



# OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association  
Volume II Issue No. 3 July 2022

SERVING THOSE WHO SERVED

## OSEA President's message



Greetings,

Welcome to summer, finally. As you read this several of us including someone from nearly every Lodge in the State is in Atlanta for the Grand Lodge National Convention. We look forward to meeting old friends and making new ones while there.

It is indeed an honor to be able to represent the Elks of Oregon at this event.

I'm not sure if anyone has heard this yet, but our very own Lebanon Lodge # 1663 is as of June 18, 2022 NUMBER ONE in the nation for 5 Year Growth, let's congratulate them on this accomplishment.



Several of us attended the Eye Clinic event at Oaks Park. While not as well attended as in past years we had several kids who brought their parents out for a morning of fun. They then left with a wristband for unlimited rides for the day.

When we get back from the convention, we will get super busy. Please join me and others at the Meadowood Open House July 16th, this

will be a fun time as we will get a tour of the facility but also meet and share lunch with some of the campers.

If you have never been you are in for a treat, there truly is "Magic on the Mountain".

We will then shift to our District visitations, Officer Meetings and Getting to know our new State Sponsor T. Keith Mills and getting to work with him.

Until then Stay Happy and involved with your local Lodge.

And remember to "Serve those who served"

Fraternally,

Ben L. Adams Jr.  
Oregon State Elks Association  
President

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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](mailto: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.

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## Grand Exalted Ruler: Great job “Meeting the Challenge” in 2021-22



I have never found the following statement to be truer: “Time flies when you are having fun.” The year comes to a close for Amy and I. We were truly blessed. We will be eternally grateful for the opportunity you gave us to serve this great Order, and you can count on our continued dedication to the Elks for as long as we are able to serve.

Throughout our year’s travels, we were constantly surprised, thrilled, and astonished about all the fantastic individuals we met, as well as their support and dedication. Seeing all the many accomplishments the Lodges and state associations have achieved made both of us proud to be part of this organization.

We were very surprised at the number of friends we had made before this journey leading up to this year. It made our visits more comfortable to see old friends and, of course, we made many new friends as well. To witness first-hand the multiple State Major Projects, as well as the contributions that are being made in all Elks communities, is something neither one of us will ever forget.

This year has meant so much to Amy and me. The generosity and hospitality that was shown to us can never be repaid. All the Members we met made us feel right at home and treated us like family.

I would like to take this opportunity to thank my family for helping us unselfishly through this entire year. We missed some important family events, but they all understood the importance of the obligation that Amy and I had taken. I would have to say the toughest part of this year was not seeing the grandkids as much as we would have liked. But, this experience helped us realize how important our family is. It will make our future gatherings more special.

Finally, I would like to once again thank the love of my life, Amy. Without her love and support, none of this would have been possible. I am truly blessed to have been able to not

only serve the Elks, but to have Amy at my side through this wonderful journey.

We look forward to seeing everyone in Atlanta, and we hope and pray for safe travels to and from the annual Grand Lodge Convention. God bless you all, God bless the Elks, and God bless these United States of America.

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### Join the ENF Fidelity Club

Do you donate to the Elks National Foundation often? Did you know there’s a club for members who donate monthly called the Fidelity Club? The ENF Fidelity Club recognizes giving via automatic, regularly scheduled payments. Sustaining givers have a recurring monthly payment (minimum \$5) that is automatically debited from a bank account or charged to a credit card. Monthly giving is safe, reliable, and allows the ENF to spend less time on administration and more time on our charitable mission. Not to mention, members receive Fidelity Club stickers, pins, and pin attachments depending on their level of giving. To sign up Visit [enf.elks.org/recurring](http://enf.elks.org/recurring) to enroll today. In addition to encouraging your members to join the ENF Fidelity Club, we would like to encourage all lodges to take advantage of the ENF Community Investment Program Grants for your charitable projects.

### Beacon Grants

Through Beacon Grants, the Elks National Foundation gives Lodges the opportunity to develop an ongoing, Elks-driven community project. These \$4,000 grants are available to all Lodges.

### Gratitude Grants

The Elks National Foundation helps Lodges serve their communities by offering Gratitude Grants of up to \$3,500.

### Freedom Grants

The ENVSC helps Lodges meet the needs of today’s veterans by funding the ENVSC’s Freedom Grant. In 2022-23, Lodges can apply for a \$3,000 grant to hold an active project that directly serves veterans or a \$1,000 grant to hold a smaller project with more flexibility.

### Spotlight Grants

The Elks National Foundation is helping Lodges encourage literacy or address veteran homelessness by offering Spotlight Grants of \$2,000.

## Downloading and using online images on local lodge websites & social media

Background: In the past, local lodges and state associations have been using social media downloads from various sources and posting these materials on Local Lodge or State Association Websites. As a consequence, some materials have been posted that were unapproved and in other cases, inappropriate. For these and other reasons, we need to inform all lodges and state associations to immediately stop downloading and using materials from unapproved sites while promoting/advertising your lodge within your community.

As you know, branding Elks materials with personal names or companies are expressly prohibited irrespective of whether the creator is profiting from the product. Our organization also has a long history of working successfully with artists and producers to create approved marketing material that adheres to our brand standard. We have never allowed the artist to explicitly advertise themselves alongside our brand.

Result: Due to these issues, we need to inform everyone that groups co-opting BPOE branding will not be tolerated. Unofficial and unsanctioned social media organizations also have the potential to damage the reputation of our 154-year-old organization, perception, and legacy of Elks Lodges. This is because the content and messaging created through these channels do not have the oversight of the Grand Lodge. As outlined in the Elks USA Emblem Usage Guidelines "Allowing outside companies, organizations, and anybody else to use the Elks marks to endorse their products is strictly forbidden. As an organization, we strive to make these marks instantly recognizable as the symbols that represent the Benevolent and Protective Order of Elks. And as Elks members, we all need to work toward greater public recognition of who we are. Consistent use of our trademarks is one way we may do it. We will help our growth going forward if we all pitch in to adhere to the brand management guidelines."

To assist local lodges and state associations, Grand Lodge (GL) has hired a company (Gravis Tech) to assist in the development of new themes and materials for download to various Social Media platforms. These have included Social Shareables (Social Shareables | Elks Lodge Membership & Marketing Guides found in the Membership Toolkit) which are available in Facebook, Instagram, Twitter and other platforms.

Gravis Tech, the GL authorized company, has developed additional materials for your use. These materials are found in the following links and defined below. Ultimately, the key to these new initiatives and clarification of social media posts is to develop a common and cohesive brand across all ELK's social media platforms that local lodges can use and that has been approved by GL, NOT by unapproved developers. At this time, the Elks sponsor several social media channels across a variety of platforms. We are utilizing the following official Grand Lodge social media channels to provide authoritative information. They include:

BPOE ELKS USA: [www.bpoeelksusa.org](http://www.bpoeelksusa.org) is the OFFICIAL FB page for the Elks and every lodge and state association should be part of this group. It has significant and recent materials including press releases that all lodges and state associations can copy and paste on their local platforms.

ELKS Making A Difference: [www.elks.org/makingadifference](http://www.elks.org/makingadifference) was created to promote your lodge by allowing lodges to share lodge accomplishments and photos in a variety of social media platforms.. Use the form found in the site to describe your event and submit a photo. Let us know who you helped and how many people participated. GL will then review and share your accomplishment on Official Grand Lodge Social Media pages.

Jolly Cork: [www.facebook.com/bpoejollycork](http://www.facebook.com/bpoejollycork) is the GL official membership and marketing mascot. This site is designed to create materials to promote what the Elks have always been noted for (Charity, Assisting Communities, etc.).

Again, and in summary, all lodges and state associations should be reviewing and using approved social media materials with appropriate Elks emblems, words and symbols. Your state association marketing chair should also be reviewing all lodge materials/posts before posting to ensure your local lodge is following appropriate Social Media guidelines.

Finally, if you are confused about appropriate emblems or word usage, additional information can be found on in the Elks Emblem Usage Guide (see page three for appropriate words and symbols) [downloadPDF.cfm](http://downloadPDF.cfm) ([elks.org](http://elks.org))



## Downloading and using online images on local lodge websites & social media

Oregon now has 6 lodges participating in the My Elks Mobile App (Salem, Keizer, Hood River, Gateway-Gresham, and Lebanon). All of these lodges are live within the app and members are encouraged to sign up for the app today! This app represents a major technological step forward in helping to promote our lodges and engage our members. The mobile app allows lodges to put information directly in the palm of members hands via their cellphone rather than members having to seek out information from multiple sources. The app pulls in pieces of your newsletter, website, and social media as well as Grand Lodge and State Association resources in an easy to use and convenient one stop location for members.

Studies have shown that over 90% of transactions today are conducted via mobile app and all demographics utilize smartphones and spend a significant amount of time on apps each month. My tapping into this tool to help promote lodges and engage members we can help our lodges be successful.

The app also offers lodges the ability for lodges to send notifications directly to members phones. These notifications can advertise events, nightly dinners, or even notify members of lodge closures or changed schedules. The app also includes a lodge locator that uses the GPS capability of the user's smartphone to show lodges within 50,000 meters of the users current location. This can be extremely useful to members when traveling who would like to find nearby lodges.

In addition, other fraternal organizations that have adopted the same app platform we are working with have seen increases in members retention as well as increases in revenues from increased participation.

Since Oregon did not get a chance to launch the app and show it off at our recent convention, we will be holding a zoom presentation to show off all of the features of the mobile app, discuss its benefits to members, benefits to lodges, and go over the cost and revenue generating capability of the app. This session will be held on July 10th at 2pm, members are required to register in advance for the session and once approved they will be sent the zoom information.

To register for the zoom session please use this link. Register in advance for this meeting:

<https://us06web.zoom.us/meeting/register/tZctcOGrrjMoGdxddunrr3wsXZQUzmsJREjs>

The app can be downloaded today by any members. Members will need to register and set up an account in order to use the app. It is also recommended to select one of the 6 lodges listed above in order to get the full app experience. If your lodge is interested in joining the My Elks Mobile app contact Blake Whitson at [blake.orncelks@gmail.com](mailto:blake.orncelks@gmail.com) for additional information on how your lodge can become part of the mobile app.



## Net new Members with online invites

by Grand Secretary Bryan Klatt

Has your Lodge promoted the online Membership application for signing up new Members?

Using the Elks website, a current paid-up Member of the Order can forward a membership invitation to family and friends. Invitees can complete and submit the application online.

Lodge Secretaries will be notified of these applications via the "Alerts" screen of CLMS2, then can process the electronic version the same as a paper application. All data provided by the applicant will be imported into the Lodge's CLMS2 database with the simple click of a button.

What better way to gain a Member than by using technology to its fullest?



 App Store

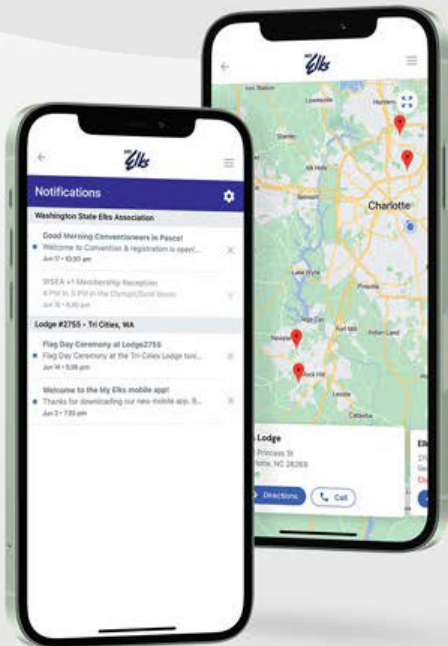
 Google Play

# DOWNLOAD OUR NEW MOBILE APP



Scan to  
**Download**

or search "My Elks"  
in the Google Play or  
Apple App Store



## STAY CONNECTED

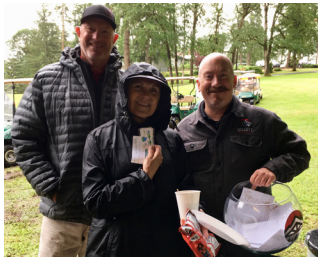
## GET INVOLVED

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## Sweet Home and Cottage Grove Elks Golf Tournament

by Vice President David Whitlock, West District

Hello fellow Elks,



I would like to report in the West District we held 2 ELK's golf tournaments in June. The first one was the Howard Drago Memorial for Kids on June 12th by the Sweet Home Elks Lodge #1972. They had 13 sponsors from the local community as

well as the Elkette's from the Lodge. It was a really cold and nonstop rain day so playing conditions were not ideal for sure. But we still had a blast and had over 40 players for the event. With the help of 11 plus volunteers ELK's and Elkette's they were able to run the event, prepare the food, gathered prizes for raffles, and selling tickets. Even ELK's from other Lodges came down to help. Also want to give a shout out to The Cascade Ridge Runners / Youth Wilderness group that the Lodge helps support. They came down to run the on-site hamburger grill to help feed everyone. What a great idea to help them get involved and not having the Elks payout to have a business cater the event. This event was able to raise over \$3,300.00 and I can't wait until next year.

Next we just finished the Cottage Grove Elks #1904 golf tournament held June 25th. This event is held every year also and helps to raise money for the Oregon Elks State Major project EYE's. This event had much nicer weather and it was sunny with the temperature hitting over the 90's. They definitely had a full course with 16 teams playing this year so what a great turn out. Randy also reported for the 1st time they were able to get every hole sponsored for this event. Since this event just completed I don't have all the figures for fundraising to report at this time. But I can tell you with the 16 teams and the wonderful raffle prizes I can assure you it was a successful event.

Both Lodges did a wonderful job and can't wait until next year to help be part of the fun. Also would like to say thank you to our President Ben Adams for coming out to both events. He doesn't play golf but he did sponsor a hole at each event and supported each Lodge.

## Betty Hise for Cancer Research

Idaho Summer Elks Convention in Coeur d' Alene, Idaho was well attended and enjoyed by many. We are thankful for Idaho ladies hard work resulting in very successful fundraising for Betty Hise for Cancer Research! Idaho's fundraising theme was "Summer Fun in the Sun", see photos of silent auction tables. Thank you to lodges throughout the state for items donated for the silent auction bringing in \$2892! Among those items see birdhouses from Roger and Marilyn True, painted by Marilyn featuring Idaho Vandals and Boise State teams. Idaho also held a live auction which included, among other items donated, a quilt, a weekend at the Ice Carnival at McCall, a St Joe River trip for 6-8, a shadow box of historic convention pins donated by Jim and Diane Kile, and a metal engraved Pledge of Allegiance flag plaque, all raising \$2600. Adding to the silent and live auctions was \$4154 received from the various lodges throughout the state totaling \$9646 collected! Job well done Idaho!!



Good work Idaho's Betty Hise for Cancer Research Co-Chairs, Alicia Neely and Judy Gessford for helping make it all happen. Thank you again to lodges and individuals for items contributed! As always, we thank you for your interest and support.

Betty Hise for Cancer Research Directors and Advisors



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# July 2022 OSEA Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Download the new "My Elks" mobile app today for your IOS or Android mobile device.					1	2
3 GL Convention - Atlanta Georgia	4 GL Convention - Atlanta Georgia	5 GL Convention - Atlanta Georgia	6 GL Convention - Atlanta Georgia	7	8	9
10 Mobile App Zoom Presentation	11	12	13	14	15	16 Meadowood Open House
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30