



OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
Volume I Issue No. 8 January 2022

OSEA President's Message



Winter Greetings Fellow Oregon Elks!

Now that the 2021 holidays are behind us, my hope is that you have had some real quality time to spend with your friends and families, wherever they may be. Our Association remains hard at work preparing for a sensational 2022 as a follow-up to everything

that we accomplished in 2021. As we continue to help others much less fortunate than ourselves, we are reminded that an Elk's work is never done. We join together as an organization to bring spirit to those who may have lost faith. We bring light where there are shadows, and we bring hope where there is despair. I am so proud to lead this wonderful group of dedicated members, and I will relish this year as one of the best that I have ever lived. 2021 brought us many unique challenges, yet as has been the case throughout our fabled history, we have come together stronger, as we will continue to do in 2022 with new challenges to overcome.

Oregon Elks are growing our membership, reaching out and partnering with other organizations, and making ourselves visible to many more people than ever before. It is important that everyone knows who the Oregon Elks are and what the Oregon Elks are about! With increased community involvement, a higher level of public relations and marketing, communication of our outstanding benevolent work, and our can-do attitude, we are and continue to be the preeminent organization when it comes to selfishly serving others whenever and wherever we can. Pam's and my visits to the seven wonderful districts have proven that together, Oregon Elks are indeed making a difference. We have raised a huge amount of money through our charitable fundraising and your generosity, and we aren't through yet! We now look forward

to the Washington Winter Convention, Scholarships, Hoop Shoot, and other meetings, events, and activities, and of course our own Summer Convention once again.

Be strong, be healthy, and continue to be an Elk, and all that it represents.

Thank you.

Fraternally,

Richard K Shipley
OSEA President
2021-2022



Left - Idaho State President Chuck Roberts and his wife Mary Ellen
Middle - Pam and I,
Right - Washington State President Dave Richcreek and his wife Astrid

In This Month's Issue

- OSEA Presidents Message - Page 1
- A Message From Grand Exalted Ruler Mills - Page 2
- Because the Elks Exists - Page 2
- OSEA Marketing Campaign- Page 3
- Spotlight: 50 Years of the Hoop Shoot- Page 4
- Membership & Lapsation Update - Page 5
- Spring Public Relations Goals - Page 6
- Salem Betty Hise Fundraiser- Page 6
- Image Use Guidelines - Page 6
- OSEA October 2021 Calendar - Page 7

As a reminder, if you have suggestions for future issues of the OSEA Newsletter please send them to the OSEA Public Relations and Marketing Committee at Blake.ORNCElks@gmail.com. You can also request to be added to our new email distribution list to receive these newsletters and other updates directly in your inbox.

Oregon State Elks Association
6950 SW Hampton St Suite 232
Portland, OR 97223
osea2@outlook.com/503-716-8668



OSEA Public Relations and
Marketing Committee
Phone: (541) 570-9262
Email: blake.ORNCElks@gmail.com

New Calendar Year Arrives, But Elks Year Ends Soon



Happy New Year to you all!

As I write this letter, I think back to January 2000. The big scare about the electronic world coming to an end at the onset of the new century, and the tricks about turning your computer clock back a few years to ensure you would not lose all your data. Now look at

us 22 years later. I was not even thinking this far ahead, or about what I would be doing.

I am not a big resolutions guy. I used to try to stick to a few things, but I found out resolutions just caused me more stress. I decided long ago to work on the things that I can control and do my best to adjust to the things that I cannot control.

Now is the time to start working on your next year's officer corps. Officer nominations begin in your Lodge meetings this month. I hope most Lodges have individuals stepping up and moving forward to the next chair. If not, now is a good time to start looking for people who want the opportunity to serve. Do your best not to just fill a chair. Be open and honest with the person you are asking. Let them know just what the expectations are for the position they are committing to.

At this time, your Lodge also decides the Citizen, Elk, and Officer of the Year. I am going out on a limb here, but you probably have multiple individuals who deserve these honors. It is now time to start observing the final choices. Lodges should have these names submitted to Grand Lodge by the end of February so certificates can be printed and sent back to the Lodges for Officer Installations.

Membership and Lapsation Committee members also need to look over the lapsation list. We all do a great job initiating new Members, but sometimes we forget about our delinquent Members. Your delinquent Members had a reason for joining and sometimes they just need a reminder. If they do not want to return, find out why. If everyone is

saying the same thing, you might want to change some things in your Lodge.

The end of year will be here before you know it. With the new Financial Reporting System, your Lodge just needs to ensure all entries are current. The nice thing about the FRS system is your Lodge no longer needs to have the annual audit completed. However, you still must submit your 990 and 990T for each corporation in your Lodge. Have them completed by a qualified individual (e.g., CPA) and filed with the IRS and uploaded on Elks.org.

I have said it before and I will say it again, thank you for everything you do.

- Grand Exalted Ruler T. Keith Mills

Because the Elks Exist

By Tracey Mason, Beaverton Lodge #1989

I am very proud to be a member of this organization.

- Veterans are given support, assistance, and the knowledge that their service means something...
because the Elks exist.
- Young children are able to receive critical services and surgeries through the OHSU Casey Eye Institute...
because the Elks exist.
- Vulnerable and at risk individuals know they are not alone and have support and care...***because the Elks exist.***
- This Christmas, many families who would normally go without, will find presents under their tree and their table bountiful through our Christmas Baskets Program...
because the Elks exist.
- Young children will find what teamwork and discipline is all about through our Hoop Shoot Program...***because the Elks exist.***
- Students across the nation will receive support in their education through our scholarship program...***because the Elks exist.***
- Children experiencing hearing and speech problems will gain confidence and tools at Camp Meadowwood...
because the Elks exist.

Am I proud to be a part of this organization and the work we do? Yes! Many great things are made possible...***because the Elks exist!!!***

OSEA Christmas Marketing Campaign

Nearly 750,000 people had the opportunity to learn more about the Elks during the week before Christmas. This was made possible by our first statewide marketing campaign for the Elks in Oregon. We had five billboard locations from the Portland metro area down to Medford. These billboards highlighted our charitable programs and focused on one of three areas. The location in Beaverton highlighted our major project, the Oregon Elks Children's Eye Clinic, the locations in Salem and Medford highlighted veterans programs, and the locations in Eugene and Corvallis highlight our scholarship program. Unfortunately we were not able to secure billboard locations at this time on the coast or in Eastern Oregon. We are looking into options though and hope to have the chance

to share this campaign in those areas soon.

In addition to the billboards we also launched a coordinated social media and website campaign to highlight the gifts of charity that the Elks give to communities across Oregon. In addition to sharing the below graphic and a link to our website on the OSEA Facebook Page we shared it with all lodges in the state and asked them to share on their social media as well. Numerous lodges participated and helped push the "Elks Gift of Charity" campaign to over 25,000 views and interactions on social media.

We plan on continuing this campaign into the new year in order to keep highlighting all of the gifts of charity that Elks continue to give to communities and those in need in our state. We will release updated graphics later in January that can be used with this campaign. Lodges can continue to use the images and website link (<https://oregonelks.org/elks-gift-of-charity>) both on their social media pages and websites as well as in their lodge bulletins. If your lodge would like a customized graphic highlighting something your lodge does you can contact Blake Whitson and he will work with you to get a graphic produced.

There was a time when promoting ourselves was discouraged. But now is the time to tell our communities that the Elks are still serving our communities and to share the pride we have in our organization with others. The more our communities know who we are and what we do the more likely they will want to become members. As mentioned earlier, we are looking into options to share this campaign to Eastern Oregon as well as the coast. Stay tuned for more information in future issues!



Giving the gift of charity to Oregon communities and those in need every day!



Spotlight: 50 Years of The Hoop Shoot,



The “Hoop” Shoot began in 1946 when Brother Frank Hise (Past National President) walked into the gym of a grade school in his hometown of Corvallis, Oregon. He saw boys playing with a basketball and noticed smaller kids being frozen out of much of the activity. He thought about how things might be equalized and set up a

free throw contest which worked very well to give the smaller youngsters an even break.

The Corvallis Elks Lodge soon adopted the contest as a youth activities project. After a dozen years, the Oregon State Elks Association picked up the program. At Hise’s urging, the Grand Lodge of the Order adopted the program as a national venture in 1970.

There were only 14 states involved the first year under the jurisdiction of the Youth Activities Committee. The following year saw 29 states taking part, as the program began to show great promise as a major project of the Elks.

A big jump occurred in 1972, when 42 states actively participated and over 750,000 boys entered. Nine regional semi-finals were required to determine who would compete for top honors in the first National Finals in Kansas City, Missouri.

Participants from all 50 states competed in 1973-1974. 1.25 million Boys participated “Hoop Shoot” was really on its way. Grand Lodge officials, who sought a name other than “free throw contest,” a designation that could be claimed as a trademark, recognized the phenomenal potential of the contest. The name “Hoop Shoot” was suggested and enthusiastically adopted. The title was copyrighted on August 31, 1973.

Opening the contest to girls proved to be a wise move as participation nationwide jumped to over 2,200,000 in

1974-1975. The number of regional contests was expanded to ten. Each region would send three boys and three girls to the national finals.

The program became so large that the Elks established the “Hoop Shoot” Committee, with Gerald L. Powell of Peru, Indiana as the National Director. The Elks National Foundation provided the operating funds.

In 1976, another milestone was reached when Powell announced that the names of the National Champions would thereafter be inscribed in the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts. Lee Williams the Executive Director of the Basketball Hall of Fame, lauded the contest as a solid contribution to the sport, heightening interest in the game and doing much to improve the art of free throw shooting.

In 1978, two more regional contests were added which yielded the current total of 72 National Finalists.

Powell retired from his position in 1979 to serve as a Grand Trustee of the Elks. His assistant, Emil J. Brady of Danville, Pennsylvania, succeeded him.

The National Finals were moved to Indianapolis, Indiana in 1980. Competition took place at Market Square Arena through 1995 except for 1991. That year they were held in Springfield, Massachusetts in conjunction with the Naismith Memorial Basketball Hall of Fame Celebration of the 100th Anniversary of Basketball.



(2020 Oregon State Hoop Shoot Participants)

(Continued on next page)

(Continued)

In 1996, the National Finals were moved back to Springfield, which is the home of the Basketball Hall of Fame and the birthplace of this American game of basketball.

Brady retired from his position in 1997 and was succeeded by Cam Cronk of Billings, Montana.

From its simple beginnings in Corvallis, the Elks National Free Throw Contest has grown to be the largest coeducational youth athletic program in the United States. Last year the "Hoop Shoot" had more than 3,300,000 participants.

However, the Hoop Shoot is about more than just having fun, it is about building grit and developing strong kids who can achieve success in life and in the challenges that they will face throughout their lives. The grit movement in education started a few years ago when psychologist Angela Duckworth studied people in various challenging situations, including National Spelling Bee participants, rookie teachers in tough neighborhoods, and West Point cadets. Her research suggested that grit was a more accurate predictor of success than social intelligence, good looks, physical health, or IQ. Grit is the will to persevere in the face of long odds. But, the important thing is that this characteristic that researchers and experts have concluded is so important for our children—our Hoop Shoot program develops it and reinforces it—for more than 40 years now. Participants in the Hoop Shoot develop grit by setting goals, working hard to achieve them, failing and bouncing back to try again and work even harder the next year. In 2015, we debuted a six part series featuring videos of a few finalists and their parents telling stories of hard work and determination and of perseverance in response to failure and of setting goals, falling short and getting back up and doing it again. It turns out while we were immersed in running the Hoop Shoot, its outcomes had become the Holy Grail of youth programs.

As covered earlier in this month's issue we are doing great work in terms of membership.



Membership & Lapsation Update

It is shaping up to be another fantastic Elks Year! After 2020 was a year to just survive we are turning 2021 into a year of growth. Right now, we have added 70,219 new members nationally. Of those, 11,612 are reinstatements. We also have approximately 13,000 candidates in the pipeline and 14 state associations, including Oregon, already have achieved a Plus 1 membership increase and 15 others that will be close once they get their candidates initiated. This is fantastic news in membership for our order and for our state.

The latest membership report shows Oregon has a projected gain of 179 members with another 452 waiting to be initiated. If we can get all these candidates initiated, we will have a gain of over 600 new members. But that is not all that we can do. We still have 1,614 unpaid members. If we can reduce this number by just 10%, we would have a gain of almost 800 members for the year in Oregon. Currently 16 Oregon lodges show a membership gain, and if we initiate all awaiting candidates an additional 10 lodges can potentially show a membership gain.

These numbers show we are meeting the Grand Exalted Ruler's theme for the year of "Meeting The Challenge". Let's not give up now, let's make sure that we are making the biggest gains we can to show that the Elks are not only surviving but that we are thriving.



Spring Public Relations Goals

A big part of success in membership gains is due to our focus on public relations and promoting ourselves more in our communities. In Oregon this has included our three press releases we have put out as well as our most recent billboard and on-line campaign. Heading into the spring our big publicity task is to really continue to promote our local lodges and providing you with ideas on how to promote your lodge both within your community and importantly, with your members.

The first part of this effort is with the local lodge bulletins and making sure that you are effectively using your lodge bulletin to promote what your lodge is doing to your members. Remember, there are a lot of members out there who still don't know what all we do for our communities. If your lodge would like some assistance and suggestions with your bulletins, please send them to blake.orncelks@gmail.com and the Public Relations and Marketing Committee will be happy to assist you. Also, each lodge should be pulling down a social sharable picture to include in your bulletin. The link for the Social Shareables is below. All of these sharables can be downloaded and easily inserted, again if you need assistance with this please reach out to the Public Relations and Marketing Committee.

The other part is to help lodges with their local publicity. A lot of ideas can be found in the Elks Marketing Guide (Located in the Membership Toolkit). Further, the cost is minimal for many promotions. More importantly, we have sample press releases that you can cut and paste materials into for your local media markets that highlight your lodge and your various activities. We will be posting these sample press releases to the Oregon State Elks Association soon. Our goal should be to increase our media presence by 20%-30% this spring across all lodges. If we can keep letting communities and people know who we are and what we do we can continue growing our order.

Grand Lodge Membership Toolkit (elks.org login required)
<https://www.elks.org/grandlodge/membership/default.cfm?>

Virtual Marketing Guide:

<https://virtualmanuals.elks.org/marketing-guide/>

Social Shareables:

<https://virtualmanuals.elks.org/social-shareables/>

Salem Elks Lodge Fundraiser for Betty Hise For Cancer Research



The Salem Elks Lodge will be holding a night of comedy January 29th to benefit Betty Hise For Cancer Research.

Dinner will be served from 5pm to 7pm
Dinner of roasted pork loin, potatoes, veggie, salad, and dessert
Show starts at 8pm.

\$30 for dinner and show

\$20 for show only

Tickets can be purchased on-line at: <https://salem-elks-lodge-336.ticketleap.com/a-night-of-comedy-to-benefit-betty-hise-for-cancer-research/>

Photo Use Reminders

With the holiday season comes many parties at your lodges. Some are for kids, some are for families, others are for adults only. Here are some pointers to keep in mind when taking and posting pictures from your various holiday activities.

1. If taking photographs of minors, do not post them or print them without a signed photo use release from the child's parent or guardian. Note, this needs signed by a parent or guardian. A grandparent or unrelated adult (IE family friend) cannot give authorization for a photo use release.
2. Keep in mind pictures should not show members or guests drinking alcoholic beverages or engaged in other activity that does not reflect positively on the Elks or our charitable works.
3. Avoid taking or posting pictures of anyone who has had a bit too much holiday cheer.

If you have any questions on photo usage please contact a member of the OSEA Public Relations and Marketing Committee. They will be happy to answer any questions you have.



Oregon State Elks Association
 6950 SW Hampton St Suite 232
 Portland, OR 97223
 (503) 716-8668
 osea2@outlook.com

January 2022 OSEA Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Happy New Year!!!!
2	3	4	5	6	7	8
9	10	11	12	13 Washington Convention	14 Washington Convention	15 Washington Convention
16 Washington Convention	17 MLK Day OSEA Officers Meeting (Zoom)	18	19	20	21	22
23	24	25	26	27	28	29
30	31					