

## Friendly Fifth Friday News February 17, 2017

In an attempt to help our lodge leaders become more familiar with resources, changes, deadlines and other information, I will compile a weekly "Friendly Fifth Friday News" email to our leadership. Some of the information you might already have, but hopefully it will be a good reminder for all of us (me included) of all the great resources that Sons of Norway has to offer. **Please feel free to cut and paste any of this information for your lodge's use!**

Darlene Arneson, District 5 Secretary

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### **Last call for cookies!**

If you are in the Stoughton area, Cheryl is making a stop at our house on Monday afternoon to pick up cookies. You can bring them and set them on the bench out in our shed- make sure that your lodge name and number of dozen is on them. Our address is 2056 Skaalen Road, Stoughton, WI 53589.

## Cookie Call!

Cheryl Wille-Schlesser, District 5 Youth Director



Since 1973, Hayward, WI has hosted the American Birkebeiner Ski Race, the granddaddy of all cross country events in America. Over the course of time, different sponsors have been involved, including the Sons of Norway International. Not seen as a profitable venture, the Sons of Norway discontinued its relationship with the event, but the 5<sup>th</sup> District of the Sons of Norway stepped forward to continue a time-loved tradition of providing cookies for the Barnebirke, the children's ski race, which is held on Thursday of *Birkie Week*, in 2017, February 23<sup>rd</sup>.

Partnered with Swiss Miss, children and their families enjoy a wonderful cup of hot chocolate and a cookie or two provided by our generous members. Remaining cookies are taken to Hayward High School where the elite skiers gather to pick up their bibs, timing devices, and other supplies. The adults I have met are also thankful for our efforts and some have said, "This is the best part of the Birkebeiner for me!" Coffee is also sold at the high school, contributing some additional funding to the District 5 treasury.

Cookies come to the Barnebirke from lodges throughout District 5 and from as far away as lodges in Indiana via District 5 President Andrew Johnsen. Our cookie goal is 1,000 dozen of cookies, but that total was lacking last year. Some lodges sent a monetary donation, instead of cookies, if their

numbers are few or their members unable to help with this project. Before set out, the cookies are counted by the Recreation Director, and a proper report can be made.

Cookies from Southern Wisconsin are gathered and taken to the Barnebirke by members from Idun and Vennelag Lodges. There are a few things to keep in mind when preparing cookies for the event. Please do not use nuts or peanut butter in your cookies, due to allergic reactions some children have today. The serious skiers prefer wholesome cookies made from grains such as oatmeal. Spice cookies are a hit, as are the old-fashioned molasses cookies. Traditional varieties are also enjoyed such as chocolate chip and sugar cookies

I hope that your lodge will be able to assist with our cookie collection this year! If you have further questions about this heartwarming event, don't hesitate to contact me.

Thank you!

Cheryl Wille-Schlesser  
[rogcher@mhtc.net](mailto:rogcher@mhtc.net)

## **SN Foundation Scholarships Due March 1**

### **Astrid G. Cates/Myrtle Beinhauer Fund\***

Astrid G. Cates and Myrtle Beinhauer each remembered Sons of Norway youth with generous bequests in their wills to the Sons of Norway Foundation. Together these bequests created the Astrid G. Cates Scholarship and the Myrtle Beinhauer Scholarship. Donations by Sons of Norway lodges, members and friends also fund these scholarship opportunities.

#### **Who can apply:**

- Applicants who are current members of Sons of Norway or children or grandchildren of current members in Sons of Norway Districts 1-6. Membership must be in effect at least year one calendar year prior to application.
- Those who have a certificate of completion from high school and are enrolled in post-secondary training, vocational/trade school or college (or have proof of enrollment prior to receiving scholarship funding).
- Candidates may only receive two Sons of Norway scholarships in a five-year period.

#### **Criteria:**

- A short autobiography, 150 words or less
- An essay of 500 words or less
- Academic potential
- Financial need
- Letters of recommendation

*\*For a full set of the scholarship criteria please see the full scholarship guidelines*

#### **How do I apply?**

Applications are only accepted via our online portal at [www.sonsofnorway.com/scholarships](http://www.sonsofnorway.com/scholarships).

#### **What is the deadline for this scholarship?**

The deadline for submission of the completed application and all required elements is MARCH 1, 2017.

## Help is available for promotions!

Links are found on [www.sofn.com](http://www.sofn.com) under Members Only>  
Administrative resources > Communications Toolkit

### *Communications Tool Kit*

Here are resources to help lodges connect with members and the community, keeping them informed about news and events, while enhancing their relationship with Sons of Norway.

#### Newsletter Service

Need help with your lodge newsletter? Take a look through these archived newsletters and ready-to-use content.

[VIEW ARCHIVE](#)

#### Social Media

Use these social media tools to help you put tactics in place to efficiently get your messages out to a wide audiences.

- [Using Facebook to Connect with Members](#)

This article and resource list provides background on what Facebook is and how it works. Moreover, it includes the reasons why use of Facebook will benefit lodges' member engagement efforts. The article advises on the importance of keeping your Facebook page updated, knowing your audience and the value of networking. The article also provides links to the Official Sons of Norway Facebook page and other Nordic-centric pages.

- [Social Media Policy for Lodges](#)

This detailed policy provides guidance on social media oversight, passwords, proprietary information, expectations for adhering to policies, certain approvals and disclaimers, taking responsibility for your posts and more.

- [Social Media Content and Calendar](#)

This resource will provide links to timely Sons of Norway content that can be repurposed for your social media posts. This content can supplement or enhance your own local content that may include event notifications, community announcements and other topics of interest for your audiences.

#### Media Training

Lodge leaders have asked for guidance on partnering with media to build awareness of their activities and how to work with reporters and media. In response to that request, Sons of Norway has assembled a series of guides to help leaders understand the role of reports, what is newsworthy, how to focus an interview, how to control an interview, general do's and don'ts and more.

- [Chapter 1](#) - Interviewing with Attitude & What is Newsworthy
- [Chapter 2](#) - Understanding the Role of Reporters & Focusing the Interview
- [Chapter 3](#) - How to Prepare & Avoid Weak Messaging
- [Chapter 4](#) - Conducting the Interview & Controlling the Interview
- [Chapter 5](#) - Tips, Dos and Don'ts & Media Relations Response Process

## **Local Lodge Scholarship Guidelines**

1. All monies collected for scholarship purposes must be kept in a segregated (separate) bank or investment account, separate from all other lodge accounts.
2. All donations to scholarship funds must be spent for scholarship purposes only. These funds must not be spent on any other lodges expenses.
3. All Local Lodge Scholarships must have written guidelines. The guidelines will include a listing of all criteria that will be used for the scholarship candidate selection. They will also include who qualifies (ex: must be a member, child or grandchild of a current member) and the purpose of the scholarship (to attend heritage camp, college tuition, books for school, etc.)
4. All Local Lodge Scholarships need to be advertised to members of the lodge in the lodge newsletter at least three months before the deadline. Three separate newsletters should contain the contact information, how to acquire an application and the deadline for entry date. It should also be announced at lodge meetings.
5. All Local Lodges offering a scholarship need to have a committee of at least three persons, appointed by the lodge president, to review the applications. The committee needs to have written guidelines for judging the applicants. The committee should meet together to go over each application using the judging criteria and arrive at a consensus on scholarship winners.
6. All applicants need to be notified in writing whether they receive or don't receive a scholarship.

You may view the Sons of Norway Foundation scholarship guidelines on-line for examples on how you may wish to write guidelines or applications. You are welcome to contact Cindy Olson, Director, Sons of Norway Foundation, at [foundation@sofn.com](mailto:foundation@sofn.com) or by calling 612-821-4632, to answer specific questions.

## **2016-2018 Biennium District 5 Lodge Calendar and Other Deadlines**

**Last updated January 20, 2017**

### February 2016

- February 22- (Wednesday) Volunteer dinner for Barnebirkie volunteers, cookie exchange and tally, Cookie goal :1,000 dozen cookies
- February 23 (Thursday) Barnebirkie Race in Hayward, WI, Volunteer meal provided in the PM

### March 2017

- March 1 – SN Foundation **Astrid G. Cates & Myrtle Beinhauer Scholarships** due
- March 15- District Scholarship Applications due
- March 18- Zone 3 meeting hosted by Vakkertland Lodge – Mauston
- March 31- Chili Cook off information and pictures due to Sports Director Michaela Decker

April 2017

- April 1 - **Nancy Lorraine Jensen Memorial Scholarship** due
- April 7-8- District 5 Board Meeting in Stoughton, WI
- April 30- District Bowling Tournament Ends. Send forms in by May 10 to District Sports Director

May 2017

- May 10- Bowling forms due to District Sports Director
- May 15- Deadline for filing the **990 form**
- May 17- Early registration deadline for **Masse Moro Norwegian Heritage Camp** to qualify for additional deductions in the cost of camp from the Draxten Fund.

June 2017

- June 27- Balance due for **Masse Moro Norwegian Heritage Camp** registrations.

July 2017

- July 16-29 - **Masse Moro Norwegian Heritage Camp** - Beaver Creek Reserve - Eau Claire, WI

**Note:**

- **Check correspondence from the International and District and the International ([www.sofn.com](http://www.sofn.com)) and District ([www.sonsofnorway5.com](http://www.sonsofnorway5.com)) websites for any updates and changes** Additional deadlines for the District 5 and International Conventions/Lodge Meetings will be added as those dates are established. Watch for future mailings and the District 5 website.
- The District 5 Convention will be June 27-July 1, 2018 at Hotel Radisson in La Crosse, Wisconsin.
- The International Sons of Norway Convention will be August \_\_\_\_ in Minneapolis, MN.

Compiled by Darlene Arneson, SN District 5 Secretary ([arnesonfamily5@gmail.com](mailto:arnesonfamily5@gmail.com) or 608-873-7209)