

## HEALTHY LODGE CHECK LIST

### **Basics:**

Does your lodge have the **basic communication tools** needed to communicate to it's members and the Sons of Norway headquarters?

\_\_\_\_\_ Do you have a consistent set of images?

\_\_\_\_\_ Lodge Logo

\_\_\_\_\_ Stationary with logo and envelopes

\_\_\_\_\_ Business cards for contact information

\_\_\_\_\_ Printed yearly calendar with meetings date

\_\_\_\_\_ Printed Planned programming for the year

\_\_\_\_\_ Printed Officer contact sheet

Do you have a **Monthly Newsletter**?

\_\_\_\_\_ Does it contain a listing of upcoming events?

\_\_\_\_\_ Does it have an officer contact listing?

\_\_\_\_\_ Does it provide updates from S/N Headquarters?

\_\_\_\_\_ Is it newsy?

\_\_\_\_\_ Does it contain minutes of previous meeting?

Do you have a **Web page**?

\_\_\_\_\_ Do you use your lodge logo?

\_\_\_\_\_ Is it formatted for easy use?

\_\_\_\_\_ Do you have S/N insurance products listed?

\_\_\_\_\_ Do you have your insurance reps name, phone # and e-mail posted?

\_\_\_\_\_ How often is it updated?

\_\_\_\_\_ Do you have a web master?

Do you have a **new member information packet**?

\_\_\_\_\_ What does it contain?

\_\_\_\_\_ Printed list of upcoming programs

\_\_\_\_\_ Officer contact information

\_\_\_\_\_ Membership application for spouse or friend

\_\_\_\_\_ A list of participation opportunities

\_\_\_\_\_ List ongoing committees

\_\_\_\_\_ Information on Sons of Norway organization

\_\_\_\_\_ S/N insurance info

\_\_\_\_\_ S/N Foundation info

\_\_\_\_\_ S/N Membership pin

*Do you have a **welcoming strategy**?*

*Do you use greeters at each lodge meeting to welcome members?*

*Are new members encouraged to get involved on committees?*

*Do your officers sit with new members or with their own group?*

*Are new member questions encouraged?*

*Do you provide an overall feeling of friendliness?*

*Do you have **LODGE OFFICER TRAINING**?*

*Do all lodge officers know and understand their specific duties?*

*Do you practice good transition information from past officer to present officer?*

*Do you actively solicit and train members for leadership roles?*

*Do your past officers serve as mentors to new officers?*

*Does your lodge participate with other lodges on event sponsorship?*

*Are your officers willing to turn over their positions to offer new opportunities?*

*What type of **participation is available to members**?*

*Are all ages encouraged to join?*

*Do you program with different age groups in mind?*

*Do you offer family activities?*

*Are you active in your communities?*

*Do you sponsor heritage and cultural festivals?*

*Project Framtid (Adopt a School)?*

*Officer opportunities?*

*Children's camps or children's heritage programming?*

*Cultural skills classes?*

*Heritage and cultural lodge programs?*

*What tools do you use for **promoting lodge events**?*

*Lodge newsletter*

*E-mail promotion to members*

*Press release to local newspapers*

*Local radio*

*Signage*

*Flyers*

*Informing other lodge newsletters*

*Do you follow up with success of event to same venues?*

*Do you have your lodge represented in the District pages of the Viking?*

*Do you have a good relationship with your **S/N insurance representative**?*

*Is your Financial Benefits Counselor (FBC) invited at least quarterly for a 5-10 minute presentation?*

*Have you had a program on the kind of work we do?*

*Have you been updated on our insurance and annuity products?*

*Is your agent writing up new members for your lodge?*

*Do you thank your FBC?*

*Do you sponsor membership recruitment dinners with the FBC making a*

presentation?

\_\_\_\_\_ Are S/N product brochures displayed at lodge meetings?

Do you have **standing committees** to do the work of the lodge?

\_\_\_\_\_ Budget committee

\_\_\_\_\_ Nominating committee

\_\_\_\_\_ Scholarship committee

\_\_\_\_\_ Member recruitment and retention committee

\_\_\_\_\_ Special events committee

\_\_\_\_\_ Kitchen committee

\_\_\_\_\_ Torsk dinner/Lutefisk dinner/Meatball dinner etc.

\_\_\_\_\_ Fund raising committee

\_\_\_\_\_ Decorating committee

Anything your lodge does on a regular basis may be done by committee.

What are you doing for **Membership Recruitment**?

\_\_\_\_\_ Do you have an active plan for recruitment?

\_\_\_\_\_ Do your members invite potential members?

\_\_\_\_\_ Do you sponsor membership recruitment dinners?

\_\_\_\_\_ Do you ask spouses and family members to join?

\_\_\_\_\_ Do you carry membership applications to all your events?

\_\_\_\_\_ Do all members have easy access to membership applications?

\_\_\_\_\_ Do you offer membership incentives for recruitment?

Are you aware what **Sons of Norway Headquarters** has available to you?

\_\_\_\_\_ Press release template

\_\_\_\_\_ Web Site Template

\_\_\_\_\_ New member starter kits

\_\_\_\_\_ Sons of Norway Foundation information

\_\_\_\_\_ Programming ideas

\_\_\_\_\_ Idea Bank

\_\_\_\_\_ Cultural Skills information

\_\_\_\_\_ Guides for Leadership for each lodge officer

\_\_\_\_\_ A complete listing of Videos on Norwegian Heritage topics

\_\_\_\_\_ Viking Resource on-line

\_\_\_\_\_ Viking Magazine

\_\_\_\_\_ Scholarships and Grants through the S/N Foundation on-line

\_\_\_\_\_ Membership lists by lodge

\_\_\_\_\_ Mailing stickers for lodge members

\_\_\_\_\_ S/N Signage

**Call and ask.** Chances are Sons of Norway Headquarters might have it.

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