



Visibility Program

The International Board is supporting local lodges to be creative or take on a challenge not done before because cost has been a factor. Is your lodge planning activities to gain visibility and membership for Sons of Norway? Would you be willing to do so if you had some extra funds? Each district in Sons of Norway has \$1,000.00 total available to distribute to all lodges each calendar year under the Visibility Program.

Is there a county fair or town celebration you would like to show off your lodge with your crafts, arts, and cultural skills and have exposure to significant crowds? Have an event in which new members could be signed up to join Sons of Norway? Now you may be able to do just that. The District contribution may be used to offset costs for space/table rental/display and travel costs incurred to staff the event.

The District has access to the funds. The District Executive Committee will make a decision to award the funding opportunity to your Lodge to be reimbursed. It is now up to you to be creative, determine which event(s) you will use to increase Sons of Norway visibility in your community and grow your lodge membership.

The activity/event must be a new approach for your lodge, not an event in which you have participated in the past. It cannot be sponsored by Sons of Norway. Your local lodge is to participate within another organization's event: a community event, a county fair or event, or the State Fair!

The District Executive Committee will administer applications and final reports for reimbursement from the International Board. To participate in this program, the lodge must apply to the District as soon as you have your plans, including projected costs you will incur. Approval will be made using the International Guidelines.

Send a letter to the president of District 1 about the event. Include when, where, estimated costs, etc. The District will award up to \$500.00 to cover costs associated with the event. Any questions, contact any member of the District Board.

The following 2 pages are the Lodge Event Reimbursement Form for reporting after the event.

Best wishes for a successful event!