

Membership Assistance Program (MAP) Application

District Lodge #1, Sons of Norway

Name and number of Lodge: _____ Zone: _____

City/State: _____

Date of MAP event: _____

Description of MAP event: _____

Contact person: _____ Phone: _____

E-mail: _____ Fax: _____

Will the MAP event be coordinated with Marketing Department New Member Seminar Program?

Yes _____ No _____

Goal of MAP event: _____

Anticipated number of prospective members: _____ Members: _____

Action plan steps: (not including date and location. Use another page if needed.)

Lodges may apply for two MAP grant each year

Lodges may coordinate a MAP event with the S/N Marketing Department

Signature of Lodge President _____ Date _____

Send MAP application to District President, with a copy to your Zone Director. All Grants must be approved by District 1 Executive Committee.

Plan 60-120 days in advance. Executive Committee approval may take up to 30 days, depending on when they meet.

Membership Assistance Program Final Report

Complete this report and send to the District President within 60 days of your event.

1. Lodge _____ City _____
2. Date of Membership Event _____
3. Number of guests attending _____ Members attending _____
4. How many new members joined _____ How many prospects _____
5. List New (not transfers) Adult Members (within 45 days after the event date.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

* Please attach any brochures or programs you used

6. Any personal observations you want to share?

Send reimbursement to:

Name _____

Address _____ City _____ Zip _____

Financial Benefits Marketing Department Support for Membership Events

The Financial Benefits Marketing Department offers a program by Len Carlson, Director of Agencies, and your Financial Benefits Counselor. It is coordinated with the District One MAP program.

- A Financial Benefits Counselor (insurance rep) makes a 10 minute or so presentation at the event about the BENEFITS of SONS of NORWAY products, often a video.
- Your lodge determines a price for the event, and members (not including non-member spouses or guests who are in regular attendance) and non-members, who often attend, pay for the event.
- You may cook the meal. You can have it catered. It can be a potluck. It can be a dessert event. But there is a charge for the event. (And your reimbursement is for the charge of the event)
- YOU advertise and your members invite guests who may be interested in Nordic heritage (who have made no commitment to join). Request they RSVP to an email or phone number so you know how to plan.
- ANY MEMBER WHO INVITES A GUEST GETS A FREE DINNER ALONG WITH THE GUEST(S) HE/SHE BRINGS.
- It's then up to the lodge to plan an interesting, exciting program (like all the programs) so that the guests are interested in becoming members that night or within the next 45 days.
- Some lodges have a 'special' and charge \$20 or whatever amount you decide for the first year membership (You are reimbursed from the MAP for \$20). The lodge pays the remaining amount to headquarters for the membership.
- You will be allowed a total of up to \$400 for the free dinners. If you charge \$5 then you could have 80 guests/hosts or if you charge \$10 then 40.
- So with having the MAP (\$300 max) and the MARKETING (\$400 max) your lodge could 'earn' \$700 total. As a fundraiser, if you need to enhance your treasury, you could cook the dinner yourselves and only pay for the ingredients and you raise more money. If you use a caterer then you pay him/her and keep whatever you charged over the catering cost.
- TO QUALIFY FOR MARKETING FUNDS, YOU MUST HAVE TEN PROSPECTIVE NEW MEMBERS ATTENDING AND PRIOR APPROVAL OF THE EVENT BY LEN CARLSON.
- MAP events must be applied for and approved by sending the MAP application to the district president 60-90 days prior to the event, and reports are due within 60 days of the event.
- Reports following the event must be sent to Len Carlson.

Contact President Barbara Olson with any questions, 218-769-4296 or districtonebarbara@aol.com.

Len Carlson can be contacted at 1-800-945-8851 or lcarlson@sofn.com.