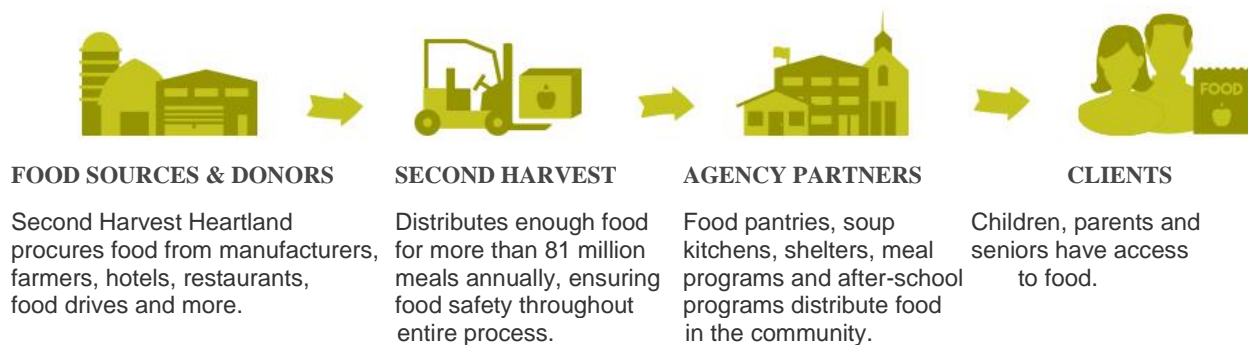


## 2018 LEADERSHIP CONFERENCE, Bloomington, MN

### VOLUNTEERING

The first speaker was a volunteer from “Second Harvest Heartland”, an organization associated with ‘Feeding America’. By utilizing volunteers, they make the most of the dollars donated. They look at areas where the food is being produced. Many products do not meet the standards to be put on supermarket shelves and are usually dumped. They have built a network whereby they have volunteers who collect these rejects and distribute them to Food Banks.



They maintain quality by utilizing skilled labour; they provide community education to engage people to volunteer; and build volunteer experiences for those who get involved. Volunteer experiences impact each volunteer in a different, very personal way, but they need to feel useful and feel they are contributing to others or neighbours. Once they have signed up, get them to work quickly and make their activities worthy and fulfilling.

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A group in Edmonton, AB named YESS (Youth Empowerment & Support Services) helps youth ages 15 to 24 years with immediate and low-barrier shelter, temporary housing, and individualize support. They work with youth-supporting partners on prevention and diversion out of homelessness. Their service provides food and clothing on a short-term or long-term basis for these youths. Over the past two years, volunteers (some Sons of Norway members) have made 63 quilts as one out-reach of this organization. Volunteers also commit time, sewing supplies and money to support this and other projects.

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Dalbuen Lodge 8-022 hosts an annual Duck Run to raise money for the community. This Run has been taking place for 14 years and they sell about 2,000 ducks each year. They sell paper tickets with numbers that correspond to the numbers on each duck. They initially separate the ducks numerically into batches of 100 ducks so it is easier to match with the number of ‘tickets’ sold. Then, the correct numbered ducks are placed into a large box and dumped from a crane into the local river to ‘race’ toward the goal line. Plastic pipes are placed on the water, forming a ‘V’ to collect the ducks into a net for retrieval. Someone at the point of the ‘V’ collects the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> ducks to arrive at the finish line and about 20% of the sales goes to 1<sup>st</sup> place and smaller amounts to 2<sup>nd</sup> and 3<sup>rd</sup> place. The total donations to their community has reached about \$118,000 CND. Great publicity for the Lodge and also helps their community with various project funding.

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A Minnesota Lodge needed something to do in the community and found ‘HOPE’ for youth ages 13 to 19 years. These homeless youth need a ‘hand up’ not necessarily a ‘hand out’. Volunteers put on a Gala Event with a banquet and silent auction with about 310 people in attendance. This past year, the Gala raised \$70,000 and in four years has raised over \$500,000!!! Homeless students receive some funding to help them succeed in moving along an academic pathway. Some funding and volunteer hours help at local food banks or with the “Eagles Needing Nests” program which refurbishes derelict buildings and making them habitable for veterans, single moms, and currently they are working on one building for families. ‘Feed My Starving Children’ organization also receives volunteer hours as well as funding.

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‘Hope 4 Youth’ provides services that meet the basic needs of young people under the age of 23. With the aid of volunteers, they held an event asking 28 corporations to buy a table, raising \$12,000 from a total of 325 people, and then held a silent auction and a live auction for a final total raised of \$96,000. The co-ordinator of this event put out a challenge to raise \$1Million and has already raised \$1.344 Million!! Much of the money helps support a Drop-In Centre where the youth can get a meal between 4 and 7 pm, a shower, someone to talk to. They have been able to establish a transition house where youth may live for 12 to 24 months while they are going to school or have a job. In Minneapolis during 2017, an average of 706 homeless kids were recorded daily and the state records 6,000 homeless youth on any given night. They are trying to help them on a path that allows them to leave their homelessness in the past.

## MEDIA INFORMATION

iPhone Picture Taking:

iPhones are very popular to take photos for your Lodge but please remember to clean your lens!! Daily use of the iPhone will often leave residue on that lens and corrupt your picture.

When taking a picture, think of the following:

- Does it tell a story?
- How is the lighting?
- Is there an interesting angle or point of view?
- Is it the correct distance?
- It is in good focus?

**S L A D F** will help you remember these points.

Subjects should look into the light, not the photographer, as it gives a brighter, less shadowed subject. A straight on frontal view of the subject is the least interesting angle so look at adding a different position to shoot from. To achieve a proper focus, stabilize the phone – possibly by placing the phone on something to ensure you are not moving it around. Keep the flash off if possible and do not use zoom --- walk closer to the subject to get the best picture possible. Take more than one shot as you can easily later review them and delete the one you least like.

Media:

Different types of media:

- Owned Media – Lodge page, email, apps, podcasts
- Earned Media – sites in local newspaper story, on TV story
- Shared Media – social media such as snapchat, facebook, twitter
- Paid Media – advertising

Social media is not a strategy. Look at your organization objectives. What is your goal? Who do you want to reach? Who are they? What do they need? Target your audience.

A customer's journey includes awareness, consideration, purchase, retention and advocacy. Social media channels are used to share, discover, follow, inspire, entertain and develop. Facebook is usually used by people to connect to family and friends; for news; to connect or organize a group; to amuse; to communicate; to advertise. Facebook also looks at user behaviour and will provide newsfeeds that seem to fit with those habits. You can share your 'status', your photos or videos, events, provide lists or do question and answers. If you tag someone with a photo, it will place the photo in the tagged person's photo album. When posting a photo, make sure to include a description of what it is about and who you wish to tag. Instagram is usually for family and friends and a specific theme. Tagging is important. Twitter is in real time and current events. It is often debating between one or more and can even lead to yelling! It is often political.

YouTube is a good form of getting music, movie trailers, viral videos, 'how to' instruction, educational pieces, products and commercials out to the masses.

LinkedIn allows people to post their resume, especially when job seeking, but also provides a platform for networking, providing news, and providing education.

Notes by:

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