own family traditions on campus. It's exciting to be part of such a large event and to create a festive atmosphere for guests to enjoy. Some residents enjoy the artistry of face painting, while other social butterflies host games for the younger guests. There's certainly an outlet for all residents to enjoy such a special time with the community.

The annual sunrise church service offers an opportunity for the community to worship together with residents each Easter morning. With the sun on the horizon and the service taking place by the glistening waters of the St. Johns River, guests join residents in the early morning majesty of celebrating the resurrection of Christ. This year, over 400 visitors met at the crosses on campus to greet the morning in prayer and respect. It's quite a scene, and it's something residents look forward to as one of Moosehaven's many family traditions.

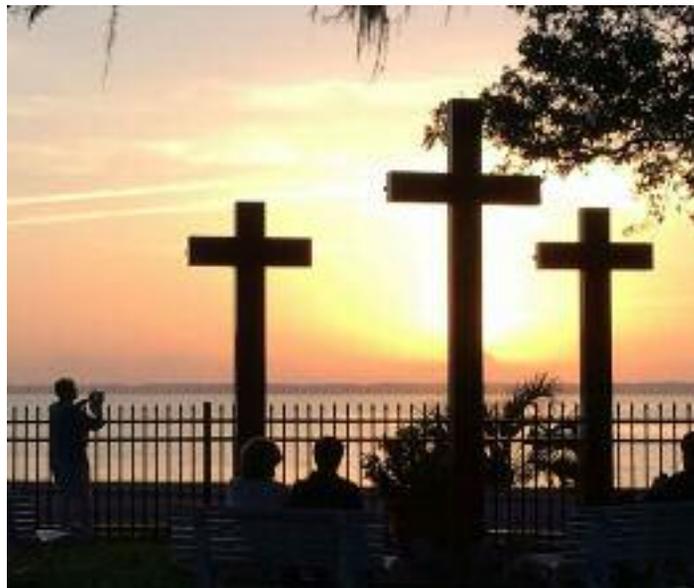
For some Moose members, leaving behind family traditions is a concern when considering life at Moosehaven. Making new friends and acclimating to a new lifestyle can intimidate and prevent seniors from one of the greatest benefits of their Moose membership.

Moosehaven is not a last resort for those facing debilitating health issues. However, because of fear of leaving home, many Moose members wait until there are no other options available before considering application.

Ideally, seniors should consider Moosehaven while still able to live independently – while able to enjoy the features of the campus – while able to make new friends and forge new relationships – while able to be part of family traditions and social activities. Life at Moosehaven is not a drastic change from the lifestyle of home. Moosehaven is home, just with a better view and more friends to call family.

If you are 65 or older, and are looking to thrive again with the comfort of family traditions and a stress-free lifestyle, consider Moosehaven. Whether you join under the Moose Life Program, or the New Life Program, Moosehaven has an entry program for every lifestyle. Call today to learn more about the benefits and qualifications for retirement at Moosehaven. Come enjoy family traditions with friends and family. Come home to Moosehaven.

For information about Moosehaven, call 904-278-1200. ■



Above are photos from this year's Easter weekend at Moosehaven, which included face painting, photos with the Easter Bunny and the sunrise church service on Easter Sunday.