Seeing the CIP through the Trees

2019 Midyear Convention
Florida State Elks Association
November 16, 2019
What do they have in common?
These may be easier for you …
For the folks who don’t like sports ...
Or movies …
And finally …

1979-80

2018-19
“O, for a muse of fire …”

Helping Elks build stronger communities.

elks.org/enf
Hard facts

April 1, 1980, membership: 1,649,155

Following 38 consecutive years of loss, we had a gain!

April 1, 2019, membership: 771,033
Formula to keep growing

- Members Initiated
- Dropped for Non-Payment of Dues
- Membership Growth
The key contributor to membership decline:
Members initiated vs. dropped for non-payment, past 43 years

Huge spread!

Tiny spread.
Members dropped for non-payment, per 100 initiated

Ratio dips below 85 for first time since last gain of 1980. Still higher than the sub-80 numbers of sustained growth period.

Beginning of 38-year membership decline.
How do we help?

1. **Spend** more on Elks programs.
2. **Invest** in Elks communities.
3. **Turn** Elks scholars into champions of the Order.
4. **Fundraise**, believe it or not.
5. **Share** the stories of our good work.

elks.org/enf
We’ve increased program spending by 159 percent!

A Total Return Policy Adopted.

B Spending Rate increased to 5 percent from 4 percent.
Our spending formula

For the 12 Quarters ending Dec. 31.

Avg. Market Value \times 5\% = \text{\$}
$36.9 MILLION BUDGET
93% ON PROGRAMS

#ElksinAction
What we do

- Work to end veteran homelessness.
- Develop gritty kids.
- Help students dream.
- Put resources in the hands of tireless volunteers.
$13.7 MILLION COMMUNITY INVESTMENTS PROGRAM

#ElksinAction
Raising the Elks’ profile

Increased Spending + Community Investments Program = Greater Elks Visibility
The CIP explodes!

Funding has increased by 3,811 percent since the program’s debut!
Help Lodges build stronger communities.

Raise the Lodge’s community profile.

Energize existing membership.

Attract people who want to be part of an organization that’s doing great things.

Green Cove Springs, Fla., Lodge No. 1892 used a Promise Grant for “Strumming for Success,” a summer guitar program. Following a summer of group lessons, the aspiring musicians performed for their parents and the Elks.
Is it working?

Overall pct. change in membership based on Gratitude Grant participation

-6.00% -5.00% -4.00% -3.00% -2.00% -1.00% 0.00% 1.00% 2.00% 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

DNP
Participants
Ineligible
2019-20
CIP GRANTS
FIELD GUIDE

elks.org/cip
## Component comparison

<table>
<thead>
<tr>
<th>Component</th>
<th>Amount</th>
<th>ENF Giving Requirement?</th>
<th>Donation?</th>
<th>Elks Involvement?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beacon Grant</td>
<td>$2,500</td>
<td>None.</td>
<td>No.</td>
<td>Required.</td>
</tr>
<tr>
<td>Gratitude Grant</td>
<td>$2,000 or $2,500</td>
<td>Met GER’s giving goal the prior year.</td>
<td>Yes, but …</td>
<td>Preferred.</td>
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</table>
Correlation between giving and membership

-5.00%
-4.00%
-3.00%
-2.00%
-1.00%
0.00%
1.00%

Fiscal Year

Membership Change

Lodges <= 2.5%
Lodges 2.51 to 7.5%
Lodges 7.51 to 15%
Lodges > 15%
Membership support

<table>
<thead>
<tr>
<th>Year</th>
<th>Pct. Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2010</td>
<td>10.90%</td>
</tr>
<tr>
<td>FY2011</td>
<td>10.98%</td>
</tr>
<tr>
<td>FY2012</td>
<td>11.00%</td>
</tr>
<tr>
<td>FY2013</td>
<td>11.76%</td>
</tr>
<tr>
<td>FY2014</td>
<td>12.25%</td>
</tr>
<tr>
<td>FY2015</td>
<td>12.55%</td>
</tr>
<tr>
<td>FY2016</td>
<td>13.41%</td>
</tr>
<tr>
<td>FY2017</td>
<td>13.90%</td>
</tr>
<tr>
<td>FY2018</td>
<td>14.28%</td>
</tr>
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<td>FY2019</td>
<td>14.25%</td>
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Gratitude Grant bonus began in FY2016.
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<td>Yes, but …</td>
<td>Preferred.</td>
</tr>
<tr>
<td>Impact Grant</td>
<td>Up to $10,000</td>
<td>None.</td>
<td>No.</td>
<td>Required.</td>
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<tr>
<td>Promise Grant</td>
<td>$2,500</td>
<td>None.</td>
<td>No.</td>
<td>Required.</td>
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<tr>
<td>Spotlight Grant</td>
<td>$2,000</td>
<td>None.</td>
<td>No.</td>
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Lodges can secure up to $19,500 in grants from the ENF…
... as long as they’re in compliance!
### CIP Grants Dashboard

**Lodge:** Chicago Northshore, IL Lodge No. 1316  
**Current Grant Year:** 2020

#### 2020 Application

<table>
<thead>
<tr>
<th>Year</th>
<th>Grant</th>
<th>Started</th>
<th>Submitted</th>
<th>Processed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>PROMISE</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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**Grant application approved.**

#### 2020 Final Report

<table>
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<tr>
<th>Started</th>
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<tbody>
<tr>
<td>✔️</td>
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**Final Report Deadline: 01/20/2020**

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<table>
<thead>
<tr>
<th>Year</th>
<th>Grant</th>
<th>Started</th>
<th>Submitted</th>
<th>Processed</th>
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</thead>
<tbody>
<tr>
<td>2020</td>
<td>GRATITUDE</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</table>

**Grant application approved.**

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**Final Report Deadline: 01/20/2020**
Transparency matters!

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<th>Processed</th>
<th>Started</th>
<th>Submitted</th>
<th>Processed</th>
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<tbody>
<tr>
<td>2020</td>
<td>FOCUS</td>
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<tr>
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<td>Grant application period closed.</td>
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</tr>
<tr>
<td>2020</td>
<td>SPOTLIGHT/GRATITUDE</td>
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<td>Deadline: 12/31/2019</td>
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elks.org/cip
What a Lodge needs

- At least one motivated, enthusiastic volunteer.
- An idea for a charitable project.
- Lodge consensus.
- An action plan.

Following a high number of overdose deaths in their community, Ocala, Fla., Lodge No. 286 decided to take action. The Lodge used its Gratitude Grant to partner with the local sheriff, fire, and police departments to put on a safety day covering drug education, fire safety, bike safety and cyber bullying.
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.
Exclusions

Grants may not be used for:

1. State Major Projects or National Elks programs.
2. Scholarships.
3. Hoop Shoot/Soccer Shoot events.
4. Youth awards nights, poster and/or essay contests.
5. Appreciation dinners.
6. Fundraisers.
7. General community events.
8. Lodge maintenance and/or repairs.
9. The benefit of Lodge members or their families.

Grant funds must serve a population in need and cannot be donations of funds or supplies to individuals.
Help is only two clicks away!

CIP Resources

Below you’ll find a list of helpful CIP resources. Click any of the buttons below to jump to the appropriate resource.

- CIP Program Toolkit
- Exalted Rulers
- Operation Warm
- CIP Participation Report
- CIP Field Guide
- Grants Coordinator
- Final Report Forms
- Webinars
- Veterans Resources

elks.org/cip
The toolkit will walk you through it

Assess a Community Need
Pinpoint a big picture community problem and identify a need the Lodge can fulfill.

Plan a Charitable Project
Create a strategy and budget for your Lodge's charitable project.

Harness Lodge Support
Put your Lodge's plan into action and mobilize members to help.

Evaluate and Promote Success
Evaluate and publicize the charitable impact of your Lodge’s project.
Top 10 missteps
“Our Lodge will throw a family fun day for every family in our community.”

Project should center on a population in need.
“Elks will host a dinner for all veterans in our community to thank them for protecting our freedom.”

Appreciation events don’t qualify.
“We do ask for a donation for the meal, and this donation is given to local groups including ...”

Fundraisers don’t qualify either.
“Elks get supplies.”

Insufficient information. Nothing wrong with brevity, but you have to help us understand what the Lodge plans to do.
“The Lodge donated $3,000 and realized that much more is needed, with over 10,000 homeless vets in [State] and countless unemployed, the need is immediate.”

- Insufficient Elks involvement.

Projects must fall within the grant year, which for this year is April 1, 2019, through March 31, 2020.
“Our project happened two months ago to great success!”

We can’t give you a grant for something that you already did.
Itemize your budget so we understand what you’re asking for.
No more than 10 percent of the budget can be allocated toward administration, promotion, publicity, or non-essential merchandise.
Don’t forget to plug in the amount of your grant request! And be prepared for a follow-up if you’re not using the full amount.
You’re all set!
Your support makes the CIP possible!

#OneOfAMillion
Join the ENF for lunch!

Listen to our monthly podcast at enf.elks.org/Midday or on iTunes.
Subscribe to our YouTube channel and tap the bell to be notified whenever we post new content!

enf.elks.org/MiddayMinute
enf.elks.org/YouTube
Subject: Looking forward

2028
Questions?

Contact us!

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💻 elks.org/enf
✉️ enf@elks.org