

The Endless Sea Filled With



Possibilities

A Resource of Possibilities
to Grow Our Granges
While Giving Back to Our Communities

**“Coming together is a beginning.
Keeping together is progress.
Working together is success,”**

~ Henry Ford

“Alone we can do so little; together we can do so much.”

~ Helen Keller



Be INSPIRED to Take Action & Grow Our Granges

Through the collaboration of the OSG Community Service Team
and the OSG Membership Team,
this first edition resource book was published in January 2017.

TABLE OF CONTENTS

Message from the Membership Team	6
--	---

Message from the Community Service Team	7
---	---

Section I

Events with Planning Details

Bunco	9
-------------	---

Chamber of Commerce	12
---------------------------	----

Easter Egg Hunt and Breakfast	13
-------------------------------------	----

How to Fill Your Hall With Music	15
--	----

Ice Cream Social	17
------------------------	----

Indoor Playtime	18
-----------------------	----

Open House	19
------------------	----

Parade Participation	23
----------------------------	----

Teen Dance	24
------------------	----

Vet Stand Down	26
----------------------	----

Words for Third	27
-----------------------	----

Section II

Activities/Events ~ Lists Only; No Planning Guides

Extend Education Programs	30
---------------------------------	----

Grange Outreach Activities	34
----------------------------------	----

FUNdraising	41
-------------------	----

Section III

And everything else

Some Basics of Membership Growth	48
--	----

General Guidelines for Any Event in Your Hall	50
---	----

Avenues to Advertise Your Event	52
---------------------------------------	----

More Ways to Bring Your Grange to the Public	53
--	----

Social Media Tips	55
-------------------------	----

Press Release How-To's	58
------------------------------	----

Message from the Membership Team

A thriving Grange offers a variety of events for the community to choose for participation. This variety provides Granges with a vast sea of possibilities from which to choose. Individuals are unique creatures and we need to provide a range of interactions to keep our Granges healthy by attracting new members. The variety makes us multi-dimensional in our communities and demonstrates a wide span of interests. It is this diversity in activities where individual can find an avenue to connect with the your Grange.

Don't recycle an idea, up-cycle an idea. What does this mean? Simply to always keeping improving your activities and events each year. Objectively review what transpired after your events and identify what you can change, do differently the next year to improve your event. As you refine your events, you hopefully increase the participation of your community.

After working so hard to provide engaging activities to your community that invite them into your halls, pour on the hospitality and make them feel welcome. The most important accessory you possess is your smile, so don't be frugal with it. Greet potential members warmly and find a way for them to participate and feel at home. No one wishes to feel like a wall flower, uncomfortable and/or useless.

Community service is engaging with your community members. Gaining membership requires you provide activities that bring the community into contact with our Grange. Community service and Membership growth are intricately joined. It is the Membership Team's pleasure to combine the ideas of our Community Service Team with our ideas to create one comprehensive resource for our local Granges.

Never hesitate to contact a membership team member if we can be of assistance. We can help and are delighted to do so.

Remember always that **MEMBERSHIP MATTERS.**

≈Sandi and Bob Ludi, Membership Co-Directors

Message from the Community Service Team

This book will provide you with the tools to plan fun activities and events for your Grange and it will show the community that the Grange is a fun place. The purpose is to engage your members into connecting with your community. Find out what your community needs are and how you can help. Plan a variety of events that brings the community into your Grange hall. Also engage your members into being a resource in your community and showing you care.

Encourage your members to wear name badges at all the events in your Grange and while volunteering or working within your community. Be proud to let people know who you are and that you belong to the Grange.

Create a Grange business card with the mini M&M packages attached. This provides the basic information about how to contact your Grange. Everyone loves a sweet treat.

Always have a Grange application to hand out. Personalize your application to talk about your Grange and what you do in the community. The Communications team can help you to be creative with the application.

Now go have fun!

Eva Frost, Community Service Director

Section I: Events with Planning Details

In the following section, we offer activities you can spearhead in your Granges. Not only do we provide suggestions for programs but offer suggestions/guidelines on how to create the event in your halls. These events have been used successfully by other Granges. A variety of program interests are included to capture the attention of you community and potential members.

We tried to outline suggestions for the following

- An overview of the program
- Itemized things to consider while building your event
- A timeline for planning and implementing your decision
- List any equipment /resources you may need
- Considerations for charging or not charging for your event
- How to advertise your event

The ideas are loosely grouped by effort

- Educational Topics in your community
- Events that engage the community
- FUNdraising Opportunities

Bunco (Game) Night, How to Set Up

What is Bunco?

Bunco is an old dice game that requires absolutely no skill. Success is completely grounded in luck, so that should keep your competitive friends in check and maybe encourage those less competitive to play. The emphasis should be on FUN.

Coming together to enjoy each other's company, compete, and step away from electronics for an evening makes for a night of fun, especially when drinks and snacks are involved.

When to begin

Give yourself at least a month to begin promoting Bunco night at your Grange. Send invitations to members, post fliers, use email invites and post on your website or Facebook page. Get an announcement in your local newspaper.

Make sure you have the right equipment:

- You need one table for each group of four players (card tables work well).
- Each table needs:
 - ♦ 4 chairs ♦ 1 pencil ♦ 1 scoreboard ♦ 3 dice
 - ♦ In addition the table designated as the 'head' table will have 1 bell and 2 fuzzy dice (or any other stuffed animal if preferred)
- Make sure you have enough dice. Consider unique dice like snake eyes yard dice (they are made from all natural wood).
- A pen or pencil (suggest mechanical pencils to keep the point), writing pad for each table to keep score, or to make it more interesting, white board to keep score.

Serve Great Snacks

A variety of cheeses, some corn chips with various dips, a bowl of dried fruits. The snacks don't have to be complicated but a small variety is nice. Serve coffee and some punch with some fizz.

Set awesome tables.

If you have a theme, decorate to the theme.



Bunco (Game) Night, How to Set Up *continued*

Have a theme for the evening.

Fun themes could be a luau, a pajama party or an espresso party.

Have a cool prize(s).

If you have a theme, have the prize(s) along the theme. For example, if the theme is espresso party, the gifts could be some fun coffee mugs, a bottle of flavored syrup, and gourmet coffee beans. White Elephant prizes are fun, too. Have a variety of winners.

You can have prizes for a variety of wins: Most Bunco's, most baby Bunco's, most wins, most losses, last person holding traveling dice, or last person holding a wipeout bag or the most gregarious.

Keep prizes simple and low cost.



The Rules of Bunco (how to play & score)

There are many different variations of the Bunco rules, so it would be impossible to list them all here. The following is one set of Bunco rules for your consideration. If someone in your Grange is an experienced Bunco player and their group plays by a different set of rules, consider adopting those rules for your Grange.

Bunco Rules

1. The person sitting directly across from you is your temporary partner. The head table rings the bell to start the play. All tables start to play Bunco at the same time. The first player at each table rolls all three die, and earns a point for each die that rolls a one. Play continues with that player until he/she no longer rolls a one.
2. When the first player no longer rolls a one, the dice are passed to the next player to try his/her luck at rolling ones. If any player rolls 3 ones, he/she will shout 'Bunco' and receive the fuzzy die or small stuff animal, and also receive 21 points on his/her bunco score card. Five points are also earned by rolling a 'Bunko' which is 3 of a kind of any other number.
3. When one of the teams at the head table reaches 21, the winner rings the bell, play stops, and everyone moves places as follows: If you are on the losing team, the person sitting across from you will move with you to the next table, but will not be your partner for the next roll. If you are the winning team, you or your partner will move over one seat, making room for your each of your new partners moving over from another table.
4. After everyone moves, the head table will ring the bell again and the Bunco play will resume; this time rolling for two's. Playing continues this way through four sets of one through six.

Bunco Prizes

The grand prize goes to the player who rolled the most Bunco's. The second prize goes to the player with the most wins, and the third prize goes to the player with the most losses.



Chamber of Commerce

Why join your local chamber of commerce?

- You learn of ever-changing issues and trends within your community (which can drive ideas for community service).
- Membership brings you credibility. Establishes you as a community member and increases your visibility in the community.
- Increase networking opportunities. Serving on one of a chambers numerous committees brings networking opportunities as well as leadership development. Meet people who share a common interest in serving their community.
- Make business contacts. A chamber's most fundamental mission is to generate more business activity for the community. Learn what various businesses. If the need arises in your hall, you have a connection.
- Receive chamber newsletters. Newsletters provide new member information, articles about community happenings, a community calendar (you can advertise) and more depending on the chamber.

Need to Know

- There are annual dues for membership. The dues vary among chambers.
- You must be an active participant in chamber-sponsored events. Chambers plan events so that their members benefit. Only by participation can you thrive and get maximum benefit from membership.

How to Join

- Contact your local chamber to ask for a membership packet (this should include a list of membership dues, networking opportunities, benefits and a membership list).
- Attend a networking meeting that is open to potential members. It gives you a chance to meet some members and hear about their experiences.
- If you are unclear about membership packet info meet with the chamber's membership director to ask questions about membership plans and payments.
- Start your membership by filling out the necessary applications and scheduling your ribbon-cutting celebration (if it's offered).

Things to Consider

- If your local chamber of commerce has a logo, get a copy of it to add to your marketing efforts, website , etc.
- If you have a ribbon-cutting ceremony be sure to submit a quality photo along with your article to local media.
- A ribbon-cutting ceremony can be a community appreciation event.



Easter Egg Hunt and Breakfast

Type of Event:

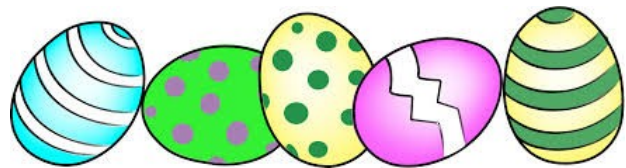
Opportunity to give back to the community. Families can enjoy breakfast before the egg hunt or simply show up for the free hunt. Kids enjoy the egg hunt and the prizes, and the parents take pictures and enjoy watching the children's antics.

When to start planning:

- Minimum of two months in advance of the event

Things to Discuss/Decisions Needed:

- Who will spearhead the breakfast and who will spearhead the egg hunt?
- Do you want the breakfast to be an actual fundraiser or simply a means to pay for the Easter Egg Hunt? If the price is to cover costs only, add 50 cents for each admission as a buffer. If it's a fundraiser, add 75 cents to \$1. You can also make it a free Grange event.
- What will breakfast menu be?
- What is the time frame for serving breakfast and the time frame for the actual egg hunt? For example, one Grange offers breakfast from 8am until 11am with the actual egg hunt beginning at 9am.
- What do you want the age categories to be? One Grange uses 0-4, 5-7, 8-10, 11-13 years.
- Each age group needs its own roped off area. Where will those areas be?
- Will you use real eggs or plastic eggs. Dyeing hard-boiled eggs takes time, and in addition, most Granges don't use real eggs due to health hazards.
- Will you create a basket as a give-away prize to each age category? If so, you will use a plastic egg with a strip of paper inside the egg to identify it as a prize and list the age group. One Grange creates a basket filled with a stuffed animal, chocolate bunny, some Easter themed favors, and larger candy. The Grange creates a basket for each age group.
- How many eggs per age group? The first year this can be a more conservative number, however, each year there will be more participants and the Grange will need more eggs per age group. One Grange did 100 eggs per age group the first year, and increased the amount in subsequent years.



Easter Egg Hunt & Breakfast *continued*

Timeline (when to do what):

- Two months before event, discuss all the things listed above and do some basic planning
- One month before event, start advertising
- Week before event, shop for breakfast items
- Week before event, have a workshop to stuff the plastic eggs or boil/dye the real eggs
- Day before event, come in to organize/set up tables for breakfast
- Day before event, rope off the age group areas
- Morning of event, hide eggs and prepare breakfast

Helpful Hints based on experience that will make your event a success

- Plastic eggs can be stored and re-used each year decreasing the cost of your event
- Purchase bulk Easter candy (Winco is a great resource) right after Easter when it's discounted. The candy will freeze nicely until you need it the following year.
- Purchase small Easter candies and put 2 pieces in each plastic egg; your Grange will appear more generous in the public eye
- Consider putting a quarter in some of the plastic eggs. The kids will be thrilled.
- Menu ideas. Pancakes are filling and cheap. Scrambled eggs and sausage links can be prepared ahead of time and held in a slow cooker to make things easier.
- Keeping pancakes to 3 or 4 inches in diameter will have more pancakes on the griddle and reduce the cooking time.



Please keep in mind, you do NOT have to combine the Easter Egg Hunt and Breakfast. It can be both events combined or either event as a stand alone event. Some Granges choose to serve the breakfast as a means of paying for the Easter hunt supplies instead of utilizing their savings. Breakfasts alone are great fundraisers.

How to Fill Your Hall with Music

Having music for the regular meeting is a real benefit. If you are blessed with having a musician who can play for the marches, opening and closing songs, then the following can be used to enhance that or fill in when the musician is absent. If you don't have a musician then with a little work and a few of today's new electronic devices, you can keep music in your hall. In the process of setting up the system it may be a way to get a younger member involved with your meetings.

Hardware:

- There are several different types of devices that can be used to build your library of songs. The key to which one you choose is that it be Blue Tooth enabled. A smart phone can be used to store the library of songs and make the play lists, but this is not recommended as it ties you down to one particular person. You can use iPods, iPads, Tablets, Notebooks or Laptops as long as they have Blue Tooth.
- The next item you will need is the speaker. Again the key is that the speaker be Blue Tooth enabled. There are a wide variety of speakers available depending on how much you can afford to spend. Costco or Best Buy have good selections to choose from. Most are battery powered and have enough power to get through a meeting if fully charged. Some have the ability to be plugged into power. Test them out to make sure they are loud enough to fill the meeting space with sound, and that the sound is clear and not distorted.

Software:

- After you have selected the device you will use to store and play your library of music, make sure the application that will play the music is easy to use and capable of handling thousands of songs, and several different play lists.
- The music application should clearly display the song library and the play lists as well as being able to select and move between each selection quickly.

Play Lists:

- One of the best sources to start getting a library built is from the National Grange. They have a CD that has all the songs from the Grange Patron in MP3 format. This will get you started with 154 Grange standard songs. Additional songs that your Grange likes can usually be downloaded from one of the Online music stores.
- Once you have the songs loaded in the application's library, then follow the instructions on making play lists. This will allow you to quickly find the songs you want for your meeting or event so you are not searching through the whole library.

How to Fill Your Hall with Music *continued*

Play Lists (*continued*):

- Make several different playlists for each type of meeting or activity. For a meeting you maybe want to have a march, opening song, National Anthem, closing song, birthday song and may one other fun song.
- A separate playlist may be good to have for the Lecturer and one for the Chaplain. These play lists are made up of extra copies of the songs from the Library to save time searching.

Using System:

Since the system is basically wireless and portable, anyone can be the ‘musician’ from anywhere in the hall. For example, if you didn’t have a musician and the Lecturer was playing the music, he/she could select and play from his/her station. If the play back device is of the smaller variety, it could even be operated while marching. Keep in mind that for our floorwork, the marching music needs to be stopped and started depending on how the floor work is moving.



Some Oregon Granges have been contacted by Broadcast Music Inc (BMI) concerning a lack of a license for playing music in our halls. The National Grange sent a letter and survey to all Granges regarding this matter in 2016. Following are a couple of sentences from that letter.

"Any Grange talent contest or show or ritual event where admission is not charged is exempt from the license requirement."

"If a local Grange Hall venue organized and hosted an event to raise money for any given cause, for example, and invited a performer (e.g., a singer or a band), the local Grange would likely have to have a license for the performance, provided it was of a copyrighted work, and not entirely original material belonging to the performer."

At the time the letter was mailed, the National Grange was investigating getting a blanket license to cover all individual Granges. According to the National Grange attorney, they have concluded that National will not obtain a blanket agreement at this time. Each Grange is on its own.

Ice Cream Social

Type of Event:

Community Outreach that invites the community into your Grange hall to learn something about the Grange and take the first steps in considering membership.

When to Start Planning:

Consult the page for Open House (begins page 19) as many planning steps are the same.

Additional Notes:

- Two flavors of ice cream are usually sufficient: vanilla and chocolate. You might want to consider a third flavor based on the time of the year or the theme you selected for the ice cream social. As an example strawberry ice cream in June or eggnog ice cream in October. Have toppings that participants can add, such as chocolate syrup, caramel, sprinkles, ground hazelnuts, etc. If a fresh fruit is in season (i.e. strawberries), maybe consider adding them as a topping.
- Beverages can be coffee, tea, juice and water.
- Combine the ice cream social with some other activity; dance, quilt show, card playing, model train demonstration, etc. This extra activity may increase community participation,

Promoting the Grange:

- Invite a county or state officer to give support and answer questions.
- Be prepared for success. Set up a display showing what the Grange has been doing in the community as well as what you do for fun. Have informational handouts available that attendees can take with them. Have membership applications ready. Be ready to ask participants to join, and take their application and dues money.
- You should know how much dues they'll owe if they join today
 - January, February, March Member joining pays 3 quarters of due
 - April, May, June Member joining pays 2 quarters of due
 - July, August, September Member joining pays 1 quarter of dues
 - October, November, December Member joining pays next years dues



Ice Cream Social

Indoor Playtime

Type of Event:

Community Outreach that invites young parents into your hall for an indoor playtime with their toddlers and/or pre-school age children.

This will provide an opportunity for parents to come together, network, teach their children social skills and enjoy playtime with their children.

When to start planning:

- Minimum of two months. This provides a window of time to secure a weekly time for the indoor playtime, obtain needed activities and advertise the event.

Things to Discuss/Decisions Needed:

- Day of Week/Time for the weekly indoor playtime. Time/Day of week has to be consistent from week to week to make it easy for parents to remember the activity and make arrangements to attend.
- Space large enough to store the activities
- Decide if you will purchase the activities, seek donations or have a combination of both
 - If purchasing the activities; set a budget
- Who will unlock and secure the hall each indoor playtime?
 - Does a member have a child who is willing to do this task weekly?
 - Is there a trusted community member you can entrust with a key for this activity?
- Will this be strictly playtime for a couple hours or will you offer a snack?
 - If offering cookies and juice, does the Grange need a budget? Who will purchase snacks/drinks?
- Can you identify an elementary teacher who can help you in identifying appropriate activities and play equipment?
- **Check with insurance company for liability.** The best avenue may be to find a community partner to lead and facilitate this event. The partner would have background checks in place, resources to craft a quality program, etc.
- Who will store the activities at the end of playtime? Parents expected to help children, parents sign up to store activities one week a month?

Resources Needed:

- Appropriate toys/activities for indoor play that is age appropriate for the targeted ages. They could be donated gently used, purchased by the Grange or a combination of both.
- If serving snacks/drinks; cups, straws, small plates, napkins, etc. for each child

Open House

Type of Event:

Community Outreach that invites the community into your Grange hall to learn something about the Grange and take the first step in considering membership

When to start planning:

- Minimum of six months in advance of the event. This allows for lots of opportunities to brainstorm ideas and pick the best ideas to create your event. You may also need to time to line up your entertainment, etc.

Things to Discuss/Decisions Needed:

- Date/Time for open house?
- Set a budget for the event.
- Is there a theme for the open house? At least give it a name other than ‘open house’ ... you don’t want it perceived as a membership drive and repel participation from non-grange members.
- Any membership pins that can be given, especially 25 or 50 years of continuous membership speaks well of our fraternity.
- Any community member (teacher, health care professional, police officer, firefighter) who went beyond the call of duty this past year whom you would like to acknowledge publicly?
- Do you want a guest speaker? Not only a OSG officer but maybe an executive director of a worthy organization in your community that would raise awareness of the group’s efforts.
- Do you want outside entertainment?
- What, if any, decorations do you want?
- Are you serving food? Having a sheet cake with your Grange’s name prominently displayed at the minimum?
- How will you offer an opportunity to socialize? Over cake and coffee or something more.

Resources Needed:

- Enthusiasm
- Create a list of needs based on decisions

Open House *continued*

Timeline (when to do what):

- Month five and six before the event, simply brainstorm ideas at your meeting. No idea is too wild.
- Three months before the event start advertising. Put a teaser on your Grange Facebook page about the upcoming community event. Allow your community to note it on their calendars.
- Two months before the event, decide who is responsible for what
- The month before begin some earnest advertising: post online, submit a human interest story or press release to local paper, put event on your reader board (or use A-board on the street in front of your hall), put another plug on your Facebook page, put up fliers on community boards.
- In the week before the event, decorate the hall if intended. Take an inventory to insure you have everything for serving cake and refreshments.
- Day of event, arrive early. Finish set up and be ready to throw open the doors and have some fun.

Helpful Hints based on experience that will make your event a success

- For entertainment, be creative. Is there a dance school that you could invite? A local band that wants some exposure? A martial arts club that could demo? Does your community have an orchestra of local musicians?
- Offer a social activity afterwards and you may draw some who would otherwise hesitate. Lots of halls are used by square dancers. Do you want to have a short ceremony, serve cake then host a square dance inviting an out of area caller? Or any other kind of event, such as Bunco, etc to provide an opportunity for socializing.
- If you honor a community member, have a nice certificate or plaque that commemorates the Grange's appreciation. Invite their family to attend and see their loved one recognized.

Special Advertising Considerations:

- If you invite an outside person/group in for entertainment, ask if they have an avenue for advertising their participation in your event?
- For a personal touch, consider creating simple invitations that members can personally hand out to members in the community, inviting them to your open house.

Open House *continued*

One Grange's planning of an Open House.

They were opening the doors to celebrate their Grange's 140 years of existence in their community. The date was set for the first Saturday in August but the brainstorming began in January. They wanted an old fashion feel with activities throughout the day. The budget was set at \$250.

The following are some of the ideas brainstormed for the day's structure ...

Bake Sale with proceeds to be donated to an identified community project

BBQ, something simple, such as hot dogs/sausages that would be free to the public
from 11am to 1pm

Wagon Rides

Lawn Games for the kids and maybe horseshoes for adults

Fishing' tank for kids (inexpensive games etc from Oriental Trading)

Art Faire

Offer tables to community resources, such as the Gleaners, free medical clinic in
Clackamas, fire dept and any special interest they have to promote

Recognize long time members

Any pins to present?

Soft Serve Ice Cream in cone or bowl with toppings

Have table for local businesses offering brochure/business cards

Antique Tractor Parade

4-H group explain showing their animal

Live Music (Old Time Fiddlers)

Face Painting

Balloon Twisting (clown)

Bicycle Stunt Shows

Gymnastics Demonstration

Kiddies Rides

Picnic lunch auction (pick a charity to benefit)

Kid Games

- Cake Walk (generous slices of cake kids can win. A penny to play)
- Bobbing for Apples
- Ring Toss, Penny Pitch
- Musical Chairs, Win a gold fish

Open House *continued*

The Final Plan

The Grange did not want to make money on this event, however, the members did accept donations for a targeted community effort through a silent auction and balloon pop. (Get items donated and give each item a number. Insert a piece of paper with an item's number inside a balloon. Each colored balloon sells for a specific price. People buy a balloon, pop the balloon, and get the item identified by number. It's loud and fun).

The Old Time Fiddlers played for an hour that day and drew many from the community.

The Grange served a free lunch of hot dogs and sausage dogs to the public with a couple choices of salads. Free punch and coffee. Bottled water and pop had to be purchased.

Kid Specific Activities. The kids had a fishing pond. The Grange spread \$3 worth of pennies in the grass which the kids hunted for and kept. The kids used one penny to participate in a cupcake walk (think cakewalk). Winner got to pick their cupcake. They were huge cupcakes.

There was a large sign saying 'Thank you for celebrating with us' and offered to speak to anyone with Grange questions. Grange members who were excited about answering Grange type questions wore a lei around their necks.

An art instructor and her students created an art row displaying their works of art.

Parade Participation

As it is much simpler to participate in someone else's parade (no need to obtain permits, etc) this primer will focus only on how your Grange can participate in a local parade.



Participate in local parades:

This is a good way to have fun and get the Grange name out in front of the community.

When to start planning:

- About 3 months prior to the parade contact the organizing group to learn the rules and theme for the parade and submit your application to their organization.

Things to Discuss / Decisions Needed:

- Size and type of float; pick up truck, flatbed, with or without trailer, tractor, ATVs, horses, bicycles etc
- Decorations to match the parade theme
- Riding in the float or walking
- Give aways: Candy (First, is it allowed? If yes, can it be thrown or does it need to be handed), advertising item with Grange name and contact information (pens can be ordered for a small investment and have practical use for receiver)
- When will float be decorated?
- Where will float be staged and parade start?
- Un-decorating the float and clean up
- Use sign up sheets to get more people involved to spread the work load and have more fun

Where can you learn of parades in your area?

- Many times the parades are sponsored by the local Chamber of Commerce, reach out to someone in their office.
- Watch local news for parades being announced, they will typically include who is sponsoring the parade.
- Also, you can Google something like 'local parades in city, state' or try to Google 'parades in county, state'.

Teen Dance

This event is contributed by the youth of Warner Grange. They have held successful Teen Dances and offer suggestions based on their experience so you can create your own successful Teen Dance and show youth in your community that the Grange is fun.

The Essential Decisions

- Determine a budget
- Decide on the location. Do you want to invite them into your Grange hall or do you want to host the dance at another facility?
- Pick a date. Friday or Saturday nights are best, just make sure it doesn't conflict with a *must be there* event at school, such as prom, theatre, sports event, choir recital etc.
- Decide on the dance hours. The best times seem to be 7pm to 10pm or 8pm to 11pm
- Pick a theme. Some suggestions Mardi Gras, Hollywood (Great Gatsby), or pajama party. Use your imagination.
- Decide if you want to sell items from a snack bar/concession, or not. The Warner youth did well with just selling water and popcorn. It doesn't have to be elaborate or difficult.

Couple months in advance

- If fundraising is in order then fundraise a couple of months in advance.
Some typical youth fundraisers include car wash, bake sale, childcare.
- Look for a DJ ~ **a good DJ is the key to success**
 - ◇ A lot of times there might be a local DJ who will cut you a deal, especially if you highlight his/her name in your fliers and other advertising. DJs get a lot of exposure for the discount and a win/win is created for both your Grange and the DJ.
 - ◇ What to look for or ask about to find a good DJ.
 - ⇒ It can take up to an hour for the dance to get in full swing, so the DJ needs techniques to get the youth engaged and motivated to dance. The DJ needs to be able to read their crowd and see if they are responding to the music.
 - ⇒ DJ's personality must be upbeat, hip and fun. Must like youth and will engage with them in a fun way.
 - ⇒ While a huge catalog is not necessary, it needs to contain dance songs that youth will recognize. The DJ needs to be hip musically.
 - ⇒ The best music catalog has a balance of current music and some older music, be it from the 80s or 90s. The mix of music helps bring people across generations together. (If parents attend as chaperones, they'll appreciate a couple songs from their generation.)



Teen Dance *continued*

Advertise (some ways to specifically reach the youth)

- Use the Internet, email, Facebook, Instagram, Twitter, etc.
- Local church youth groups
- Schools
- Community centers
- Local newspapers
- Do fliers
- Distribute and post fliers at local youth hangouts, like pizza parlors, coffee shops etc.

Cover Charge or Not?

It is ok to have a cover charge (up to \$5 is reasonable)

- Consider donating all funds raised through the cover charge to a local charity that the youth would wish to support.
- If you decide to donate the cover charge, be sure to include info in your advertising that the cover charge benefits a particular charity.



Vet Stand Down

Stand Downs are just one part of the Department of Veterans Affairs' efforts to provide services to homeless Veterans. Vet Stand Downs are collaborative events, coordinating with local VA offices, other governmental agencies and community agencies that service the homeless population. Stand Downs are typically one to three day events providing services to homeless Veterans such as food, shelter, clothing, and health screening. They also can include VA and Social Security benefits, counseling and referrals to a variety of other necessary services, such as health care, housing, employment, and substance abuse treatment.

Our Veterans Director wants to stress the following: anything to do with the Veterans, contact your county's Veterans Service Officer (VSO). They will help you with your project/event and help connect you to other resources. The VSO can tell you if there is a V.F.W. or American Legion in your county. The VSO can also be key to success in supporting veterans. As a last note, the Veterans Director said a big obstacle is getting veterans to sign up for benefits and encourages us to offer our halls for an event to make it possible for veteran's to learn about the benefits available to them, and actually help them sign up for benefits.

What can we do as Grange members and an organization?

Provide Information. We can raise awareness of homeless veterans and services they can tap through the VA by providing brochures in our community. Brochures and other resources can be downloaded and printed at www.va.gov/homeless/resource_center.asp or order free materials online at www.va.gov/homeless/materials_center.asp.

Staff a booth at some community event to pass out resources. Keep a small display of resources visible in your Grange hall for people.

Make a Donation ~ Make a Difference. Do a drive to collect items needed by Veteran agencies. Items needed for homeless veterans include sleeping bags, blankets, tarps, and backpacks. Many vets have pets so collect dog food, collars, food dishes, and portable water dispensers. Personal hygiene items are always welcome such as soap, shampoo, tooth brushes/paste, dental floss, and baby wipes. Most counties have a Veterans Service Officer or VA office that can either accept your donation or provide you with a resource that would welcome your donation for homeless veterans.

Partner with another agency to create support for homeless vets. In 2014, many cities across Oregon hosted a Stand Down Event. Call your local VA office to see if your area is hosting an event you can participate in. If you live in these communities, you can reach out to these individuals for information of local events as they participated in an event in 2014.



Words For Thirds

“Awesome” “Surprised” “Exciting” “Wonderful” “Cool”

These are adjectives used by third graders when receiving their own personal dictionary.



Words For Thirds puts a new dictionary in the hands of every third grader in the school and their teachers. During the presentation students can be challenged to look up new facts and to share their favorite words. The dictionary has reference tables and maps so it is more than just spelling and learning the parts of speech. Teachers can design lessons around the students using the dictionaries to hone their research skills.

Words for Thirds started out as a National Grange project. The Subordinate/Community Grange buys a dictionary for every student at a cost of about \$1.25 for each dictionary if bought in bulk. Grangers can raise money by holding a couple pancake breakfasts each year.

For a generation raised on digital everything, the students can be surprisingly excited about their low-tech gift. Although dictionaries are a low-tech gift, they are practical because how can you look up a word online if you don't know how to spell it? In a printed dictionary the student can scan the pages until they find the word they want. I keep hearing members question the value of this program or say that it's going to be discontinued, but teachers love it.

A dictionary is perhaps the first and most powerful reference tool that a child could own. Its usefulness goes beyond the spellings, pronunciations and definitions it lists. It is a companion for solving problems that arise as a child develops his/her reading, writing and creative thinking abilities. Students benefit from an increased self-reliance and resourcefulness inspired by the maxim “look it up”. A strong vocabulary is important for gaining knowledge because it is the only way people have to share their ideas and thoughts.

The Basic How To's

Coordinate visit with school; will you visit each class or have some kind of assembly with all third grade classes to hand out the dictionaries. Contact school for head count of third graders.

Speak briefly about the Grange. Try to make your Grange story more interactive (and interesting). We are an agriculture fraternity so use it as a topic. You can take the 4 staves along from your hall and explain the use of the pruning hook and the symbolism of the other staves. It's all in your ritual (specifically check out the installation ceremony).

Words For Thirds *continued*

The Basic How To's *continued*

Keep track of the stats ... how many dictionaries have you handed out, how many years have you participated in the program, which schools have you supported (in what years), etc. When you hit a landmark like 10,000th book distributed, it will make a great human interest piece to submit to your local paper and grab some great recognition for the Grange and make the Grange shine.

To order wholesale dictionaries and information on the Word for Thirds project visit the website www.dictionaryproject.org

One Grange found wholesale dictionaries at www.dollardays.com for less than \$1 each.

Section II: 3 Event Categories

During a Grange Tour with former National Membership/Leadership Director, Michael Martin, the importance of variety of activities was discussed. He shared that the variety of interests demands a variety of activities in our Granges. This provides community members with a menu of activities and increases the likelihood we offer activities that hooks their attention.

Michael Martin suggested having at least one event in which:

- An event where we offer education to the community
- An event where we reach out to your community
- An event where we do some FUNdraising
 - Don't only raise funds for the bills: utilities, maintenance of the hall
 - Raise funds for a specific need or organization in your community
 - Be sure to advertise who will receive the proceeds and garner a little goodwill in your community

This section is comprised of ideas contributed by Subordinate Grange members at conferences around the State of Oregon. Groups rotated around the room offering suggestions for activities in the categories provided above.

Let these lists offer suggestions to your Grange for activities you can try in your community.

Extend Educational Programs

are a vital component of our interaction with our communities. Our traditional ritual is abundant with references to the necessity of education. It encourages men, women and children to always pursue knowledge. What greater way to demonstrate our value of education than to offer educational opportunities to our communities.

Extending Education Programs



“Education adds the
greatest charm to
woman” . . .

Overseer, 1st degree

Community Garden
Beekeeping Day
Master Gardener
Quilting Class
Canning
Healthy Cooking
Gluten Free Baking
Sugar Free Baking
FFA Program Awareness
Legislative Day—Government
4-H Sponsorship
Blood Mobile
CPR / First Aid Class
Emergency Preparedness
Words for Thirds
AARP Drivers Class
Backyard Gardening
Urban / Rural Interface Conference

Support Groups

Special Education

Horticulture Class

Partner with Extension Service

Replanting Forests

Master Food Preservers

County Sheriff Talk

Summer Reading Programs

County Traffic Engineer Talk

Guide Dog Training

EMT Come Out to Talk

VFW / Wounded Warrior

Historical Society

School Garden

55 Drive Alert

Spelling Bee for Kids

Bus Guard



“and the growing
trees to aspire after
higher and broader
knowledge” . . .

Chaplain, 2st degree

Extending Education Programs *continued*

Visit Fair Board and then invite board members

Invite School Board Members

Community Leaders (i.e., Chamber of Commerce, city council , volunteer fire personnel)

Community Debate on GMO Labeling Issue

Youth Group (Boys & Girl Scouts)

Extension Service / Pest Disease

Sustainable Living / Agriculture

Crime Prevention (neighborhood watch)

Donate money to teachers for room supplies

Agriculture Program Open to community

Rural skills workshops (i.e., beekeeping, canning, noxious weeds)

Recycling / Environmental Conscience

Booklet on herbs for medicine, cooking and ornamental

Eagle Scouts work projects and presentations

Cooking Classes for Low Income (cheap, healthy meals)

How to Create an Emergency Plan

Self Defense Class



“It is delightful to
acquire knowledge,
and much more so
to diffuse it.” . . .

Lecturer, 3rd degree



“We are admonished
to be diligent—
persevering in our
researches for
truth ...” . . .

Master, 4th degree

Extending Education Programs *continued*

Senior Scams

Dog Training

Scholarships

Joining the PTA

Gun Safety

Fire Safety

Food Growth

Special Olympics

Cedar Pressing

Dogs for the Deaf

Dogs for the Blind

SMART

Historical Society

Landscaping

Audubon Society

Bus Guard

Landscaping

Certified Babysitting Class

Reading Groups at Library

Fire Dept come out to talk

Archeologist to speak

Invite Local Garden Club

Local Parks & Recreation

Gun Safety



“Our desire &
search for
knowledge
necessarily
begins in the
darkness of
ignorance” . . .

Master, 1st degree

Teacher's aides at schools

Pull noxious weeds

Archeologist to Speak

CPR Class

Women's Self Defense

Soil Conservation

Butterfly Demo / Bug Guy

Candidate Forum

Fairs and Fair Booths

Teaching Chess at Schools

Forestry Information to School

Grange Outreach Activities *are important to your Grange. This is where we bring our Grange to the attention of our communities. This is our opportunity to invite the public into our halls and showcase that we are not only hardworking but are a social bunch that also has fun together. Through these interactions we put on display that we value families and everyone has a place in our organization where their talents will be appreciated.*

Grange Outreach Activities

Chamber of Commerce	School Supply Drive
Egg Hunt	Parades
Farmers Marker	Habitat Build Day
Senior Center Volunteer	Pet Adoption Day
4-H sponsorship	Ice Cream Social
FFA sponsorship	Game Night: cards & boards
Toy & Joy	Community Library
Food Bank	Teen Dance
Pajama Party	Visit VA Hospitals
Rummage Sale	Relay for Life
Road Clean Up	Karoke Night with Dance
Meals on Wheels	Helping Other Non-Profits
Movie Night	Support Library Projects
Community Picnic	Geneology Society



A Tip for Thought

Creating an annual event is one way of getting support from the community. Once you commit to an annual event, you don't get to take a year off. Statistics say if you skip an annual event, it will take at least three years after resuming the annual event before your event will obtain the same volume of support before you skipped a year.

Grange Outreach Activities *continued*

Community Garden

*Donate extra food
to your local food pantry*



Host Red Cross CPR or Blood Mobile

Info Booth—fair, festival, farmer market, event

Host Lions Eye Clinic / Collect Eye Glasses

Outreach to 4-H Clubs (scouts, FFA,, etc)

Collect supplies for local senior center

Host History Display with High School and at fair grounds

Progressive Dinner (invite prospective members, no cost to eat)

Open Grange Hall for Community Crisis

Farm Tours for Grade School Children

All School Districts After School Programs

Collect clothes, toiletries and coats for schools or foster kids

Donate money to support education (i.e., teacher supplies, art supplies, books)

Backpack Buddies Program (school supplies and weekend food)

4-H or FFA presentation or sponsorship

Grange Outreach Activities *continued*

Words for Thirds

Haunted House

Ford Family Foundation

Garden Party

Senior Exercise Classes (i.e., chair yoga)

Mega Egg Hunt

Local Celebration / Parade

Meals on Wheels

Ladies Sewing / Quilting Club

Helping at Local Schools

Collect Food for Food Bank

Hunter's Breakfast Opening Day

Food Boxes

Senior Companions

Host a Junior Jamboree

Community Holiday Parties

Halloween Carnival

Christmas Food, Santa, Hayrides

Dictionary Program



Grange Outreach Activities *continued*



A Smile

The best accessory you can wear
for membership recruiting



Open house with theatre
Movie night
Seed exchange for gardening
BBQ / Spaghetti dinner
Do hair for youth day before school pictures
Easter Egg Hunt
Footcare for You
Slumber Party—face painting
Nature walks and training
Bingo
Talent Show / Musical
Square Dances
Guest Speakers
Art Show / Art Appreciation Night
Helping the Veterans
Bazaar
Visiting Gardens
Community Walks
Library Story Time
Ice Cream Social with Live Music
Turkeys for Senior Meals
Crime Prevention (neighborhood watch)
Foster Parent / Foster Grandparent
Karoke Night with Dance
Transportation for Medical Appointments
Attend community events as a group

Grange Outreach Activities *continued*

Youth Dinner / Dance or Harvest Party
Participating in local Toy and Joy drive
Food bank donations (Money or extra from your garden)
Special Olympics or specials needs events
Serve at local senior center or Meals on Wheels or homeless meals
Nursing home / caregiver and hospital visits
Reading for schools
Road Crew pickup / Adopt-A-Highway
Foster Kids donations (scarves, hats, blankets & more)
CERT preparedness or First Responders
Support local Rodeo court and/or Dairy Princess
Volunteer at the Fair (clean up or helping during fair)
Volunteer at homeless shelters
Adopt a family or Christmas Baskets
Provide food or love baskets other than at Christmas
Sip and Seeds (Sell root beer floats to sip while giving out seeds)
Backyard gardening / small box gardening / community gardens
Words for Thirds programs (not limited to third graders) and think creatively
 ◇ Home Schoolers
 ◇ Deaf Schools
 ◇ Special Needs Schools
Tree lighting open to the community
Fight Crime training
Relay for Life / Ronald McDonald House / CASA
Harvest dinner and Dance
Souper Sunday (Soup and music)
Daffodil Festival (or other flowers)
Engraved brick in the park
History Reenactment
Help with hospice or cancer patients

Grange Outreach Activities *continued*

Home maintenance for seniors

Teach a senior how to use a computer

Poetry readings / book readings

Place flags through the community on Memorial Day or holidays

Wreath or center piece classes

Distribute flower & garden seeds to others

Swags on Veteran's graves on Christmas

Support the troops

Partner with Burgerville

Clean cemetery

Charity Ball

Recycle products

Child ID program

Rest Area coffee stops

Plowing bee on the local farm

Battle of the Bands

Doggie or kitty daycare

Education Garden for 2nd and 3rd graders

Collect eyeglasses, aluminum can tops, stamps

Stockings for Veterans

Wash clothes for and/or give soap to the homeless

Make a Difference Day – Clean up your town

Take seniors to the doctor or to get meds or for food

Family night—promote doing things together

Mudslide bicycle race or test the endurance

Community picnic—Grange provides the main dish, attendees brings the rest

Distribute magazine or cards or pictures to the care center

Support domestic violence victims

Scholarship fundraisers: sponsor a child in school or after school activity or a graduating senior

Theater of Performing Arts or Art Center

Dinner or Tea event for

◇ Mother & Son

◇ Mother & Daughter

◇ Father & Son

◇ Father & Daughter

◇ Grandparents & Grandchild(ren)

FUNdraisers *should not only focus on raising funds to pay the bills to keep the hall open. Some FUNdraisers should be targeted to specifically support a Grange project in the community. One Grange has a pie auction that funds their annual scholarship to a graduating senior attending a tech school. Do you have a member that is a survivor of cancer? Create a Relay for Life team in your community and have a FUNdraiser that supports that endeavor. Give and take is essential. If you invest in your community, you will receive that investment as support from the community.*

FUNdraisers *continued*

Farmers Market (or Fall Harvest Market)

Bunko

Cards

Raffles

Car Wash

Dinner

Breakfast

Booth at Fair

Books & Burgers

Truck Show

Poker Run

Wine Tour

Teddy Bear Tea

Casino Trip

Flea Markets

Dance



Let's get
fundraising!

FUNdraisers *continued*

Silent Auction

White Elephant Sale

Battle of the Bands

Wine Tasting / Wine Tour

Button Sale

Fall Pumpkin Everything Sale

See's Candy

Food Drive for Community Food Boxes

Dr. Seuss Breakfast (green eggs and ham)

Haunted House

Bread Booth at Fair

Oral Auction

Relay for Life

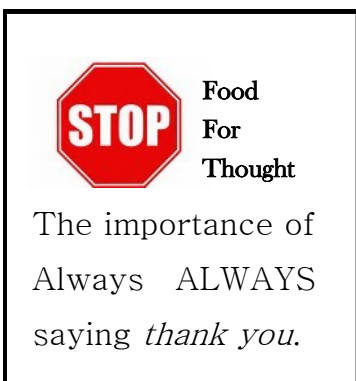
Breakfast (or Monthly Breakfasts)

Pancake Breakfast, invite 4-H to assist

Tournament (shooting, sports)



Chili



Cookbooks

FUNdraisers *continued*

Community Dance with live music and crafts for kids

Neighborhood Yard / Garage Sale

Corned Beef Dinner (St.Patrick's Day)

Bottle Auction

New to You Donation

Tri-Tip Dinner

Food Vendor

Antique Sale

Gun Raffle

Movie Night

Catering

BBQ Pork Dinner

Fried Bread (aka Elephant Ears)

BBQ hamburgers / hot dogs @ Open House

Holiday sponsored party (i.e., St. Patrick's Day)

Car Shows Show n Shine

Veterans Day Events

Chili or Spaghetti Dinner



Spaghetti



Strawberry Shortcake Party

FUNdraisers *continued*

Auction

Talent Show

Mystery Dinner

Pinochle

Holiday Themed Dinners

Country Store

Quilt Fair / Drawing for Quilt

Pie and/or Bake Sale

Plant Sale

Craft Sale

Swap meet / exchange

High School Carnival

Pull caps and recycling

Bazaar or Holiday Bazaar

Bake Sale during your breakfast

Music & Munchies



Bowl-A-Thon

Cake Walks



FUNdraisers *continued*

- Pie / Cake Auction
- Dinner Theatre (if the thought of dinner and acting is a tad overwhelming ... you provide the dinner and the local high school theatre group would likely welcome an opportunity to practice their craft)
- Annual Yard Sale
- Craft fairs
- Cater a meal for another community organization
- Dance with DJ or local band - small cover charge to cover cost of or Grange can have open kitchen for light refreshments and additional revenue stream
- Scavenger Hunt
- Fashion Show (independents that wish to showcase their creations to increase sales and get their product in the conscious of community buyers ... this could be broader to include local crafters of jewelry, knit and crochet designs)
- Progressive Dinner .Travel to different destinations for each segment of meal (appetizer, salad, main dish, dessert) offering different form of entertainment at each stop
- Online auction
- Haunted house, cornstalk maize, pick a pumpkin from pumpkin patch then decorate, carve, paint it before leaving
- Cruise -n- Ride benefit
- Host a golf tournament
- Craft Show (strictly handmade items or a mix of handcrafters and home-based businesses such as Thirty One, Avon, Tupperware, Stamp It)
- Rummage or yard sale (charge for the space or percentage of sales ... percentage of sales does not allow for prepaying for the space nor does it guarantee a certain dollar amount raised)
- Bingo (weekly can become cumbersome but one night a month is easily doable)
- All you can eat Taco Bar

Section III: And Everything Else

This section contains some nuts and bolts of membership acquisition and more detailed information on promotion (marketing your Grange).

In addition to enumerating some basics of membership growth, we will touch on these topics:

- Some general guidelines for creating any event in your hall
 - ◊ Every community is different and will embrace different activities. Never be afraid to try something new.
- Avenues to Advertise Your Event
 - ◊ Your advertising should be a combination of online and offline efforts.
 - ◊ Online calendars and Facebook events, tweeting teasers are effective but don't let those electronic forms of advertising knock off line advertising off your radar. A well crafted flyer on community boards can generate a lot of traffic to your event.
- Social Media Tips
 - ◊ There are many platforms of social media, each one with a unique focus and opportunity to promote your Grange.
 - ◊ We have tried to corral some basic tips that will make your time online more productive
- How To Produce a Press Release
 - ◊ We discuss some basic how-to's and formatting.
 - ◊ We even share a press release that lets you see the formatting and some of our suggestions in action.

Some Basics of Membership Growth

Otherwise known as the nuts and bolts

- Be positive
- Be enthusiastic
- Think of yourself as an ambassador in your community
- Wear Grange apparel into your community to open a dialogue
- Wear aprons at breakfast/dinner (cooks and servers) with a Grange message. If your Grange caters events, wearing Grange apparel shares your message that the Grange is worthwhile without ever engaging in a conversation.
- Have information, brochures, community service books and applications out and displayed.
- Greet everyone who enters your hall. Wear a SMILE; it's your best asset.
- Wear a "Proud to be a Granger" button
- Take your favorite coffee cup with the Grange logo to Dutch Bros (Starbucks or your favorite watering hole) and ask them to use your cup. This makes us responsible citizens by not wasting resources while promoting our great organization.
- Have a website and/or Facebook page, and update it regularly.
- Have a business card - a generic one with the Grange's name/address/phone number that all members can use. A generic Grange business card alleviates the need for updating changes, and reduces expenses.
- Have an elevator speech (30 second or less) that answers the question 'What is the Grange?' or 'What the Grange means to me.'
- Develop a written plan after setting goals for your Grange. Be ACTIVE in your community.
- Learn about your Grange What it has done. What it can do. Get to know your Grange's unique history and be ready to tell its story. Your Grange story can be what your Grange has contributed to your community in the past and its plans for the future. Your Grange story is also your personal story where you share what membership has meant to you and how it has enriched your life.
- Collect contact information for potential members and follow through.

Some Basics of Membership Growth *continued*

- Has your Grange considered an online photo sharing community such as Flickr? All members can upload pictures of Grange hall events and your participation in community events, such as parades, to the site. There is an adage that a picture is worth a thousand words. Tell your Grange story in pictures. This online picture site could be included on your business cards, brochures and whatever other forms of marketing that you do. You can also easily do this with Facebook.
- There is an expression in the restaurant industry that “it’s harder to get a new customer to walk through your doors for the first time then to get a customer to return by treating them well”. Consider the buddy system with new Grange members. Partner them with someone who is willing to show them the ropes and give them explanations. It increases a sense of being welcomed and minimizes their feelings of discomfort which, in turn, increases the likelihood of a new member becoming a long time member.
- Make sure you **ask** people to join. Many times people have not considered Grange membership simply because no one has ever INVITED them to join. People feel noticed and important with a *personal* invitation, “*Will you join my Grange?*”.

General Guideline for Any Event in Your Hall



Having an Open House, don't use this term in press, but "pick a theme" and use the theme in press. Tualatin's Winona Grange used Garden Party last year' to draw the public's attention for their event celebrating Grange month.

Submit the suggested date and idea in January to your Grange for the year's program.

After Grange members give approval, create a committee with a chair for that specific event.

Plan well before 6 months with meetings to create the theme, responsibilities, define the target audience, decide how the event will be marketed and any other detail(s) associated with the event.

Plan your event with your goal(s) in mind. Events can be organized to drive customers to you, to show off your Grange, or to raise funds to name a few goals.

Approximate Time Line

Plan on assigning tasks with time tables. Try to get the newer members involved.

- 2 months prior; have suggested flyers, artwork, posters ready to propose to your members.
- 1 month prior have someone call the veterans of your Grange to remind them and also, personally stop and invite the local heads of your community.
- 1 week prior, go over and remind all volunteers of the event.
- Day of the event, a greeter is the first impression of your Grange and chances of getting members, have membership forms and pens ready, be sure to thank folks for coming as they leave.
- Week after, debrief what worked and what could improve. (See Evaluate the Event)
- Next meeting, report and suggest having this again as an annual event.

Keep notes

This will allow you to refine and improve the event each year. It can also drive down the cost of putting the event on. So here are things to consider tracking:

- How much did you buy and how much was left? You know how much to buy.
- Where is the best place to buy (insert the product) you need? Best time to look for sales for this product?
- How many attended? Is there growth from year to year?

Evaluate the Event

Right after the event is the time to evaluate your success and discuss opportunities for

General Guideline for Any Event in Your Hall *cont,*

future event improvement. Memories of the event fade with time, so do the evaluation of the success of your event within 2 weeks of the event. Following are topics to consider:

Gentle reminder: Focus on situations, issues and behaviors (were people mingling, having fun or disengaged). This isn't a finger pointing session ... we are not focusing on any individual's behavior or actions, we are evaluating the event as a whole.

Budget:

- Did we achieve the fundraising goal?
- Did our expenses stay within the budget set?
- (if a repeat event) How does the revenue from this event compare to last year's revenue?
- (if event had multiple funding streams) Where did the revenue come from? For example, silent auction, ticket sales, kitchen sales, craft table sales, donations.

Get feedback from volunteers

- What do they think worked? What didn't work?
- What aspect of the event can be improved? How can that aspect be improved?
- Did the event meet your goals? Do you want to do it again?

Consider every aspect of the event ... let's use a dinner as an example

- Condiments on the table? Will they take more than they eat and you throw it away driving your costs up? Is portion control in a one ounce disposable cup more feasible?
- How about a beverage bar? Self help coffee (which doesn't get cold on the table in a carafe), punch and water. Don't have to purchase/store so many carafes. No server time utilized refilling the coffee carafes etc. Or is this a more formal dinner and to be expected on the table?
- Do they come through a serving line and share individually special wants (none of this, more of that)? Or do they sit down and servers bring their meals? Will you take special requests?
- Are servers assigned tables or do they just jump in wherever they see a need?
- Will desserts be brought to them by servers or is it a self-help table where diners select their own dessert?
- If the dinner is at Christmas, do you play mood music or let the individual conversations fill the hall?

Avenues available to advertise your event

- Event flyer
- Invitations printed, provided to each member to personally hand to neighbors. This works especially well for events such as an open house, or candidate forums
- Your Grange Facebook page
- Create a Facebook event
- Online community calendars (they are free)
- Craigslist - use their event category
- eMail flyer to your members and ask them to print and place on a local community board at grocery store, feed store, local business, etc
- Does your Grange have a website? Load a printable PDF flyer for them to get the details and print for reference
- A-board or reader board on the road in front of your hall with event name/date/time
- Does your community allow signs to be posted on electricity poles?
- Write an interest story and submit to local newspaper
- Print event on the back of your Grange business cards to hand out to general public. Use an Avery address label to apply to printed business cards
- Consider festivalnet.com if your event is a craft fair, community fair or of general interest to the public
- If event is geared towards children, does the local elementary school have a newsletter that can have your event listed
- Radio stations are required by the FCC to provide free community service announcements (PSA). Write a PSA and mail to radio stations with an audience targeting demographics appropriate for your event. Do your research and fit their format
- Will a local business advertise your event on their reader board? (i.e. Burgerville does)
- Create a small flyer of all events for the year and make them available at all of your Grange events for community members to take home and put on their calendars

Please remember that you can reach out to your OSG Communications team to create flyers for your event, write a PSA (radio) or press release (newspaper), set up a Facebook page for your Grange. This names just a few ways they can assist your Grange.

More Ways to Bring Your Grange to the Public

- FUNdraisers (please see that particular list).
- Candidates forum. Serve a simple, inexpensive meal prior to event to draw the public in. The meal should be free of charge.
- Host social/game night or family game night, such as Bunco, cards, Yahtzee, skipbo, pinochle, cribbage, etc.
- Invite crafters of all disciplines (knitters, crocheters and jewelry makers, etc.) into your hall to craft together, share ideas and techniques. The more experienced can maybe share their expertise with the less experienced. Put on a pot of soup, or have simple desserts to share with participants. It's a social event.
- Host an event where people bring the excess from their garden and exchange their vegetables for vegetables others grew (summer event).
- Host an event where you invite the community to come in and share seeds they have or starter plants, bulbs, etc. (spring event).
- Invite veterans to your hall to tell their story. It will educate the community as veterans tell their experiences at war. Through the therapeutic power of story telling (talking about their experience) we may help returning vets by providing them with an emotional outlet. It will also allow civilians to demonstrate their personal involvement and wish for the vet's well being.
- Offer activities for kids in the community and a snack to allow parents some "couple time." This would be particularly beneficial during a couple weekends during the holiday season for parents to Christmas shop in peace. Be sure to advertise at your local schools.
- Offer classes on various related health issues: GMO effects, GMO labeling, canning, food allergy awareness, healthy eating, gardening, yoga class to relax, etc.
- Community Fair and maybe something fun like a doggie parade with the dogs/pets in costume ... maybe even a reward for best theme costume, best homemade costume, cutest outfit, and whatever other categories you can think of
- Does your county fair provide an opportunity to put in a display? It's an effective means to say 'our Grange is here and doing well' in addition to getting exposure to people attending the fair.
- Caroling at your local assisted care homes during the holiday and pizza afterwards, mix the fun and community service.

More Ways to Bring Your Grange to the Public *cont.*

- Round up community members and attend a game (hockey, basketball, soccer) ... getting an advance head count will allow you to purchase group tickets so you can all sit together. A price break may be possible if the group is large enough.
- Sponsor a contest at your local county fair: scarecrow contest, horseshoes, children's art, floral arrangement made at the fair with supplied materials, etc. Also consider helping a local artisan pay any fees to have a demonstration during the fair.
- Get a group together and participate in a relay or walk-a-thon for cancer, diabetes or any interest you wish to support.
- Provide a class at your hall that takes only a couple hours one afternoon (hire an expert if necessary): public speaking, job searching, food preservation, using Linked In and other social media sites for exposure.
- Any local authors that would appreciate a venue for book signing, book sales for a few hours one weekend day.
- Showcase local talent with a talent night. Tap the high school, local dance classes, music teachers, etc.
- Give use of your hall, free of charge, to a high school drama class in exchange for them putting on some one act plays for the community.
- Local poets in for a poetry reading.
- Are there local 4-H sewing groups that would appreciate a fashion show where they model the outfits they created?

Social Media Tips

You've undoubtedly heard the expression "If you fail to plan, you plan to fail". Make sure you have a plan that can answer the basic questions; "why are we on social media?" and "is our targeted market on this platform?"

While your Grange should have an over-arching plan, you need a mini-plan or strategy for EACH social media channel (Twitter, Facebook, Instagram, Snapchat, Google Plus, Pinterest, YouTube, etc) that maximizes that channel.

The plan should outline things such as

- How often will you publish a new post on each social media channel?
- What type of content do you plan to publish?
- How will you build your Grange brand (hashtags possibly)?
- Who is your target audience?
- How will you inspire people to join the Grange?

Facebook is great for providing complete information on a topic. Twitter allows 140 characters so short snippets to wet the curiosity is best. Pinterest is best for focusing on visuals.

Be consistent in posting. Posting only when you have an event is not going to cut it. The purpose of social media is to build your brand and attract new members. You need to post at least weekly to build a relationship with your community (hint: most marketing professionals agree you need to post no less than 3 times per week).

Vary the content of your posts and use different forms to engage with your followers (Photos, Videos, eBooks, Blog posts, Flyers for events).

You don't have to create all the content yourself. You can provide links to blogs (think Ed Luttrell's leadership blog), post flyers of events hosted by neighboring Granges (we all need to support each other), provide a link to a community resource or timely issue your Grange is discussing.

Are you evaluating your site's metrics (and effectiveness)? Do you watch how many views a type of post receives, if there were any shares, a comment was made on the post. You need to identify which types of posts and subject matter engages your audience.

Posts with a photo or video attached generally engage your audience more than just content (only words) alone.

Social Media Tips *continued*

Facebook pages that mention food tend to have more Likes than the average Facebook Page. Our Granges are known for having wonderful cooks and great food?

Do you ever have a “call to action” at the end of your post? It can be as simple as asking for a comment. If your Grange is hosting a car show ask them to post a picture of their favorite car.

Be picky about what you share. Not only is the goal to publish content consistently but it has to be of value. Content needs to be relevant to your audience, helpful, and entertaining. There is nothing wrong with creating a list of websites that have a reputation for high quality content relevant to your reader. You can visit those websites with the object of sharing articles with your readers.

Photos are shown to be the most popular type of social media content for engagement. They get the most shares on Facebook. In fact (to illustrate the popularity of photos), Instagram is driven by images and has the most engagement of any social media channel.

The purpose of social media is to be social and engage with other users. Do not rely on posting/sharing links alone. Your goal is to interact on a regular basis. If a reader comments, engage and reply to their comment with positivity.

Heaven forbid, any reader would ever post a negative comment about your Grange. However, if it happens DO NOT delete or hide the comment. It will only tarnish your image and irritate people further. Respond with positivity, listening to their complaint. Ask a qualifying question if you don’t understand. Either you fix the problem if possible, apologize along with a statement to do better in the future or provide more information behind your decision.

Watch what other Granges are posting to improve your efforts. What time of day do they post? What content are they posting? How often do they post? If applicable, what kind of headlines do they use on their posts? What are their most popular posts? It will give you an idea what is working for other Granges so you can improve your efforts. This tip DOES NOT mean mimicking or cloning their content. Be unique and original.

Take the time to invest in great design. It will make your Grange stand out and help people more easily connect with you. This design should stay consistent for a period of time so people recognize your design and take time to connect by reading and reacting.

Social Media Tips *continued*

Capitalize on hashtags. The use of hashtags is one of the easiest ways to organically expand your reach on social media. With the constant change in algorithms our posts visit fewer of our readers media feed. For the 150th year celebration of the Grange's existence, National Grange is using the hashtag #150yearsofGrange. Use it from November 2016 through November 2017 on all your posts to build our brand nationally (and assist National in following our activities to grow our Granges this year).

Social search requires the use of keywords in your posts whenever possible. Most social medias have search features where people type in keywords for their search.

Posts can be simple and present one quick idea.

- Beat the wintertime blues with community spirit by being social. Join the Grange, volunteer and make a difference!
- Why join the Grange? A better question is "What not join the Grange?" Join today to make a difference. Provide a method to contact such as an email address.
- Google for a positivity poster. Pick one and post it along with the comment "Being positive and always persevere" are Grange values.
- Once I used my phone camera to capture a picture of a parking lot full of cars in front of our hall. I had just arrived for our monthly business meeting. Immediately after snapping the picture, I posted on our Grange Facebook page along with the comment "Just arrived to a meeting and am greeted by many members in attendance. Our meetings are open to the public. Come see how Grange is important in our community."

Press Release How To's

What is a press release and the basics of crafting it.

A well crafted press release will drive people to your Grange. We must recognize the press release for what it is, a sales tool. We are selling the Grange to the community you live in. The idea is to communicate to your community a positive message about your Grange. Published press releases lend authority and credibility to your Grange.

Newspapers do not publish fluff, so insure your press release is a newsworthy story. The worthiness of the story is your appeal to the publication which increases your chance of inclusion and will more likely garnish the interest of the community.

The less editing the editor has to do, the better. The more your press release looks and feels like a story, requiring minimal editing, the greater the possibility of getting published. Help the publication to publish your story.

Write it like a reporter. Cover your Ws: Who, What, When, Where and Why. Keep the hyperbole (adjectives such as exciting) out of your press release. Do you have a solution to a problem, state that simply.

Inclusion of a quality quote is always a good practice. Has a member or an individual prominent in your community said something memorable about your event (could be the event you hosted in the previous year if this is an annual event). If the quote is personal and memorable, that is the quote to include.

Give your event plenty of lead time to accommodate publication schedules. The press release should be out the door a minimum of 3 weeks before the event, 4 to 6 weeks is better. After forwarding, contact the reporter at your chosen outlet(s) personally. The follow up call may be the reason it gets published. If this is your first contact with the reporter, have a press kit available to share with the reporter.

How to Format the Press Release (or it's components)

Contact Information – Who to contact for further information

Release Date

Headline includes Official Title of the Event

Sub Headline, if appropriate

Text covering your news.

This copy content should be double spaced.

Boiler Plate

Visualize a triangle when drafting your copy.

First Paragraph: The must know facts that convince a reader this is newsworthy.

Second Paragraph: The need to know facts. Cover the essential 5 Ws.

Third Paragraph: The nice to know facts where more detail is provided about the activity to encourage participation.

Press Release How To's

The Boiler Plate

A boiler plate is the last paragraph in a press release that describes to readers your organization, it's value and what it does. The OSG communication team has created a boilerplate that it requests all Granges in Oregon use (versus making your own boilerplate). Using the offered boilerplate gets a uniform message out across our State.

The boilerplate crafted by the OSG communication team follows:

Since 1873, the Oregon State Grange has been a grassroots, non-partisan advocate for agriculture, rural issues and American values. Community Granges across the state serve local needs by volunteering countless hours and making their halls the social center of the community. The Oregon State Grange is a part of a nationwide nonprofit fraternal organization with programs for family members of all ages. For more information visit our website www.orgrange.org

More Tips

- Keep your press release succinct. One page is most common, two pages tops. Some suggest it should be 200-300 words. The average individuals speaks at about 135-150 words per minute.
- A press release can be about an event/activity ... but think broader. If your Grange is partnering with another group announce it (i.e., a chili cook off where all proceeds go to the Old Time Fiddler's Music Scholarship. Say what you are both contributing. If the OTF's are supporting the event with live music, say so.)
- A regular cadence of meaningful news can help a Grange standout as do'ers in their community and build rapport with journalists over time.
- No jargon specific to the Grange please.(i.e., President not Master)
- Big five syllable words that the general reader has to look up are not going to excite anyone to read the article ... reporters are not fans. It will be viewed as not readable relevant or relatable.
- If you use quote(s), stick to one or two. No more.
- Make your headline irresistible. If the editor is drawn to the headline, it improves the chance they will read it and not skim it. Use action verbs in clear, understandable language.
- Make it grammatically flawless, that includes spelling and punctuation. Double and triple check it (like you would your resume) before sending it out.
- Decide on a style for your press release and consistently use it.

RELEASE INFO

Press Release Example

CONTACT INFO

FOR IMMEDIATE RELEASE
Estacada Oregon, August 20, 2016

CONTACT: Cat Thomas
eMail: cat.kitty.thom@gmail.com
Cell: 503-784-5668

HEADLINE

CHILI COOK OFF TO BENEFIT THE OLD TIME FIDDLERS MUSIC SCHOLARSHIP FUND

A Chili Cook-Off will fire up the taste buds, bring neighbors together and provide financial assistance to the Old Time Fiddlers Music Scholarship. The Grange is looking to make this an annual tradition in the community.

Harding Grange is pleased to host this event Saturday, September 17, 2016 from 3pm to 6pm. This chili cook off will benefit the Old Time Fiddlers Music Scholarship Fund which is available to any individual pursuing music education. Harding Grange is located at 21552 S Fischer Mill Rd, Oregon City. The hall is one block off S Springwater Rd at the crossroad of S Harding Rd

An all you can eat meal ticket can be purchased for \$5. The meal includes cornbread, biscuits and beverages. Generous portions of dessert only \$1 each. Children ages 0 to 10 years eat for free. Meal price will also include 5 free tickets for the raffle prizes. Additional raffle tickets may be purchased at 5 for \$1.

Come to eat or bring your best pot of chili. No cost to enter your chili and you just may win a \$20 gift certificate from Fred Meyer if you win a people's choice category.

Individuals will receive a 2-3 oz sample from every pot of chili. There are three People Choice categories: hottest, best, and most unique chili. Each pot of chili will be given an unique number. After sampling the chilis, you mark your choice for each category on the ballot slips you are provided. Around 5pm we will tally up the People's Choice ballots and announce the winners. Around 5:30pm we will draw the winning raffles. You do not need be present to win.

The Old Time Fiddlers will be there to play for our entertainment and round out our afternoon of fun.

###

Since 1873, the Oregon State Grange has been a grassroots, non-partisan advocate for agriculture, rural issues and American values. Community Granges across the state serve local needs by volunteering countless hours and making their halls the social center of the community. The Oregon State Grange is a part of a nationwide nonprofit fraternal organization with programs for family members of all ages. For more information visit our website www.orgrange.org

BOILER PLATE

Have
YOU
asked anyone
to join the
Grange
recently?

