

# WASHINGTON STATE GRANGE



Building a  
Brighter Future



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# 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 your community and potential members.

We 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



## 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.





# 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 score sheet 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.

## 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', most baby Bunco', 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.

**We have included a sample Bunco Score Sheet. Fill free to copy this sample or make your own. There are plenty of templates online.**

## 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 roles 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 roles 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 bunko score card. Five points are also earned by rolling a "Bunco" 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'. 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". The second prize goes to the player with the most wins, and the third prize goes to the player with the most losses.





# BUNCO!

**Round Totals**

Round 1

Round 2

Round 3

Round 4

























Wins:

Losses:

Buncos:

**Grand Total**

# BUNCO!

**Round Totals**

Round 1

Round 2

Round 3

Round 4

Wins:

Losses:

Buncos:

**Grand Total**



# 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 be the breakfast menu?
- 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-a-way 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.





## 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.**





# 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.
- 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 floor work, the marching music needs to be stopped and started depending on how the floor work is moving.

Some 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.

## Ice Cream Social

## When to Start Planning:

Consult the page for Open House (begins page 14) 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

HERE'S  
THE  
SCOOP!





# 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 'pen 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 WSG 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

## **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 Aboard 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' 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.

## **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 brain-stormed 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 clinics, 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

## 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).

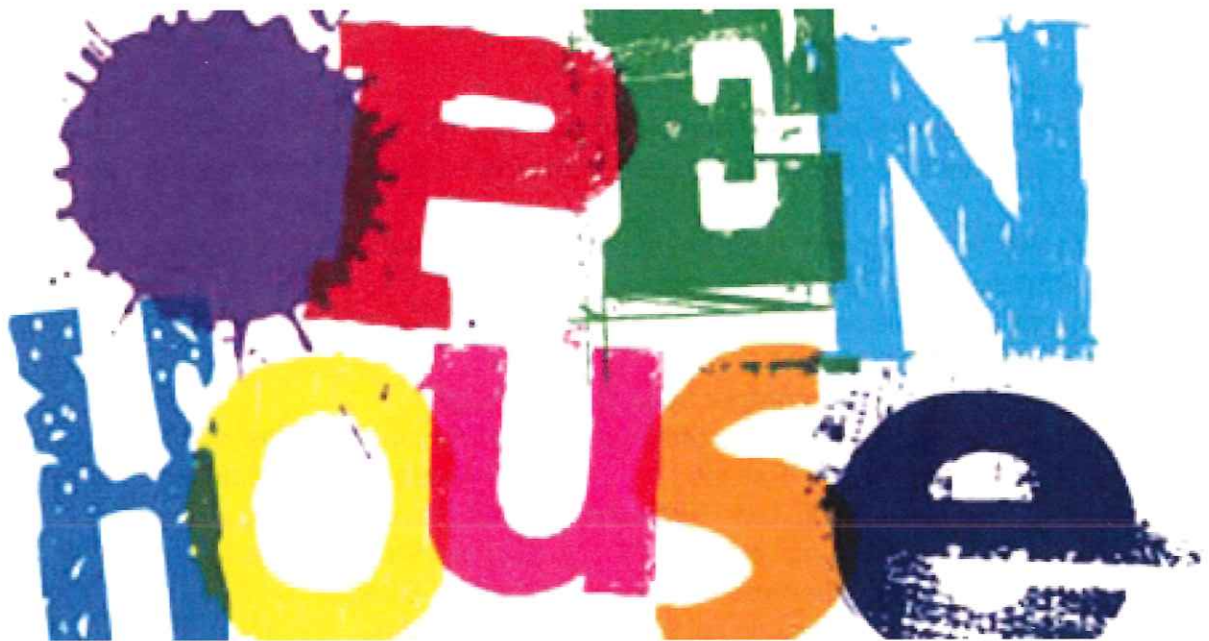
The Old Time Fiddlers played for an hour that day and drew many from the community.

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

## 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, theater, 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. You can do well 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' 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.)

## 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 & post fliers at local youth hangouts

## 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.





# Words for Thirds

**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).

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](http://www.dictionaryproject.org). One Grange found wholesale dictionaries at [www.dollardays.com](http://www.dollardays.com) for less than \$1 each.





## SECTION II

**EXTEND EDUCATION 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.

- 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
- Visit Fair Board and then invite board members
- Invite School Board Members
- Community Leaders (i.e., Chamber of Commerce, city council , volunteer fire personnel)
- 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

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

*Master, 4th Degree*



# Extend Education Programs

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

*Chaplain, 2nd Degree*

- Eagle Scouts work projects and presentations
- Cooking Classes for low income (cheap, healthy meals)
- How to create an emergency plan
- Self defense class
- 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

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

*Master, 1st Degree*

- 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
- Teacher' aides at schools

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

*Lecturer, 3rd Degree*

- 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

# Potential Community Service Projects

Every successful Grange completes at least two community service projects each year. Here is a list of projects being completed by Granges across our state.



**Feeding the Community**

1. Assist with the local Veteran's Museum (provide coffee, cookies, supplies, etc)
2. Laying a wreath at a local cemetery
3. Place flags throughout the community on Memorial Day and other holidays
4. Swags on Veteran's Graves for Christmas
5. Words for Thirds Dictionary Project
6. Food Collection for Food Bank and Feeding Programs (monthly or quarterly)
7. Collect school supplies
8. Educational Garden for 2nd & 3rd graders
9. Community Gardens
10. Public Access Computers in the Grange Hall
11. Candidate Forums
12. Collect eyeglasses, aluminum can tops, stamps
13. Linus Blankets

## **Project Linus**



14. Quilts for the Brave
15. Stockings for Veterans
16. Washcloths and soap for the homeless
17. Support Ag in the Classroom
18. Child ID Program
19. Camp Volunteers
20. Rest Area Coffee Stops
21. Grounds Maintenance at Local Cemeteries

22. Reading Volunteers at Schools
23. Make a Difference Day - clean up your town
24. Baby Items for Care Centers
25. Cancer Care Items - scarves, caps, etc
26. Volunteer Services - seniors, food bank, schools, youth clubs
27. Open Hall for Non-Profit Afternoon Programs
28. Visit the Elderly
29. Knitted Items for At-Risk Pregnancies
30. Roadside Clean Up
31. Christmas Breakfast with Santa's workshop
32. Community Forums
33. Resource Information Night
34. Farm City Dinner - rural people and city people come together
35. Compost Project- bag it and sell it
36. Fair Booths
37. Sponsor a Local Festival- bluegrass, jazz, local interest
38. Adopt a Family for a Year (through school, churches, DSHS)
39. Collect gently used items - coats, blankets, etc
40. Support the USO - toothbrushes, care cloths, food items, etc
41. Donate socks to homeless shelter
42. Socks for the local elementary school
43. Rehabilitate bicycles for elementary schools
44. Sponsor a car care clinic



45. Give ham radio classes
46. Food baskets for needy families at the holidays
47. Lap quilts for retirement homes
48. Love quilts for homeless shelters - made of old jeans
49. Sponsor a Junior Grange
50. Give craft classes
51. Volunteer as a school tutor
52. Coordinate with the library a basic computer use class
53. Community education classes: canning, drying, jams & jellies, baking, beekeeping, raising chickens
54. Santa's workshop
55. Breakfast for a local event
56. Send cards to Veteran's Homes
57. Rake leaves at schools
58. Family Fun Nights
59. Cemetery Clean Up
60. Conduct Community Easter Egg Hunt
61. Give an educational Scholarship
62. Setup a historical display for your community
63. Book collections
64. Collect Box Tops for Education
65. Send a kid to camp



66. Provide supplies for camp - craft project, cookies, food, etc
67. Conduct a fund raising dinner with proceeds toward a specific project
68. Support and recognize local firefighters
69. Sponsor a youth organization
70. Sponsor food handler's class in your community
71. Provide your Grange hall at low cost to other non-profit or youth organizations
72. Operate a food bank
73. Operate a clothing bank
74. Host a Community Halloween Party



75. Emergency Preparedness Workshops
76. Meals for Disaster Relief (flood, fire, tsunami, storms, etc)
77. Supplies for Union Gospel Mission (monetary, food, etc)
78. Adopt a flower bed at your fairgrounds or in your town
79. Collections for "My Bag" Project
80. Roller skating at the Grange Hall
81. Pet food and supplies for local animal shelter
82. Clean headstones at a local cemetery
83. Conduct a Neighborhood Block Party
84. Set up a neighborhood watch program
85. Provide supplies for the women's shelter
86. Host Summer Kids Sewing Camp
87. Host Hunter Safety Education Classes
88. Repaint parking stripes in your town
89. Provide basic nutrition classes in your community
90. Card parties as social events
91. Donations to Meals on Wheels
92. Host a holiday bazaar
93. Support for the local historical society
94. Building new picnic tables for a park
95. Passage Quilt Project
96. Host debates for political candidates
97. Bicycle fair for the youth in your community
98. Financial donations to Grange supported charities (see current year program book)
99. Hats, mittens, gloves, scarves, socks for Keep the West Warm Project
100. Support for military families

# FUNdraising

Each Grange needs two successful fund raising events per year to meet the expenses associated with their hall and Grange activities. Here is a list of successful fund raising events held by Granges in our state.

- Dinners - St Patrick's, New Years Day, Spaghetti Feeds, Taco Bars, etc...
- Breakfasts - pancake breakfast, hunter's breakfast, etc...
- Yard/Garage/Rummage Sales
- Flea Markets
- Game Nights
- Auctions/Dinner Auctions
- Antique Appraisals
- Raffles
- Bake Sales
- Joint Fund Raiser with local fire department
- Rest Area Coffee Stops
- Cookbooks
- Food booth at fairs or festivals
- Catering events at your hall
- Bingo
- Dances
- Bazaars
- Craft shows - table rentals
- Card Parties
- Pie Sales
- Hall Rentals
- Farmers Market
- Ice Cream Social
- Cake Walk
- Oyster Feed
- Crab Feed

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.

Here is a list of other ideas you might find helpful.

- Bunko
- Cards
- Raffles
- Car Wash
- Dinner
- Booth at Fair
- Books & Burgers
- Truck Show
- Poker Run
- Wine Tour
- Teddy Bear Tea
- Casino Trip
- Flea Markets
- Dance
- 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)





- Community Dance with live music and crafts for kids
- Neighborhood Yard / Garage Sale
- Corned Beef Dinner (St.Patrick' 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., Christmas)
- Car Shows Show n Shine



- Veterans Day Events
- Chili or Spaghetti Dinner
- Santa Breakfast/Gifts
- 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
- 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, corn 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 Up)
- Rummage or yard sale (charge for the space)
- Bingo (weekly can become cumbersome but one night a month is easily doable)
- All you can eat Taco Bar



# Grange Outreach Activities

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.

Creating an annual event is one way of getting support from the community. Be sure to not skip a year, 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.

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



- Dictionary Program
- 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
- Karaoke Night with Dance
- Transportation for Medical Appointments
- Attend community events as a group
- 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
- CERT preparedness or First Responders
- Support local Rodeo court and/or Dairy Princess
- Volunteer at the Fair
- Volunteer at homeless shelters
- Adopt a family or Christmas Baskets
- Provide food or love baskets other than at Christmas
- Sip and Seeds
- Backyard gardening / small box gardening / community gardens
- Words for Thirds programs (not limited to third graders) and think creatively
- Tree lighting open to the community
- Fight Crime training
- Relay for Life / Ronald McDonald House
- Harvest dinner and Dance
- Souper Sunday (Soup and music)
- Engraved brick in the park
- History Reenactment
- Help with hospice or cancer patients
- 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' graves on Christmas
- Support the troops
- Clean cemetery
- 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
- 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
- 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

# 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 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" and formatting.
  - \* We even share a press release that let's 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.
- 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 than 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 Guidelines for Event in Your Hall

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



# Bring Your Grange to the Public

- FUNdraisers (please see that particular list).
- Candidate 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, skip-bo, 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 "your 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 with community service.
- 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 into 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, 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 sites 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.

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.

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.

Social search requires the use of keywords in your posts whenever possible. Most social media 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 “Why 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 garner 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 W's: 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.

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.



## 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 individual 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' Music Scholarship. Say what you are both contributing. If the OTF' are supporting the event with live music, say so.)
- A regular cadence of meaningful news can help a Grange standout as doers 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.

# 20 Tips for Bolstering Member Retention

1. Send a thank you note for joining or volunteering. This could be a physical card or an email.
2. Give an incentive, such as a free gift, to members who pay their dues by a certain date.
3. Communicate successes to members regularly.
4. When sending out membership renewal notices, provide a recap of the activities and events of the past year; tell how membership benefited them this year.
5. Send a special certificate of thanks to member who renew their membership for the first time. Market research on organizations shows the first two years produce the most drops.
6. Develop a written retention plan. In this plan include goals such as a retention rate, percentage of drops that were first year members, activities to be undertaken, and resources available to help.
7. Do a survey of important questions and issues as they arise. Ask members what projects/activities/events they would like to see the Grange host and how they can commit to helping the Grange.
8. Establish a member-mentoring plan. When someone joins your Grange, assign them to a current member(s), who will be welcoming and a friendly face for the new member when they come to their second meeting. Have the mentor explain the responsibilities and obligations of Grange membership, the ritual and traditions of the Grange and the structure of the organization. By doing this, a new member will be fully versed in the Grange structure, history and traditions as they begin their Grange journey.
9. When looking to retain members, reach out to those who were formerly members and didn't renew their membership. Ask them why they didn't renew, tell what activities/projects your Grange is conducting and then ask them to rejoin your Grange.
10. Keep experienced members active through targeted involvement. It is important to keep both current and new members interested and involved. Keep activities meaningful.



11. During functions suggest that officers look for new members and spend time with them. Have a special name tag for new members indicating their status.

12. When a new member joins, e-mail congratulations from the Master or Secretary that same day.

13. There are only two forms of currency that we can use to “pay” our members: Recognition and tradition! Look for any opportunity to recognize any member’s contribution. Draw upon the Grange’s rich traditions to create a sense of being and inclusion.

14. Have new members serve as greeters for a meeting so they can get to know all the members.

15. Keep the FUN in fund raisers, community service activities and meetings to get members interested and involved. You can still accomplish your goals while keeping the process lively and fun.

16. Remember that the best time to retain members is BEFORE they show signs of dissatisfaction. Make sure members know you care about them. If they start missing meetings or are becoming less involved in activities, give them a call to find out why before it becomes a chronic situation.

17. Encourage input from your members regarding your Grange’s community activities. Ask new members for their ideas – they may have some fresh, exciting thoughts, and asking for their input will show that you are interested in their opinions.

18. Involve new members in Grange activities quickly. Have them participate in an event as soon as they show an interest in your Grange. Ask them to co-chair a committee or coordinate a small activity in the early stages of their membership.

19. Don’t let activities and fund raisers become stale. Make sure that your association’s activities are still relevant for your community and your members. Periodically try something new.

20. Let members be involved at their comfort level and respect that level of involvement. Some members are comfortable jumping in feet first while others prefer to just come to meetings and test the waters for a while. Be sure to actively communicate with members to know what their comfort level of participation is.



**Washington State Grange**