

Does your Lodge have the basic communication tools needed to communicate to its members and the Sons of Norway headquarters?	
	Do you have a consistent set of images?
	Lodge Logo?
	Stationary with logo and envelopes?
	Business cards for contact information?
	Printed yearly calendar with meeting date?
	Printed Planned programming for the year?
	Printed Officer contact sheet?
Do you have a Monthly Newsletter?	
	Does it contain a listing of upcoming events?
	Does it have an officer contact listing?
	Does it provide updates from S/N Headquarters?
	Is it newsy?
	Does it contain minutes of previous meeting?
Do you have a Web page?	
	Do you use your lodge logo?
	Is it formatted for easy use?
	Do you have S/N insurance reps name, phone # and email posted?
	How often is it updated?
	Do you have a web master?
Do you have a new member information packet?	
	What does it contain?
	Printed list of upcoming programs
	Officer contact information
	Membership application for spouse or fiend
	A list of participation opportunities
	List ongoing committees
	Have lodge etiquette info
	Information on Sons of Norway organization
	S/N insurance info
	S/N Foundation info
	S/N Membership pin
Do you have a welcoming strategy?	
	Do you use greeters at each lodge meeting to welcome members?
	Are new members encouraged to get involved on committees?
	Do your officers sit with new members or with their own group?
	Are new member questions encouraged?
	Do you provide an overall feeling of friendliness?
Do you have Lodge Officer Training?	

	Do all lodge officers know and understand their specific duties?
	Do you practice good transition information from past officer to present officer?
	Do you actively solicit and train members for leadership roles?
	Do your past officers serve as mentors to new officers?
	Does your lodge participate with other lodges on event sponsorship?
	Are your officers willing to turn over their positions to offer new opportunities?

What type of participation is available to members?	
	Are all ages encouraged to join?
	Do you program with different age groups in mind?
	Do you offer family activities?
	Are you active in your communities?
	Do you sponsor heritage and cultural festivals?
	Adopt a School?
	Officer opportunities?
	Children's camps or children's heritage programming?
	Cultural skills classes?
	Heritage and cultural lodge programs?
What tools do you use for promoting lodge events?	
	Lodge newsletter
	Email promotion to members
	Press release to local newspapers
	Local radio
	Signage
	Flyers
	Informing other Lodge newsletters
	Do you follow up with success of event to same venues?
	Do you have your lodge represented in the District pages of the Viking?
Do you have a good relationship with your S/N insurance representative?	
	Is your insurance rep invited at least quarterly for a 5-10 minute presentation?
	Have you had a program on the kind of work we do?
	Have you been updated on our insurance and annuity products?
	Is your agent writing up new members for your lodge?
	Do you thank you rep?
	Do you sponsor membership recruitment dinners with field staff making a presentation?
	Are S/N product brochures displayed at lodge meetings?
Do you have standing committees to do the work of the lodge?	
	Budget committee
	Nominating committee

	Scholarship committee
	Member recruitment and retention committee
	Special events committee
	Kitchen committee
	Torsk dinner/lutefisk dinner/meatball dinner, etc.
	Fund raising committee
	Decorating committee
	Anything your lodge does on a regular basis may be done by committee
What are you doing for Membership Recruitment?	
	Do you have an active plan for recruitment?
	Do your members invite potential members?
	Do you sponsor membership recruitment dinners?
	Do you ask spouses and family members to join?
	Do you carry membership applications to all your events?
	Do all members have easy access to membership applications?
	Do you offer membership incentives for recruitment?