

# **Elks National Foundation Scholar Relations Recap of 2010-11**





# 2011 Elks Scholar Relations

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- The ENF was able to enhance the following Elks scholar programs in 2010-11.
  - Social Networking.
  - Scholar Communications.
  - Elks Scholar Meet-Ups.
  - Elks Scholar Speaker Program.
  - Elks Scholar Events.
  - Elks Scholar Volunteers at Hoop Shoot.
  - Elks Scholar Month of Service.
  - Cornerstone Grants
  - Alumni Outreach
- By increasing Elks scholar involvement with Lodges and each other, we are inspiring our Elks scholars to become Champions of the Order and join the Elks.



# Social Networking

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- During 2010-11, the Elks scholar Facebook page gained more than 250 fans, bringing our total to more than 800 fans.
- We have 125 Twitter followers.
- We've seen an increase in traffic driven to our Elks Scholar web pages through both our Twitter and Facebook pages.



facebook®



twitter



# Scholar Communications

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- Thanks to the 2010 Elks Scholar welcome notes and Elks scholar opportunity emails, the new class of Elks scholars felt instantly welcomed into the Elks scholar family and got involved right away.
- During 2010-11, each SAB member drafted an email outlining an Elks scholar opportunity.
- The response to these emails was great! For example, an email about Elks scholar volunteers received eight responses from Elks scholars looking to volunteer in their areas.



# Scholar Communications



2010 Elks scholar Christien Bell enjoys a Subway sandwich.

- Sent freshman holiday cards, complete with Subway gift cards in December.
- We send Elks Scholar Connect, the monthly Elks scholar newsletter, to all Elks scholars and alumni.
- We sent \$10 iTunes gift cards to graduating scholars to celebrate their achievements and to let them know the Elks are there for them.



# Elks Scholar Meet-Ups

- Elks Scholar Meet-Ups are scholar organized.
- Elks scholars sign up to organize a meet-up online.
- When approved, the ENF mails scholar meet-up information, including a list of Elks scholars in the area.
- The Elks scholars gather over a meal to learn more about each other, the Elks and the ENF.
- The organizer sends in receipts, photos and an attendance list, and is reimbursed at a maximum rate of \$10/Elks scholar in attendance.





# Elks Scholar Meet-Ups



Elks scholars at Kansas State University meet to discuss Elks scholar opportunities.

- The Scholar Advisory Board piloted these meet-ups in 2009-10.
- In 2010-11, Elks scholar meet-ups were held at nine schools including
  - University of Michigan - Ann Arbor
  - University of Notre Dame
  - Harvard University
  - Brigham Young University
  - University of Notre Dame
  - Kansas State University
  - Cal Poly
  - Truman State University
  - Hendrix College
- In addition, 10 Elks scholars requested to hold a meet-up, but never completed one.



# Elks Scholar Speakers



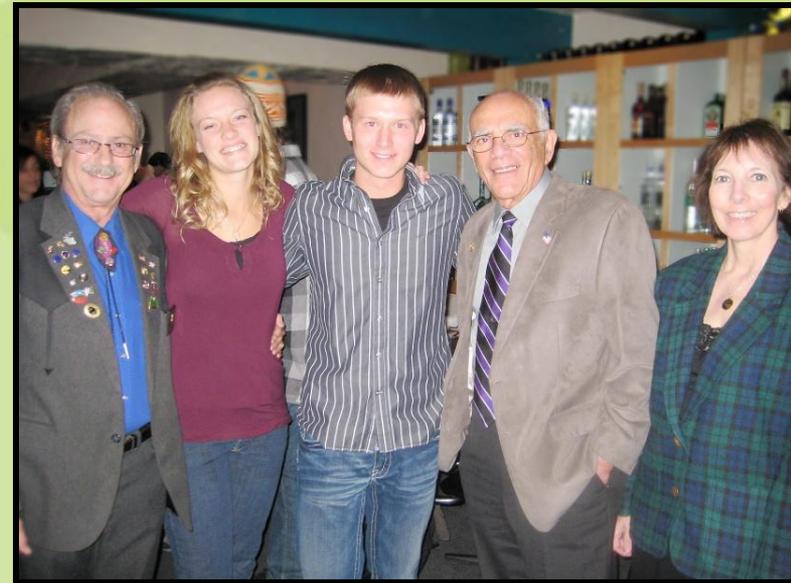
- The ENF matches interested scholars with Lodges, and arranges a time for them to visit the Lodge to talk about their college experiences.
- Lodge members get to know Elks scholars, and scholars get more involved with their local Lodges!
- In 2010-11, 16 Elks scholars spoke at Lodges near them.

2008 Elks scholars Vicky Chen and Megan Spencer speak at the Provo, Utah, Lodge No. 849.



# Elks Scholar Events

- Boulder, CO – In October 2010, ENF staff hosted a dinner with Elks scholars and donors in the area. Nine Elks scholars, six ENF donors, and three members of the ENF staff got together for an Elks family meal.
- Las Vegas, NV – While attending a Regional Hoop Shoot contest in Las Vegas, ENF staff invited Elks scholars and friends of the ENF to dinner. Ashley Oothoudt, an MVS scholar at the University of Nevada-Las Vegas, attended.
- Dallas, TX – ENF Staff attended a Regional Hoop Shoot contest in the Dallas area in late March 2011. While there, they hosted a dinner for friends of the ENF and two local Elks scholars.



Elks scholars in the Denver area share dinner and conversation with their Elks family.



# SAB at the Hoop Shoot Finals



Elks Scholar Advisory Board volunteer at the 2011 Hoop Shoot Finals.

- Today's Hoop Shooters are tomorrow's Elks scholars.
- While volunteering at the Hoop Shoot, SAB members shared their Elks scholar experience with Hoop Shoot families.
- The SAB let the families know that the ENF will be there when their hoop shooters reach high school.



# Hoop Shoot Scholar Volunteers

- In addition to the SAB attending the Hoop Shoot National Finals, three Elks scholars also volunteered at state and regional Hoop Shoot contests during 2010-11.



University of Denver Elks Scholars Andrew Golnar and Melissa Aiken volunteer at the Region 8 Hoop Shoot Contest in Denver.



# Elks Scholar Volunteers

How the Elks Scholar Volunteer Program works:

- Lodges submit scholar volunteer opportunities.
- Volunteer opportunities are posted online.
- Scholars in the area are notified of new opportunities.
- Scholars contact the Lodge if they are available to help!





# Elks Scholar Month of Service



2009 MVS scholar Ashley Welsch cleans up a riverbank in Buffalo, N.Y.

- The Elks Scholar Month of Service took place during April 2011.
- 35 teams of Elks scholars signed up to participate.
- 19 teams of Elks scholars reported back to the ENF after their event.
- In total, 42 reported Elks scholars participated, and many more friends of Elks scholars.
- This was an increase from 34 Elks scholar participants in 2010.



# Elks Scholar Month of Service

- Promotion for the Month of Service began in January through Facebook, Twitter and the website.
- Every campus leader was entered in a drawing to win a Flip camera to use during their project.
- All Elks scholar participants were entered in a drawing to win an iPad!
- Three Elks scholar teams won \$100 grants to donate to the nonprofit of their choice. Winners were based on best video submission, most Elks scholar participants, and most creative project.



BYU Elks scholars  
volunteer at Hoofbeats  
to Healing.



# Elks Scholar Month of Service

## Benefits:

- Service performed in the name of the Elks.
- Connect Elks scholars with each other and Lodges.
- Elks scholars become more connected to the ENF and the Elks.
- Strengthened ties increases the likelihood of Elks scholars giving back or joining the Order.

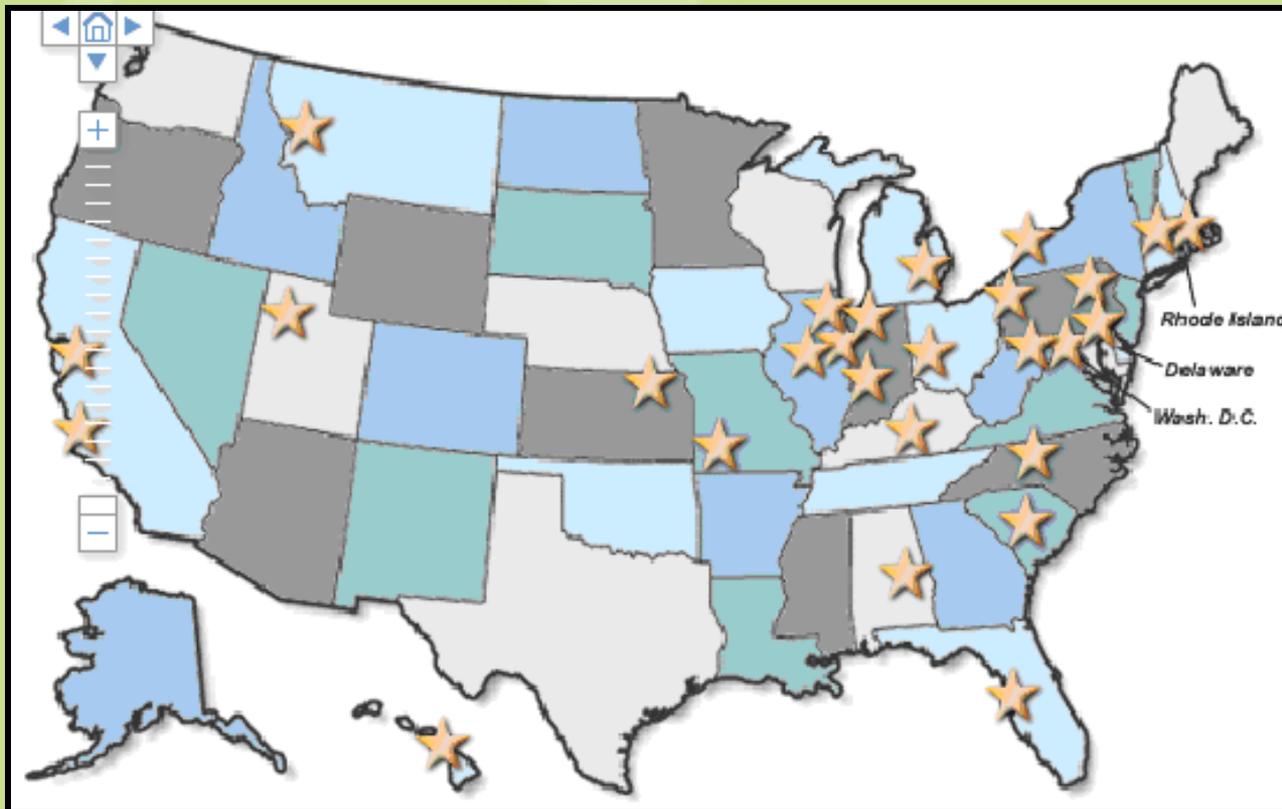


Duke University Elks scholars build a playground at the Durham Crisis Response Center.



# Elks Scholar Service Teams

Check out where Elks scholars worked together to serve their communities.





# Month of Service Projects

Leader		College	Service Activity
Macy	Warburton	Kansas State University	April 1 - Packaged food donations at a food pantry.
Erica	Bramlet	Indiana University - Bloomington	April 2 - Relay for Life.
Clara	Ritger	University of Notre Dame	April 5 - Voluntered at a homeless shelter.
Katie	Downey	Berea College	April 6 - Fundraiser for food bank.
Karen	Li	Drexel University College of Medicine	April 8 - Healthy snacking workshop.
Sean	Pringle	California Polytechnic State University	April 9 - Helping at a senior home.
Brennan	Takayama	Honolulu Area	April 9 - Homeless outreach.
Daniel	Edmondson	Brigham Young University	April 9 - Theraputic horseback riding.
Chi	Ho	Univeristy of the Pacific	April 9 - Volunteered as a "big buddy."
Royce	Chang	San francisco Bay Area	April 10 - Brainstorming session with OpenIDEO.com.
Matthew	Remaley	Carnegie Mellon University	April 10 - Youth soccer coach.
Jeanie	Nguyen	Harvard University	April 13 - volunteered at Bikes not Bombs.
Aislynn	Cannon	Duke University	April 16 - Built a playground.
Ashley	Welsch	State University of New York at Buffalo	April 16 - River beautification.
Amanda	Best	Johns Hopkins University	April 23 - Bunny BonanZOO at the Baltimore Zoo.
Cady	Fontana	Massachusetts College of Art and Design	Month of April - Picked up litter.
Laura	Pennington	Frederick, MD Area	Month of April - Collected clothes for veterans.
Erika	Barger	Stetson University College of Law	Month of April - Picked up litter at a local beach.



# Cornerstone Grants

- Community Service is a hallmark of our MVS and Legacy Awards.
- The Foundation offers four \$500 grants annually to partner with Elks scholars in their service to community.



2009 MVS scholar Ashlee Kephart received a 2010 Cornerstone Grant to distribute Caring Bags for the Homeless



# Jessica Biekert

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**Jessica Biekert**

**2010-11 Emergency Educational Grant Recipient**

**Sponsored by Westerly, R.I., Lodge No. 678**

**The Cove Center for Grieving Children**

Having lost her own father, Jessica helps other children through the loss of a parent. She volunteers as a grief facilitator at the Cove Center for Grieving Children where she plans to use her Cornerstone Grant to purchase items such as books, puppets, snacks, and art supplies. We know Jessica's dedication and her own experiences will benefit all the children who attend the center.



# Brian Luong

**Brian Luong**

**2003 Most Valuable Student Scholar**

**Sponsored by Garden Grove, Calif., Lodge No. 1952**

**Project Bridge Dental Clinic**

Brian, a dental student at Harvard University, will use his Cornerstone Grant to help provide free dental services to teens in the Boston, Mass. Each week, a group of Harvard dental students pair with an organization called Bridge Over Troubled Waters to provide services to low-income teenagers. They plan to improve their services by focusing on preventative oral care and providing information about careers in dentistry to the teens.





# Rory Nicolaides

**Rory Nicolaides**

**2006 Most Valuable Student Scholar**

**Sponsored by Orlando, Fla., Lodge No. 1079**

**GIRLStart National Literacy Project**

Rory is pairing with GIRLStart National Literacy Project in the Jacksonville, Fla., area to create a new class for the 2011-12 academic year.

Currently, there is only a first grade GIRLStart class at Fort Carolina Elementary School, where Rory teaches. With her Cornerstone Grant, Rory will be able to start a second grade class. The grant will purchase an entire year of supplies for the class and will allow the girls to continue what they started in the first grade.





# Karyle Rodriguez-Wisdom

## **Karlye Rodriguez-Wisdom**

**2005 Most Valuable Student Scholar  
Sponsored by Rice Lake, Wis., Lodge No.**

## **1441 Cream City Gardens**

Karlye, a first-year medical student at the Medical College of Wisconsin, is working with other medical students to start an urban garden in Milwaukee, Wis. They will pair with the Guest House homeless shelter and the Freidens Food Pantry to plant a garden in a vacant lot. The garden will be maintained by residents of the Guest House and the fresh produce will go toward feeding the clients of the food pantry. Karlye hopes the garden will improve nutrition and give the residents valuable job-training skills.





# Alumni Outreach

- Graduation Cards & iTunes Gift Cards.
- Graduation Survey.
- Obtaining current addresses after graduation.
- Gunther and Lee Weigel Medical School Scholarship.
- Alum of the Year Award.



2009 Alum of the Year  
Christina Vuocolo



2010 Alum of the Year  
Katie Chambers



2011 Alum of the Year  
Jimmy Tomczak



# Alumni Outreach

- Created the Elks Scholar Alum section of the website.

The screenshot shows a website page with a dark maroon sidebar on the left and a white main content area. The sidebar contains a navigation menu with items like 'Contact Us', 'Ways to Give', 'Recognition', 'Reports & Standings', 'ENF Volunteers', 'Media / Brochures', 'Find a Lodge', 'Personal Giving History', and 'Return to Elks.org'. Below the menu are social media links for Twitter, Facebook, and a blog subscription. A quote from Kelley Spahn, a 2009 Legacy Awards recipient, is also featured in the sidebar.

**Stay Involved After Graduation**

As an Elks scholar, you will always be a part of the Elks family. Here are some ways for you to stay connected after you've graduated from college.

**Share**

Want to know what Elks scholars have accomplished after college? [Check out the Alumni Notes page for recent highlights from Elks scholar alumni.](#)

**Share**

MVS scholar **Peter Daut**, a 2006 Graduate of the University of Southern California, recently won an Emmy for local news reporting.

Elks Scholar Advisory Member **Alison McQuade** is using social media to make the world a better place.

2004 Legacy Awards recipient **David Mullins** splits his time between his Elks Lodge and his medical school.

We would love to hear about your experiences after graduation. [Click here](#) to update your contact information, and tell us what you've accomplished!

**Give**

**Elks Scholar Speaker Program.** Share your accomplishments with the members of the Elks Lodge near you.

**Elks Scholar Volunteers.** Connect with the Elks Lodge near you and serve your community at the same time! Also, get involved with the [April 2011 Elks Scholar Month of Service!](#)

**SHARE. GIVE.  
JOIN.**





# The Elks Family

The ENF's goal is to inspire scholarship recipients to become a part of the Elks family. As part of a family, we call on Elks scholars to take part in Elks scholar opportunities.





# The Elks Family

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By becoming more than a check for our scholars, we are building relationships with them now to inspire them to get more involved with each other and the Elks. As a part of the Elks family, Elks scholars will:

- **Share** their story.
- **Give** their time.
- **Join** the Order.



# Get Involved!

Visit [www.elks.org/enf/scholars/enfscholars.cfm](http://www.elks.org/enf/scholars/enfscholars.cfm) for all the ways you can get involved.

The screenshot shows the Elks National Foundation website. At the top left is the logo with the text "Elks National Foundation". To the right, it says "Find out how you can help **Donate Today**" with a red heart icon. Below this are buttons for "Sign up for Pulse" and "Contact Us". A tagline reads "Helping Elks Build Stronger Communities".

A left-hand navigation menu lists: Home, Who We Are, Foundation News, ENF Programs (highlighted), Community Investments, State Grants, Scholarships, Elks Scholars and Alumni, Youth Programs, Veteran Services, Contact Us, Ways to Give, Recognition, Reports & Standings, and ENF Volunteers.

The main content area features a banner for "ELKS SCHOLARS: Click here to manage your account" with a laptop image. Next to it is a photo of a group of people with the text "Get Involved with ELKS SCHOLARS!". Below this is a social media section titled "Stay Connected with Elks Scholars:" with icons for Twitter, Facebook, and X. A text box says "Click on the links below to browse all the ways you can get involved as an Elks scholar!". Another box for "Alumni" says "Click here for all the ways you can stay involved after college!".

At the bottom are three buttons: "SHARE" (Share your story.), "GIVE" (Give your time.), and "JOIN" (Find out more about the Elks.).



# Questions?

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If you have any questions about Elks scholar programs, please contact Programs Associate Anne Shields.

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