

Ready, Aim, Serve



“Thanks to our project, the schools, students, parents and community members view the Lewisburg Elks Lodge as an organization that is active in the community and not just a ‘country club.’”

- Bernice Bracken,
Grant Project Manager at
Lewisburg, W.V., Lodge No.
1758



Beacon Grant Basics

Presented by

Mary Morgan
ENF Programs Associate

July 15, 2014





Community Investments Program

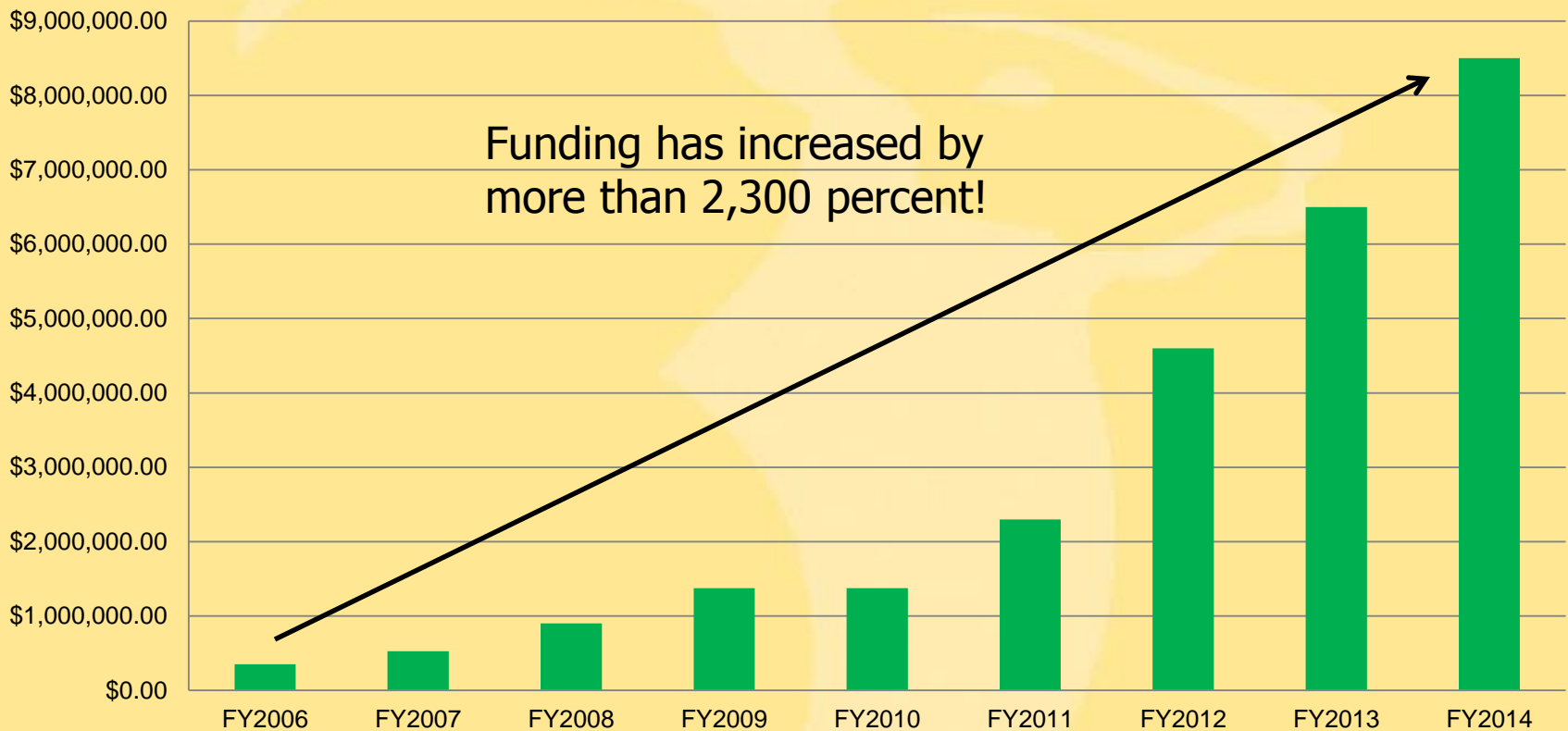


In 2014-15, the ENF will invest **\$8.5 million** in Elks communities through Lodge grants that help Elks serve their communities.



\$8.5 Million Available

Community Investments Program Funding History

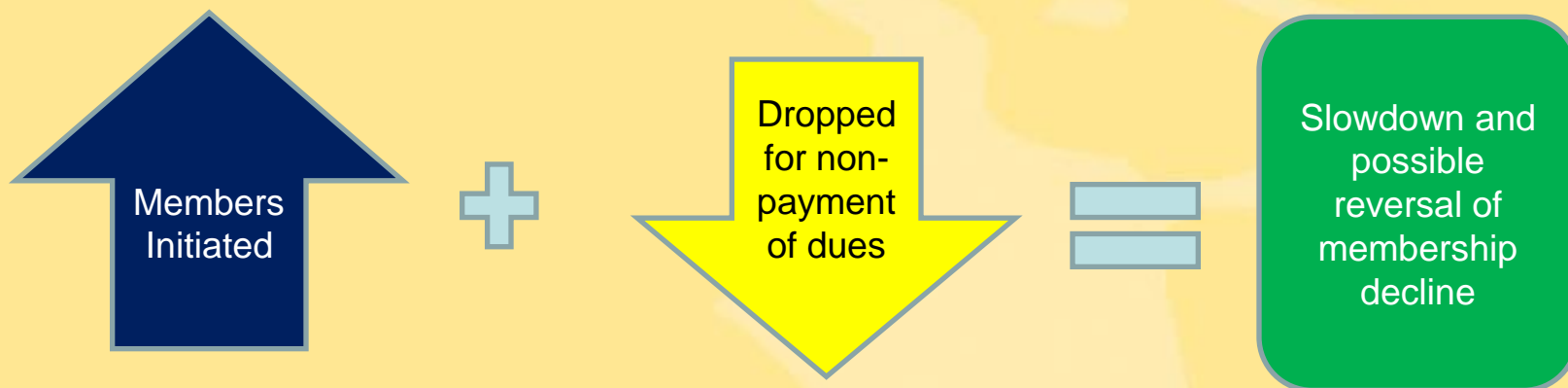




Formula for Turnaround

Last Gain: 1980

Consecutive Years of membership loss: 34



I want to personally say thanks to the Elks National Foundation. After losing members for quite a few years, we were able to show a gain this past fraternal year. I know some of the gain was from the publicity we received on the events made possible with the funds from Community Investments Program grants.

- Carl Dobbins, Jackson, Ohio, Lodge No. 466



Community Investments Program



Impact Grants

- \$2,500 to \$10,000 grants.
- All Lodges welcome to apply.
- Competitive selection process.



Gratitude Grants

- \$2,000 grants.
- Eligibility contingent on reaching GER's goal for per-member giving to the ENF.
- Charitable community activity.



Beacon Grants

- \$2,000 grants.
- Available to every Lodge.
- Must be used for an ongoing, Elks-led community project.



Promise Grants

- \$2,000 grants.
- Available to the first 500 Lodges that pledge to host an Elks-led youth event.



Charitable Activities

Grants must be used locally for one of these broad charitable purposes.

1. **Relieve** the poor, distressed or underprivileged.
2. **Advance** education or science, *but not through scholarships*.
3. **Lessen** the burdens of government.
4. **Lessen** neighborhood tensions.
5. **Eliminate** prejudice and discrimination.
6. **Combat** juvenile delinquency.



- MS2Web - Windows Internet Explorer

http://www.elks.org/CLMS2Web/

Edit View Favorites Tools Help

Convert Select

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Signed on as: Mary Horgan Circulation Department

MS2Web: Home READ ONLY MODE

me Roster Reports Settings Officers/Committees Accounting Options Staff Messaging Support Help

as [Supplies & Forms](#) [CLMS2PC](#) [elks.org](#)

IS: CLMS2 NamID: 200001 Type: ADMIN Mode: READONLY Server: ws3/membership1 Expert: FALSE
ve Lodge: Chicago Northshore, IL No. 1316 [44615] Last annual report submitted for year: 03/31/2012

Lodge Secretary News

 - IMPORTANT: Chicago Lodge Membership System 2012/2013 Lodge Year New!**
Please carefully review our year-end procedures to ensure a smooth transition into the 2013/2014 lodge year. (Posted 03/06/2013)
 - Computation of Grand Lodge Dues for 2013/2014**
Grand Lodge per-capita fees for the 2013/2014 lodge year. PDF format. (Posted 11/26/2012)
 - CLMS2PC modified for USPS IMB deadline.**
If you previously had CLMS2WEB set to use IMB bar codes and have not applied and enabled your unique mailer code, CLMS2PC will no longer be able to print address blocks found on labels, envelopes and some other printed matter because CLMS2PC had to be changed to comply with IMB regulations set by USPS for January 2013. In January, your Lodge will need to use its own mailer code obtained from USPS. You should have been seeing an alert every time you log into CLMS2WEB alerting you to this issue. Read on to see what to do about this. (Posted 11/17/2012)
 - Windows 8 hits the street**
We are starting to get calls... update 2/25/2013... (Posted 11/06/2012)
 - CLMS2 Supports Intelligent Mail Barcodes**
Lodge Secretaries recently found a letter in their mailbox from the USPS announcing the Intelligent Mail barcode (IMb); that it will replace PostNet on January 28th, 2013, as PostNet is retired. The "basic" IMb version is required in January 2013 with "full service" required by January 2014. CLMS2web and CLMS2pc support the Intelligent Mail barcode "basic." (Posted 10/25/2012)
 - Three Items Of Importance from Grand Secretary Bryan Klatt**
Please click through for information about the November Membership Reports, Grand Lodge Dues for 2013/2014, and your annual packet of Stray Elk information. (Posted 10/05/2012)
 - Amendment Ratification to the Constitution**
Enclosed is a true copy of Resolution 2012-01 which proposes to eliminate the position of the Grand Treasurer from the Constitution of the Order. (Posted 09/26/2012)
 - Help with out-of-balance issues.**

ENF Hotline Lodge 1316

 - Be a Beacon of Hope!**
Every Lodge can have met this year's **Beacon Grant** to develop an ongoing Elks-driven community project. [Application approved. Click here to review.](#)
 - Thank You and Congratulations!**
Since your lodge has met this year's GER Per-Capita giving goal, you qualify for an **ENF Gratitude Grant**. [Application submitted. Click here to review.](#)
 - Make an Impact!**
Impact Grants of up to \$10,000 can address unmet needs in Elk communities.
ENE Team Create new accounts closed

Links

 - Order Lodge Supplies**
(Posted 05/20/2011)
 - Update Elks.Org Account**
Change your elks.org user name, password, or email address. (Posted 01/17/2011)
 - Lodge Secretary Manual**
Code 510800, Revised 12/2011. (PDF format, 2.0 MB) (Posted 01/12/2011)
 - Other Manuals**
Grand Lodge Manuals available for download. (Posted 01/12/2011)
 - Edit Virtual Home Page**



ENF Grant Coordinators

- Can access online grant applications through the ENF website (not CLMS)
- Appointed by the Lodge Secretary, with permission of ER
- Computer savvy
- Involved with ENF Grants



Putnam, Conn., Lodge No. 574 used its Beacon Grant to hold a Christmas dinner for 500 people in need.



Beacon Grants—The Basics

- \$2,000 grants available to **every Lodge, regardless of ENF giving.**
- Application available July 1, 2014.
- Must apply by March 31, 2015.
- Must be used by July 31, 2015.



Beacon Grants—The Requirements

- **Must be** a new project for the Lodge (the first time it applies). Intended to help Lodges expand their charitable activities.
- **Must be** ongoing, not a one-time event.
- **Must be** Elks-led, with significant Elks involvement.
- **Must be** an activity, meaning that it requires Elks involvement.



Beacon Grants—The Numbers

Category	2013-14
Applied	1056
Approved	885
Needed follow-up	171
Started but not submitted	272
Unclaimed Beacon Grant Funds	\$2,154,000

www.elks.org/ENF/cipParticipation.cfm



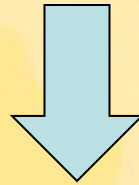
Beacon Grants—Consider This

Nope.	Yes!
Dictionary Project.	Youth and Elks Reading Fair.
Donation to Wounded Warriors.	Biannual outing with local wounded warriors.
Little League sponsorship.	Summer baseball clinic for at-risk youth.
Purchase equipment for scouts.	Partner with scouts on quarterly service projects.
Donation to DARE.	Monthly battle of the bands events for at-risk teens.
Appreciation dinner for Elks who are veterans.	Host a monthly meal at a veterans transitional home. Provide comfort kits.

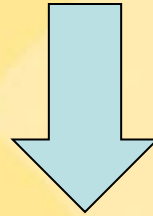


Turning Ideas into Active Projects

1. Identify a Local Issue



2. Identify Solutions

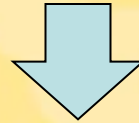


3. Plan an Active Project

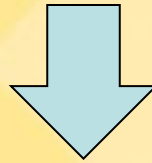


Turning Ideas into Active Projects

Youth Literacy



**Mentoring program or
Youth book club or
Writing Camp**

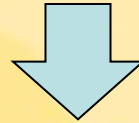


**Elks mentor one class of 1st graders or
Partner with the school to hold a monthly book club or
Hold a teen writing camp with the help of the local newspaper**



Turning Ideas into Active Projects

Veterans in Need



**Monthly activities at VA Home or Biannual
Wounded Warrior Outings or
Student Veteran events at nearby College**



**Elks visit with vets each month or
Elks plan and lead local Wounded Warrior outings
or
Elks plan quarterly support events for students**



Elks' Turn to Serve

This year, if your Lodge is using a Community Investments Program grant to serve veterans and military members in need, it must focus on one of these five areas of increased need.

- Employment
- Homelessness and Housing
- Military Families
- Health
- Educational Support



New Opportunity: Research. Expand. Get Involved.

"This was a new project, and that was some excitement about it. What a blast! We held cooking classes for the kids from Big Brothers Big Sisters. It was a huge success. Each time we had more and more kids. The kids loved it. We will continue this program."

- Tracy Olson, Grant Project Manager



Juneau, Alaska, Lodge No. 420 started a life skills program for youth in the Big Brothers/ Big Sisters program.



Ongoing: Let people know they can count on the Elks.

"We had the opportunity to show the community what the Elks do and sponsored 6 potential new members. We will definitely continue with the back to school fair next year. This was the first one and it turned out great, we will be even better next year and start planning."
— Ron Sharrah, Grant Project Manager



Sweet Home, Ore., Lodge No. 1972 used its Beacon Grant to hold a back-to-school fair for local students in need.



Elks-led: Your Lodge does the work, and receives the credit.

"This event was extremely successful for all involved. The volunteers took great pride in serving others in the community and the guest received a great meal. From this event, the Elks received considerable publicity and one volunteer requested to become a member. Everyone is looking forward to doing the event next year."

- Wayne Krauss, Grants Project Manager



Moscow, Idaho, Lodge No. 249 partnered with churches and food banks to serve meals to people in need.



Activity: Elks volunteers at work, engaging with the community.

“The project is so popular with veterans that James Haley has asked if we expand and invite homeless veterans too. Our membership is so excited about this program that our attendance has increased 25%.”

- Raymond Bibisi,
Grants Project
Manager



South Hillsborough, Fla., Lodge No. 2672 uses its Beacon Grant to provide dinner, supplies and social opportunities for patients at the James Haley veterans hospital twice a month.



Beacon Grants—The Application

- **Step 1: Contact information.**
- **Step 2: Event Description.**

Grant Description

Please describe how your Lodge plans to serve the Community: (Check up to 3 that apply.)

- | | | | |
|---------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> After-graduation/After-Prom | <input type="checkbox"/> Youth education program | <input type="checkbox"/> Athletics | <input type="checkbox"/> Christmas Event |
| <input type="checkbox"/> Crisis Support | <input type="checkbox"/> Dictionary Project | <input type="checkbox"/> Drug Awareness Program | <input type="checkbox"/> Fishing Derby |
| <input checked="" type="checkbox"/> Food Pantry/ Distribution | <input checked="" type="checkbox"/> Donation of funds | <input type="checkbox"/> Holiday Event | <input type="checkbox"/> Health/Hygiene |
| <input checked="" type="checkbox"/> Other Youth Activity | <input type="checkbox"/> Red Ribbon Week | <input type="checkbox"/> Supplies/Equipment | <input type="checkbox"/> Safety Event |
| <input type="checkbox"/> General Family Event | <input type="checkbox"/> Parks/Recreation | <input type="checkbox"/> Building/Repair/Renovation | <input type="checkbox"/> Appreciation Dinner |
| <input type="checkbox"/> Community Educational Event | <input type="checkbox"/> Other | | |

Please select your audience: (Check up to 3 that apply.)

- | | | |
|---------------------------------------------------|---------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Elderly | <input checked="" type="checkbox"/> Hunger Issues | <input type="checkbox"/> Other Community Issues |
| <input type="checkbox"/> People with Disabilities | <input checked="" type="checkbox"/> Poor | <input type="checkbox"/> Veterans/Military |
| <input checked="" type="checkbox"/> Youth | | |



Beacon Grants—The Application

➤ **Step 3: Answer the Questions.**

1. Describe your Lodge's charitable project, and how the project is ongoing.

- What are you doing?
- How often are you doing it?
 - The activity, not the outcome, must be ongoing and repeatable.



Beacon Grants—The Application

➤ **Step 3: Answer the Questions.**

2. Describe the project's charitable focus. How did the Lodge identify this as an important community need?
 - How will this project help people in the community?
 - Why is this project important? How did the Lodge choose this over other needs in the community?



Beacon Grants—The Application

➤ **Step 3: Answer the Questions.**

3. Elks participation is required for a Beacon Grant project. Tell us how Lodge members are actively involved in this project, how many will be involved, and how the community will know this as an Elks project.
 - Is there an opportunity for entire Lodge to be involved? Must give members (and prospective members) something meaningful to do.
 - Explain how your member are necessary for the event.



Beacon Grants—The Application

➤ **Step 3: Answer the Questions.**

4. Who will benefit from this project and how? What does the Lodge expect to accomplish with this project?
 - What will the Lodge consider a success?
 - How will this project help the community?
 - Talk about why the investment of time and grant funds are worth it.



Beacon Grants—The Application

- **Step 4:
Provide a
Budget.**
 - Itemize
your
expected
expenses.

3. Budget

Item	Estimated Cost
School Back packs	\$1,500.00
note books, pens &pencils,tape,glue ,crayons	\$750.00
Snacks and drinks	\$500.00
Total Grant request:	\$2,000.00
Total cost of event:	\$2,750.00



Application Details

- Be clear about your Lodge's intentions, and its plan.
- Research the budget before submitting the grant.
- Don't be surprised if the ENF follows up with additional questions. A follow-up email does not mean your Lodge is rejected. We want to work together with you to make the project as successful as possible.



Reidsville, N.C., Lodge No. 1723 helps to run a Veterans Stand Down outreach event for veterans in need each year.



Help Available Online

- Find tips and resources to help you put together a great project at www.elks.org/enf/community.
- For up-to-date CIP information, visit the CIP Central page, www.elks.org/ENF/community/WhatsNew.cfm.
- To stay up-to-date on all grant news, subscribe to our monthly CIP Club email on the CIP Central page.
- Visit the ENF News Release Generator, <http://www.elks.org/ENF/mediabrochures/prgenerator.cfm>

Helping Elks Build Stronger Communities

ELKS HOME WHO WE ARE OUR PROGRAMS ELKS NATIONAL FOUNDATION MEMBERS ONLY

Elks Home > ENF Home > Media / Brochures >

Edit News Release Details

Your project manager is your primary contact that will be listed with a press release. If you are submitting this on behalf of someone else (i.e. Lodge Secretary, ER) use their contact information. All fields are required.

Here are five basic tips on how to write a news release:

1. **Think like a reporter.** The news release should be written from a reporter's perspective. Don't be intimidated, just focus on the facts answer the five w's: who, what, where, when, why and how. Write your news release exactly as you'd like it reported.
2. **Keep the most important facts first.** Reporters always cut from the bottom of a story up, so arrange your release so that the most important facts appear first, followed by supporting facts in the order of importance to your story.
3. **Good headlines are key.** The headline of your news release will either grab the reporters' attention, causing them to read more, or give them reason to toss the release aside. Be sure to make it compelling so the reporter or editor takes notice.
4. **Focus on the lead paragraph.** The lead paragraph is the most important element of your release. It summarizes the news you are releasing and must hook the reporter. The lead should be kept short—no more than one to two sentences. Be sure you don't bury your lead in the body of the release.
5. **Proofread.** Always proofread your release; do not rely on spell-check alone. It is helpful to have another person look over your release before distributing it to media outlets.

For a list of the latest releases sent by the ENF, [click here](#).

News Release for:

Project Manager/Primary Contact

Lodge Number:

Project Manager:

PM Address:

PM City:

How is the ENF helping YOUR State?
[Click here to find out.](#)



Questions?

Need more help? Contact the Elks National Foundation. We'll help you turn your idea into a great project!



773/755-4730



ENFPprograms@elks.org