



OREGON ELKS NEWS

The Official Newsletter of the Oregon State Elks Association
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Always an Elk

OSEA President's message



Hello Oregon Elks!

This morning over coffee, my mind wandered from what I planned on doing today, to what I should do this week, to what I need to get done for Elks, to what needs to be done before Summer Convention, to Summer Convention, to when I got elected as a Vice President. That will have been eight years

ago come April!

Since then, as a Vice President and President, I have attended 7 Fall Seminars, 7 Summer Conventions, 7 Grand Lodges, 12 District Deputy Clinics, been to around 14 other state conventions, 35 State Officer meetings (not counting Zoom), conducted over 64 official Lodge Visits, and attended about 192 Lodge meetings. I cannot even begin to tally all of the local, district and state events attended like Hoop Shoot, Scholarship, Ritual, or Meadowood, Eye Clinic, Lodge milestone celebrations, or home lodge events. I have worked with 15 different Vice Presidents, 16 Trustees, countless Committee Chairs and over 50 Exalted Rulers in my District alone. I have seen the launch of the My Elks app, the rise and fall of FRS, the progression from snail mail and checks to on-line registration and payment, the first mobile Elks directory, a pandemic, a redistricting, a restructuring of our Association, a restructuring of our Major Project, two major By-Law rewrites, and three State Sponsors (and a partridge in a pear tree, Fa la la tee da). I have acquired a new grandson and two businesses in that time as well, but thankfully, still have the same house and the same spouse.

Funny how it seemed a smaller job looking forward at the start than it does now looking back at the end. Thankfully, looking back it also appears that something got done.

Progress was made. Things are better now than then and there are plans for moving forward. I have already mentioned all of the people involved and, as they account for one hundred to my one, so too goes the credit for the work and accomplishments. It is theirs.

The Great Wall was begun with the first brick, and then there is nothing to it, but to do it until it was done.

Starting out or looking back, just be an Elk, but Always an Elk.

Nick Bettencourt
OSEA State President
"Always an Elk"

Summer Convention Registration

Registration is now open for the 2024 OSEA Summer Convention. The cost for registration is \$45 per member (non-member spouses and out of state guests are free) if you register by April 5th. Registrations after April 5th include a \$25 late fee. To register visit:

www.oregonelks.org/summerconvention

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Newsletter articles can be submitted to the OSEA Public Relations and Membership Committee at info@oregonelks.org.

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Grand Exalted Ruler: Elks remain committed to serving veterans in need



We did it. We finished.

The retiring Officers deserve the thanks of all the Members for the successful way in which they have handled their duties in the past year. The work that was accomplished is a tribute to their leadership and effort. It is our hope they will continue to assist the incoming Officers with the work in which our Order is engaged. The fact that each one was a member of the leadership team marks each of them as one of the Lodge's most valuable Members. The experience and knowledge each of you possess has been, and will always be, invaluable to your Lodge.

Congratulations to the new Officers of every Lodge throughout our great Order. The Members of your Lodge placed their confidence and trust in you and your abilities; you should be very proud. You should consider it an honor to be chosen to be a leader within your Lodge. As the new leader of your Lodge, it is extremely important to put together a dedicated group of people, to create a plan and set the necessary goals for each committee to achieve success. The committee members are the people who work to make your Lodge a success in your community.

Never be afraid to ask questions. Your best source of information is the former Officers whose knowledge and experience is at your disposal, just for the asking. They have been there, done that, and can give you excellent advice.

March is also a time when many Lodges participate in St. Patrick's Day celebrations such as parties or community parades. Please be safe during these celebrations.

Wanda and I want to wish everyone Happy Easter.

Finally, check your calendar for awards, citations, and contest deadlines. Remember "Elks Care — Elks Share" and "We Are THE Elks." God bless our great Order, our troops, and the United States of America.

Grand Lodge State Association Website Contest Results

Last spring we launched an all new www.oregonelks.org to share information with our members and the public about who we are and what we do. This new site featured consistent branding with our state association logo and color scheme as well as an enhanced visual style with more graphics and dynamic page content. In addition to the visual upgrades the site is also mobile friendly with an optimized mobile version and meets standards for accessibility for those using assistive technology.

The team that developed this new site put in a lot of hours making a site that we can all be proud of for our State Association. And we can now announce that our new website has been awarded the top tier Five-Star Award in this year's Grand Lodge State Association Website Contest. We are joined this year by 17 other State Association winners who also received top recognition. This is the first time that all entrants into the State Association Website Contest have won the five-star award.

If you have not checked out our state website make sure to do so as it has a wealth of information on it regarding our various programs as well as resources for members, officers, and lodges. If you have suggestions for continued improvements to the website they can be sent to info@oregonelks.org.



Welcome Kits aid veterans



Milwaukie Portland #142 used the Welcome Home Kit program to help set up the brand-new Paul Knauls Veteran Building in northeast Portland. Kits included all kitchen, bath, bedding, cleaning and

hygiene supplies for veterans going into permanent housing. Soldiers from the local Army National Guard came to help deliver the 31 kits to apartments in the 4-story building.

One day, or day one: A mindset for membership growth

As we look to the start of a new lodge year, incoming officers face a barrage of tasks they need to get done and things they need to get ready for. One of these things is establishing a membership program that sets the lodge up not just for short term membership gains but for long term success. There is a motivation quote floating around the internet that says “one day, or day one. You decide” and the basic idea is that when you approach something with the mindset of “I will get to that one day” it sets you up for failure. However, when you approach something with a “day one” mindset, it is all about taking immediate action and ownership to move towards your goals.

And this a mindset very easily applied to your membership and lapsation program. Because it is important that you start your program on day one and not wait until one day to get it started. It is very easy to say, “One day we will get to our delinquent members”, “one day we will work on our retention rate”, or “one day we will hold that membership drive we have talked about”. Unfortunately, when you put these things off to one day, other stuff comes along that causes “one day” to get pushed back further and further. The next thing you know your year is almost over and your membership program has never gotten off the ground. But when you start on day one to implement a membership program, and keep working towards those goals, every day after it becomes a lot more manageable and a lot easier to achieve lasting success with your membership and lapsation rates.

Here are some areas to consider when looking at your lodge membership and lapsation program for 2024-2025.

- **Stay on top of delinquents** – start reaching out to delinquent members early. Get a group of officers together and call your delinquent members and check in on them. You can also use this as an opportunity to learn why they may be dropping their membership. It could be anything from financial pressures to an issue they had at the lodge. It is important to learn these reasons so you can make changes as needed.
- **Be responsive to membership inquiries** – We have a lot of room for improvement in responding to on-line membership inquiries and converting those into dues paying members. We currently have less than a 10%

conversion rate. Work with your lodge secretary to get the individuals’ contact information and reach out to them and invite them to meet at the lodge and learn more about us. DO NOT just send them an application and call it a day.

- **Conduct a quality orientation and initiation** – you are asking candidates for membership to become invested in your lodge. So you need to be invested in them first. Put on a quality orientation program that covers information about the Elks and your lodge and take the time to learn about your new members. Likewise, put forth effort to put on an impressive performance of the initiatory ritual. Your efforts will make a lasting impression.
- **Engage new members** - The key to retaining members is to engage them. People join for many different reasons. Take the time to find out why people join and what they are passionate about and get them involved with lodge projects and programs that would be of interest. Also be open to new ideas and new ways of doing things. The worst thing you can do is to discourage a new member who wants to try something new.
- **Plan a membership drive** - Hold an open house/ membership drive and invite the community to come visit your lodge, learn more about the Elks and what we do. We will have a new Membership Drive Toolkit available at the OSEA Summer Convention to help you plan and execute a successful membership drive.
- **Utilize the resources that are available to help you** - You are not in this alone. There are numerous resources to help you with your membership program. You can access these at virtualmanuals.elks.org or at oregonelks.org. In addition to the guides and resources, you can always reach out to the OSEA Public Relations and Membership Committee for support as well. Whether it is help with coming up with phone scripts to call delinquents, ideas for member retention, or help in planning your first membership drive,

our committee is here and ready to assist you.



Don't hesitate to loop in local officials

Congratulations to the newly elected and appointed Officers of each Lodge.

While planning your Lodge installation, please take this opportunity to invite your city and county government officials to the ceremony. This is a perfect opportunity to report and brag to everyone in the crowd about the amount of charitable work your Lodge has done in the past year in your community. You should also share the national report with everyone.

As the newly installed Officers, it is important that you become familiar with the Government Relations Manual.

The purpose of the Elks government relations program is to help protect our rights to exist as a charitable organization. We must be vigilant in monitoring our local, state, and national government of any legislative action that would adversely affect the Elks' goals or mission. Maintaining a positive relationship with our local, state, and national legislatures is important.

Some of you may feel what you have contributed is not worth reporting. Regardless of the number of hours, miles, or dollars spent, it all adds up and should be reported. We will not know what we have accomplished this past Lodge year until all of you tell us.

Reporting serves as a great recruitment tool. It is a part of our story that should be told to everyone you know.

Lodge Secretaries have access to shareable forms to track hours, mileage, and activities listed for Members to fill out when they volunteer for an event.

The Lodge chairperson should let the Members know there is a volunteer sheet and explain to them the importance of logging their volunteer hours.

We wish all of you the best in accomplishing your goals for this upcoming year.

Betty Hise for Cancer Research

When a friend or family member is diagnosed with cancer, it's hard to know what to say or do. Sadly, this sometimes translates into saying nothing at all.

Friends and family often confide in those they trust and love the most in this journey with cancer. Remember to respect their privacy and refrain from spreading the news to others unless they ask you to. If they don't confide in you immediately, don't take it personally. Everyone handles heavy news differently, and it may take them some time to adjust. Hearing of this news can be shocking, heartbreaking, and everything in between. Give yourself space to process your emotions. Take time to learn more about their condition, talking to a family member when that is appropriate or do some research.

No one wants to say anything that will make their loved one feel worse. Unfortunately, that means sometimes we turn to cliché language that might not be that helpful. Cancer patients speak to common sentiments you may want to avoid:

- "Everything happens for a reason" can suggest guilt.
- "I know how you feel." Everyone's story is unique.
- "You've got this" while intending to be supportive can insinuate responsibility in their course.

Do note that if you have shared one of these statements before – it's OK. We're here to learn from each other. What may be comforting to one person may be offensive or insensitive to another. Focus on sharing positive words that validate what your loved one is going through, or simply offer to listen. A listening ear can be a blessing! A simple "hello" or "I've been thinking about you" is enough to make someone feel seen and cared about. If nothing else, say, "I'm so sorry you're having to go through this."

Thank you for reading... Betty Directors Barbara, Lillian, Pam, Laurie, Cassandra, Virginia, Sharon and Helen.



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March 2024 OSEA Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 - OR/WA PER Association @ Beaverton Happy Birthday PGER Roger True
3	4	5	6	7	8 OSEA Ritual Contest John Day	9 OSEA Ritual Contest John Day
10	11	12	13	14	15 First day to install 2024-2025 Officers Monthly FRS Due	16 Regional Hoop Shoot @ Pasco
17 St. Patricks Day	18	19	20	21	22	23 OSEA Officers Meeting @ Condon
24 Palm Sunday Easter Sunday FRS Rpt Deadline 31	25	26	27	28	29 Good Friday	30