

What Does It Take To Be A Successful

Moose Service Center Organizer?

Welcome to the ranks of Moose Service Center Organizers (MSCO)'s for the Loyal Order of Moose.

The journey ahead of you will rarely be an easy one. You will be asked to do a myriad of tasks, many of which will be entirely unfamiliar to you. You will be completing forms that you may have never seen before. You will be talking to long time friends and people you've never met who are seeking the right organization for them. You may become a small-scale caterer of sorts, but throughout your effort to bring life to a new Moose Service Center, you will not be alone.

You may not always have someone standing at your side, but you will have access to many resources to assist you along the way. The instructions, hints and examples, taken from successful charter efforts that are included, are but a fraction of the information available to you in your latest undertaking. The greatest resource anyone could ask for is access to information as to what was successful in the past.

Your first contact for answers and assistance will likely be the Regional Manager responsible for the State or Province where you will be attempting to establish a new Moose Service Center. He can provide you much of the information you may be seeking. Most of these members of the Moose International Field Staff have had personal involvement in both successful and unsuccessful efforts. He however, is not your only source of information.

In many cases, the Regional Manager can put you in touch with prior Membership Directors - the title of those gathering new charter efforts prior to the newly developed Moose Service Centers - who were successful in one or more of their attempts at gathering a new charter. This might provide you with new insight into the challenges ahead and how those successful organizers who came before you triumphed over them.

Of course there is always the Lodge and Chapter Development, here at Moose International, who are more than willing to assist you in every way possible. When your Regional Manager is unavailable, we are able to coordinate the services of other departments to provide you with useful information. More so than anyone, we can provide you with the technical answers of how the process works, and the procedures required in reporting progress towards your goal of being recognized as the man who gave life to our newest Moose Service Center.

So what's in it for you? Nearly nothing, but almost everything is "in it for you". What you will receive, that is usually most important to an MSCO, is the accolades of a grateful Moose Fraternity. Wherever you go, the admiration of brother Moose, who couldn't, or wouldn't, find the inner fortitude to face, the seemingly insurmountable task of gathering a new charter for the Loyal Order of Moose will be with you.

Deep inside yourself, you will feel the highest level of satisfaction that a Moose can know. You will be among the most elite men in the history of our Fraternity. Out of the many millions of men who have proudly called themselves Moose, in the entire history of our Fraternity, you will be one of only a few thousand who can say, "I successfully led the effort to bring a new Moose Service Center into our Fraternity."

Before we spend too much time basking in unrealized success, let's get to work.

Selecting the Right Community

Hopefully, by now, you, possibly accompanied by the Regional Manager, have visited the community where you endeavor to institute a new Moose Service Center. If not, here are a few things you may wish to do early on in your efforts. The local Police Department will hopefully be supportive of the proposition of having a family-oriented, community serving organization like the Loyal Order of Moose in their town. Make it a point to speak to these individuals and explain the purposes of the Moose. This could prove extremely helpful once you begin distributing and gathering applications, especially if you are not a resident of that community.

The local governing authority should also be contacted. This might mean you have to schedule an appearance before an open session of the community's supervisors. Usually, but not always, the Regional Manager will accompany you to this type of meeting. A clear and concise presentation of our fraternity's beliefs, caring for the young and the old, and serving the communities where we are located should be made. This should convince them to support, or at least not deter, an effort to establish such a service organization within their community.

After the meeting, you may be able to convince some of these people to be early applicants in the charter effort. This normally proves beneficial in the gathering of other applicants from that community. Occasionally a community's supervisors are dead set against a Moose Service Center in their community. In this situation, it will be necessary for you and the Regional Manager to reevaluate the probability of successfully gathering a charter and instituting a Moose Service Center that will grow and thrive in the current political environment.

The Local News Media

The invitation to join the Loyal Order of Moose must be extended during personal, face-to-face contact. **Broadcasting invitations to join the newly forming Service Center in any media – television, radio, newspaper or Internet - is NOT permitted. We cannot advertise!** However, newsworthy coverage of an ongoing effort is not only allowed, but also encouraged. This has proven in the past to be very helpful in quickly gathering a new charter. If the community has a local newspaper, an attempt should be made to contact their reporter and editor – often the same individual in very small communities.

If they are receptive, explain to them about the Loyal Order of Moose and our great endeavors for children, seniors and community service, as well as our commitment to families. If they are interested in what you've shared, they may be willing to run a news story on the Moose, mentioning that you will be attempting to establish a new Moose Service Center right here in their own community. The area's local media members – newspaper and radio – are also normally good draws to others in the community, if you can convince them to make application to be a Charter Member.

The difference between advertising and news coverage is often a difficult concept for some MSCO's to understand. Generally, if you do nothing more than invite them to attend a booster meeting, whatever they decide to report is a news story. **We should never pay for, or even ask for free, announcements** that everyone should come down to such and such a place and join the Moose. The easiest distinction is to ask who determined what message is broadcast. Did you prepare the script, or did the reporter choose to tell a story of his own free will.

Booster Meetings

Booster meetings play an important role in most charter efforts. These meetings provide an opportunity for applicants to congregate with others who have expressed an interest in joining the Loyal Order of Moose. Additionally, those persons who are not quite sure if they wish to associate with us can become more familiar with what the Moose stands for. Those who have already made application to the effort will frequently bring their friends along so that someone more knowledgeable of the Loyal Order of Moose can explain our Fraternity.

MSCO's of successful charter efforts typically scheduled booster meetings for every 2-3 weeks throughout the effort. The days and times the booster meetings are held may need to be varied in the course of the effort. This allows persons to attend who may have a fixed schedule that is in conflict with a specific day of the week or one certain time.

Booster meetings can be held almost anywhere, but make sure the setting is comfortable and that there are minimal distractions. In the past meetings have been held in park pavilions, community centers, volunteer fire departments, restaurants, other fraternal organizations' buildings and almost anywhere else that a few dozen people could gather. Usually the MSCO is able to find a suitable location free of charge. However, there have been those that displayed such commitment to the effort to personally finance the cost of using rented facilities.

What happens at these booster meetings can vary widely depending upon the creativity and effort put forth by the MSCO. In general, the four "F's" will dictate the success of these meetings and provide an early indication of the direction the new MSC may take. MSC's born out of positive booster meeting are better prepared to conduct regular, positive MSC meetings.

Booster Meetings and The Four "F's"- Family, Fellowship, Food and Fun.

A good mix of these four "F's" is a recipe for success. First of all invite the whole **family** to your meetings. Stress right from the start that this is **NOT a "men's only" fraternity**. This will help attract individuals with a family-oriented mindset that matches the ideals of the Moose. More importantly, many a Moose has joined because his wife recognized the value of the Loyal Order of Moose.

Most people feel a need to belong to some type of group. Often this group is their family, but more often, they seek to belong to a larger population that share similar beliefs and ideals to their own. In a word, they seek **Fellowship**. The Loyal Order of Moose provides just the avenue for individuals to satisfy their need for association with others. A MSC holds regular meetings where a member may gather. The MSC's Community Service Committee will provide opportunities to gather with other members to benefit a worthy cause. If the MSC progresses to a Moose Activity Center (MAC) and opens a Social Quarters, there may be a hundred hours or more of time each week for a member to socialize, along with his family, with other members and their families.

Food will help build attendance at your meetings. Additionally, the serving of food helps to instill a sense of belonging in the prospective new members. It is an opportunity for people to "break bread" together. While not every MSCO provides food and non-alcoholic beverages at their meetings, the ones that do, generally experience a higher and swifter rate of success. The cost of food is another expense that is usually borne by the MSCO. However, some State or Provincial Moose Associations may be willing to assist in these functions.

Normally the food is simple snack foods like chips and dips, vegetables, cheese and crackers. Some MSCO's have served cold meat sandwiches, hot dogs, chili, Sloppy Joes and barbecued beef sandwiches and even hosted chicken barbecues or spaghetti dinners. Another way to stretch a food budget and provide a variety of foods is to get the applicants involved.

Provide an entrée or portion of a menu, and have each candidate and his family, bring a side dish. The MSCO is only limited by his own culinary skills, imagination and self-imposed budget.

Finally, make the meetings **Fun and interesting!** Some MSCO's bring a television and VCR with them and show a copy of the *Nobody Does It Better* video that they have borrowed from an existing Moose Lodge. Show the sporting event that someone might have used as an excuse not to stop by. Post a "Preferred Member Board" at each meeting listing those charter effort candidates who have sponsored someone into the effort. Run a membership campaign with awards to be presented following the new MSC institution. If the gathering is to last several hours get a distinctive noisemaker and sound it whenever someone turns in a new application and fees. Moose International will award sponsorship awards for any International Membership Campaigns that are in effect on the date of institution.

It is probably a good idea to bring along some playing cards, moderately sized puzzles and games or coloring books so that there is something for everyone to do. Try to arrange seats so that people are encouraged to interact with one another. Some meetings may be purely informational, while others may be organized into more of a social event.

Throughout the effort remember that the appearance, enthusiasm and sincerity of the Moose Service Center Organizer will have a significant effect on the people who show interest in becoming part of a new MSC. The MSCO should be mindful of the community. Is this a coat and tie town, a slack and a golf shirt town or a blue jeans and a T-shirt kind of place? The MSCO should dress professionally and appropriately for the type of event being held on a given day.

Be friendly courteous and accommodating. Many of the questions you will be asked can be easily answered once you have familiarized yourself with the provided resources. Share your knowledge of our Fraternity, but avoid giving answers you are unsure of. An "I'm not sure, but I can find out for you" response almost always ensures you will have another opportunity to sell this person on our Fraternity.

Build a Team to Work with You

The MSCO need not be in a "me against the world" scenario. Whenever possible, bring along other Moose members to sit with you. This is often reassuring to a prospective member, seeing that this effort is not one man's personal crusade. Once you've gathered applications, make the applicants part of your team. As more members in the community accept you, it will become easier to find additional new members. The more people you can get involved with promoting the effort and gathering applications and fees, the easier your task becomes.

Remember "a burden heavy to one, is borne lightly by many". If you can find just 8 individuals who join the charter effort, who each sponsor two members, who each sponsor two members, you're already over the approximately 35 applicants needed to schedule the institution of the new MSC. That's $8 + 16 + 32 = 56$. The successful institution is rarely the result of a MSCO who sponsors 50 candidates. The MSCO who sponsored less than 15 applicants during the effort, but compels the applicants to sponsor their friends and family, and so on, and so on is the more reflective of successful efforts in the recent past.

One former Membership Director showed the resolve to push his effort over the 100-application mark by moving into a motel, along with a couple key team members, and talking “Moose” to the people of the community until they had acquired the applications they needed. They were there for three days. However, once they reached the 100 level and they were able to tell people that there definitely would be a new MAC institution in about 2 months, they were able to gather 16 more applications in the last several hours of their third day. Focus, determination and teamwork are often the difference between failure and success.

These few pages have given you an insight into the task ahead. You know some of the things that previous organizers believe helped their efforts progress. Now it’s up to you to be the guiding force in the latest effort to establish a Moose Service Center in a community previously deprived of the benefits a Moose Service Center can provide. Good luck in your effort!!!