

The My Elks Mobile App

Promotion and Advertising Guide

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Introduction

The My Elks Mobile app has been developed with the support of Past Grand Exalted Rulers Roger True, Malcolm McPherson, Mike Luhr, and Keith Mills and funding from the Alaska, Oregon, Washington, and New Jersey State Elks Associations. Since April, a committee of members from Washington, Idaho, California, Montana, and Oregon has worked extensively to identify the needs for a mobile app and with our developer, build the pilot project which has led to the My Elks Mobile App. This app has been tested by Lodges in New Jersey, Montana, Idaho, Washington, Oregon, and Alaska for several weeks with over 1400 members using the app to engage their Lodges. The app has also been tested at state conventions in Idaho and Washington as well as the 2022 Grand Lodge National Convention to keep members informed of sessions and to send information updates. This app is an exciting technological leap forward for Lodges to interact with and engage members.

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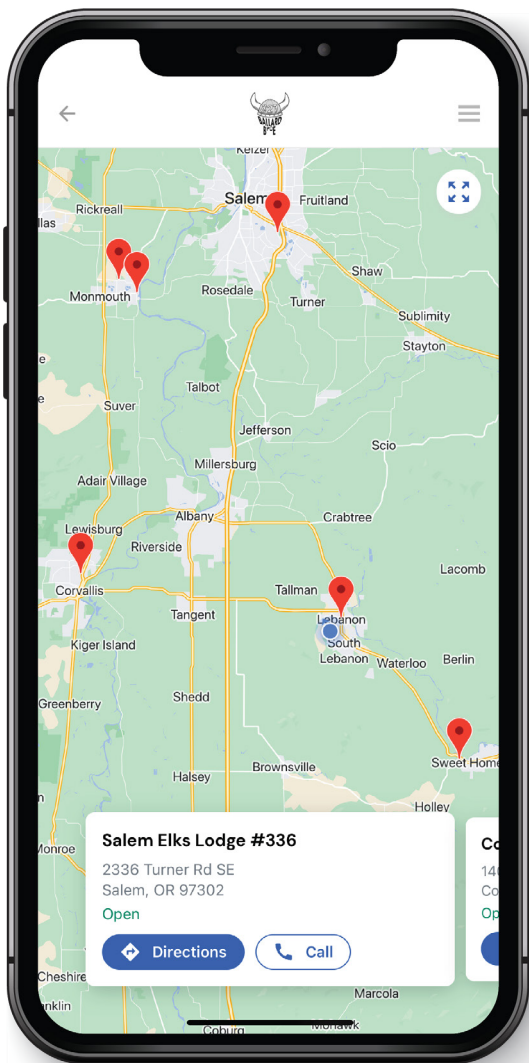
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Why a Mobile App?

A mobile app offers several advantages over other means of communicating with members such as websites, social media, Lodge bulletins, and email blasts. Unlike websites which are static and require users to search for information, a mobile app is dynamic and delivers content straight to members through the use of notifications, calendars, and more. Apps also take advantage of the user's phone features and allow members to use functions such as a Lodge locator based on their location. Further, the mobile app does not require users to maintain a social media profile on platforms like Facebook or Twitter to receive information updates. Instead, the app is designed to provide information directly to members to increase engagement and participation in your Lodge.



The My Elks App Lodge Locator shows users lodges within a 31 mile radius

Mobile apps are not just for younger members. Research has shown that across all age demographics the majority of people are using smartphones with 61% of those over the age of 65 and 83% of those age 50-64. Further, app usage for those 65 and over averages over 50 hours per month. Consequently, members across all age and geographic demographics use and benefit from apps like the My Elks Mobile App. Thus, making this a truly versatile tool for you to engage with your membership regardless of where your Lodge is located or the average age of your membership.

The current app combines elements of the Grand Lodge website, State Association websites, Lodge websites, Lodge social media, and the Lodge bulletin into one easy to use platform for members. For example, when members travel, the app can be their guide to Elks Lodges across the country. With a GPS enabled Lodge Locator, the app also identifies Lodges within 50,000 meters of their current location. Members can also use the app to get directions to a Lodge they want to visit, view Lodge events, dinner menus, and other information. Ultimately, this app has been built not just to provide easy access and use information but to also provide Lodges with a tool to increase their participation, engage members, build on retention efforts, and ultimately increase revenues and membership in your Lodge.

Benefits of the App

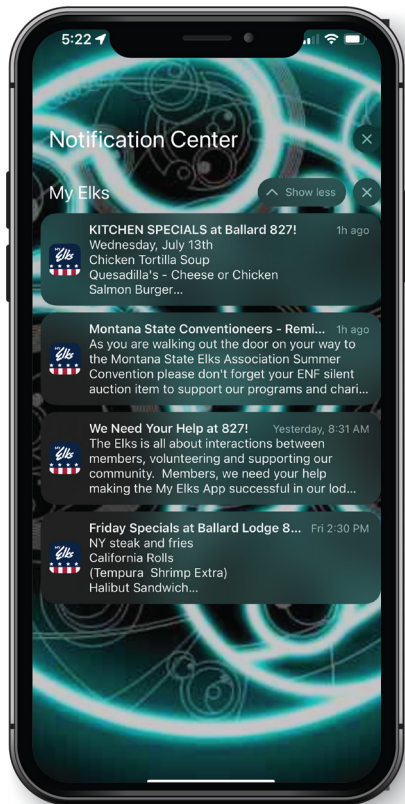
The main benefit of the My Elks mobile app is to increase engagement with your membership. Studies conducted with other fraternal organizations who have implemented mobile apps have seen several advantages.

1. Increased member retention:

Other fraternal organizations have seen nearly a 5% increase in member retention. For Lodges with 400 members this would equal 20 members a year who renew their membership rather than go delinquent or drop.

2. Increase in lounge sales:

Lodges have seen an average combined increase of 15-20% in sales from their clubs, dinners, and events. Considering each member that comes in spends between \$20 and \$35 per visit, using the My Elks mobile app to bring in members who otherwise may not have come to the Lodge will increase your revenue.



The My Elks App Notifications on a users phone

3. Ability to send push notifications directly to members:

These messages show up on the phone's main screen in addition to being accessible within the app itself. These notifications can be used to promote dinners or events, announce schedule changes such as the Lodge closing due to an issue, or to even promote charitable fundraisers or raffles. These notifications can also be used to send notices to members when it is time to pay their annual dues, and if your Lodge is in the Grand Lodge Dues Billing Program, can include the link to the Revopay payment site.

4. Dynamic events calendars:

Calendars allow Lodges to add and update events quickly with changes immediately viewable by members. Members using the app can also add events and dinners they wish to attend to their phone's calendar so that they will receive reminders from their phone for events they wanted to attend. Recurring events are also easy to set up in the events calendar as well as saving Lodge admins time.

5. Ability to advertise facilities to members:

Using the My Elks App can highlight facilities such as club rooms, lounges, and event spaces. This allows members to know exactly what the Lodge has to offer including rentals for their private events.

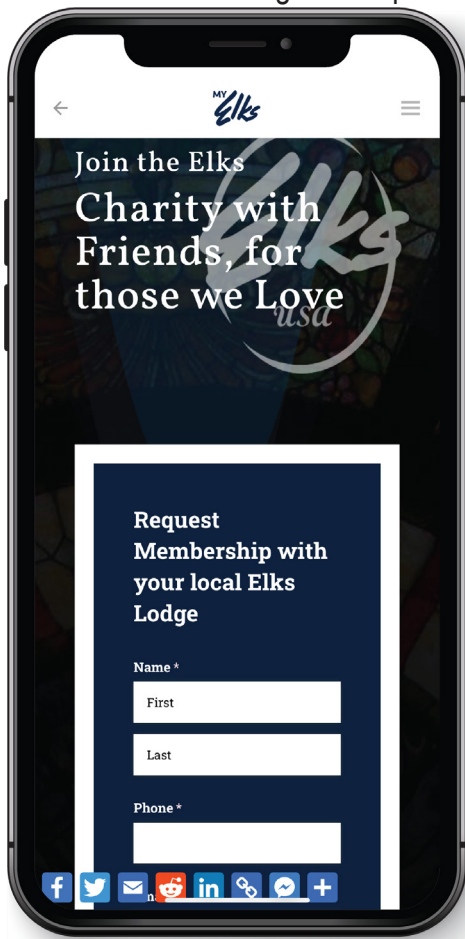
6. The app can also be used to highlight amenities:

This includes RV parks, swimming pools, and fitness facilities. By promoting your amenities to your members as well as traveling Elks you can engage members to come in and take advantage of those services.

Benefits of the App

7. Signing up new members has never been easier:

With the My Elks Mobile app we have included both the join.elks.org membership inquiry as well as the members only invitation to join the Elks linked within the app. This will enable members who are using the app to encourage their friends and family to join the Elks without having to hand them a paper application or risk that the prospective member won't return the paper application. This makes recruiting new members easier and the goal of a plus 2 membership gain for 2022-2023 even more attainable.



The My Elks App with the join.elks.org membership inquiry form open. This is a great way to sign up new members right from the app.

8. Third party integrations:

If your Lodge has great information on your website, you can link directly to it via the app. When you update the information on your website, it will automatically update in the app. For example: Salem Elks Lodge pulls its dinner menus from its website rather than having them re-entered on the app. You can also link to third party resources like signup.com via the app to encourage volunteers to sign up for your events. This third party integration can also be used to sell tickets for events through platforms such as TicketLeap or other online ticketing platforms.

9. Optional Rewards Program:

The app also has a built in rewards program that is available to all Lodges. This rewards program gives app users points each time they come into the Lodge. The member can then redeem their rewards points in a manner pre-determined by the Lodge. For example, points could be used towards a free taco on Taco Tuesday or a free appetizer during a Friday night dinner. The rewards program is optional and can be customized by each Lodge. Other Lodges have given a prize to the person with the most points. The possibilities are endless for how this resource can be used to incentivise your members to come into your Lodge.

Cost Basics of the App

The app is available free to all members to download and utilize. For a Lodge, the app costs for a lodge to be fully set up in the app is \$95 per month (\$1,140 per year). This monthly maintenance fee includes training for your lodge admin(s), on-boarding to get your lodge set up, and promotional materials from our app developer (Giant Killer) as well as support from our App Development team in Area 8. This monthly fee is less than most lodges spend for their cable bill and other expenses used to engage members. With a little work to seek sponsors as well as increased revenues in your club, this tool to engage your members will ultimately more than pay for itself if fully utilized. In addition, our developer has guaranteed your Lodge will generate enough revenue to cover both the app cost as well as additional revenue for your Lodge.

| | 1 Month | 6 Months | 12 Months |
|--|---------|----------|-----------|
| Cost of the app | \$95 | \$570 | \$1,140 |
| Increased Revenue ¹ | \$1,200 | \$7,200 | \$14,400 |
| Retained Members ² | | | \$2,000 |
| Ad Revenue ³ | \$100 | \$600 | \$1200 |
| Net Lodge Revenue (Revenue - cost of app) | \$1,205 | \$7,230 | \$14,460 |

1. Based on \$2,000 per week revenue average and 15% increase in sales
2. Based on 400 members with 5% retention increase with lodge dues at \$100 per year
3. Based on 4 ads at \$25 each

In addition to the increased revenues described above, Lodges can utilize advertising revenue to generate additional income to cover the cost of the app. In a later section, this guide includes suggestions for advertising as well as other revenue generating ideas to help your Lodge cover the app cost. In addition to Lodge based ad revenue, we are also working to develop additional revenue streams to help with the cost. For a local Lodge, the suggested ad rate is \$25 per month. With that rate, 4 ads will completely cover the cost of the app for 1 month. Please see the subsequent sections of this guide starting on page 9 to help with ideas on how to promote the app to member-owned businesses and existing advertisers with your Lodge. In addition, our committee remains available to assist you. Finally, once you have identified an advertiser, part of the monthly price of the app includes our developer working with you and your advertisers to build their ad within the app.

Promoting the App to Members

Once your lodge has decided to join the My Elks App, you will receive an onboarding package from our app developer Giant Killer as well as support from the My Elks App Development Committee to help promote the app to your members. In this section we will outline several strategies that you can use to promote the app to your members. The information will be divided into two categories. The first is ways to promote the app to your members inside of your Lodge. And the second is how to promote the app to your members and others outside of your Lodge.

Promoting the App Inside Your Lodge

Here are some strategies you can utilize to promote this fantastic app to your Lodge membership. It is important to remember that you will not realize the benefits of the app unless members are utilizing it. This list is not intended to be exclusive and we welcome new and different ideas to help promote its use.

1. Have your lodge coordinator make a presentation during your next lodge meeting on the My Elks App:

This will ensure your Lodge officers, appointed chairs, and trustees as well as other members understand the benefits of the app and how to utilize the app effectively. Following the meeting, have your Lodge app coordinator available for individualized training. Besides the Lodge app coordinator, Lodge officers, trustees, and house committee need to become your biggest advocates for the app. Once these members start promoting the app among their friends, your app usage will grow quickly.

2. Table Tents:

As part of the onboarding package your Lodge will receive table tents that you can place in your Lodge and club. Place these table tents on every table in your club or lounge facilities and also on all tables at events your host in the Lodge.

3. Training Bartender Staff:

Train your bartending staff to assist members with downloading and registering for the app. Make sure the club staff has the number of your Lodge app coordinator in case there are additional difficulties.

4. My Elks Team Member:

Have an My Elks App lodge coordinator set up a table during dinners or functions where you can help members with the app.

5. Wall Posters:

The app developer will send your Lodge posters for wall placement. Posters need to be placed on bulletin boards, hanging from the bar, restrooms, etc.

6. Lodge Newsletter:

The My Elks App Development Committee has print-ready graphics for the app that you can place into your Lodge newsletters or other print items you may be creating. These materials are included as attachments in this document and will be emailed as attachments to all Lodge Secretaries.

7. Using electronic or manual marquee within your Lodge:

Put a simple message on the marquee that says: "Download the My Elks app from the Apple App Store or Google Play Store."

8. Ask your Lodge app coordinator to host informational sessions about the app:

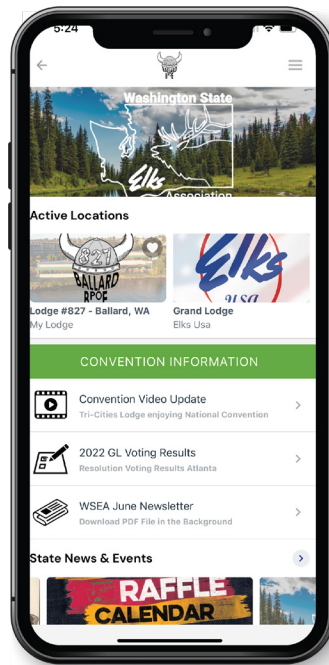
Have your app coordinator in your Lodge host informal sessions where they can help members download, demonstrate, and show the different features the app offers. club staff has the number of your Lodge app coordinator in case there are additional difficulties.

9. Install the app after Orientation or Initiations:

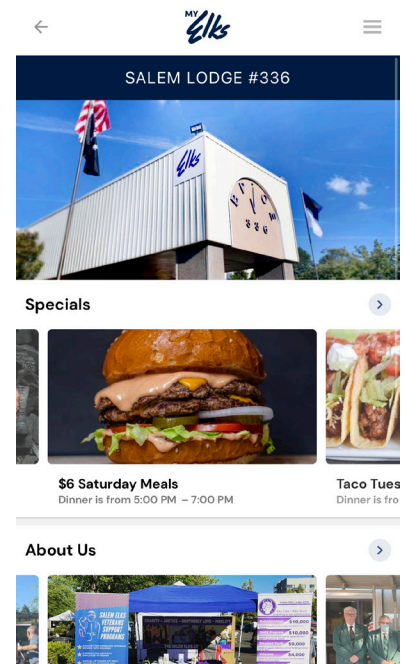
Have your My Elks Lodge App Coordinator work with new members to download, register, and utilize the app immediately after orientation or following initiation meetings.



The My Elks App Grand Lodge landing page



The My Elks App State Association Information page



The My Elks App Lodge page

Promoting the App Outside Your Lodge

In addition to promoting the app within your Lodge, it is important to also utilize the resources you have available to promote the app outside your Lodge to members. Remember, not every member comes into the Lodge. It is important to also reach out to those members as well so they can download and utilize the app.

1. Have your webmaster create a tile or banner ad on your website to promote the app:

Also, we would suggest adding a page to your website that discusses the My Elks App. You can utilize information in this onboarding document to put on the website and the graphics for a website tile ad or banner ad will be included in the marketing kit that our app partner is sending. Example: <https://www.salemelks.org/my-elks-mobile-app>

2. Social Media:

The majority of our Lodges are on some form of social media and utilizing it very effectively. We have Facebook and Instagram ready graphics for the My Elks Mobile App that you can utilize on your social media. You can download the Facebook Graphics from most area 8 State Association Facebook pages. Other social media ideas, utilize Facebook Messenger to contact Lodge members directly by sending them the graphic. How can your Lodge utilize SnapChat and Tik Tok in a fun way to promote the app? Be creative but always remember to follow the Elks Social Media guidelines that are available on elks.org.

3. Utilize an e-mail contact database to send information to their members:

If your Lodge has this set up already, utilize the same Facebook or Instagram graphics to promote the My Elks App with your members in the email blast. We can also provide you with JPG or PDF copies of the poster to distribute via email as well.

4. Send push notifications about your events, charity work, volunteer opportunities etc to your members:

Take advantage of this feature and send a push notification to your members who have already downloaded the app with a message like “Members we need your help making the My Elks App successful in our Lodge.” Invite a fellow member for a drink in the club tonight and show them the My Elks App.” If one new Lodge member downloads and utilizes the app then this is a success. One word of caution with this external marketing technique, coordinate with your My Elks App Lodge Coordinator to see what push notifications are scheduled to be sent out that week. If your Lodge is sending too many push notifications per day, your Lodge members will turn the feature off.

5. Have volunteers call members about the My Elks App:

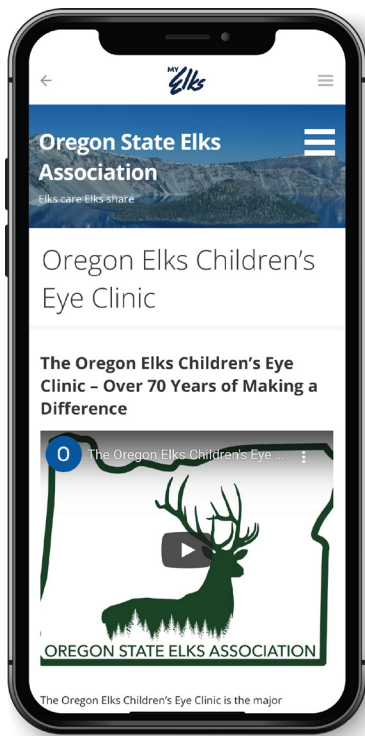
Remember, if you are going to make calls it has to be done from the Lodge. Who are the perfect people to volunteer for this job? Your retired members. Many of them are looking for a low pressure, low stress, low physical demand way to give their time to Lodge projects. Take advantage of the opportunity to ask these retired members to help. The added benefit to this methodology for your Lodge is that it also gives you an opportunity to touch members that you may not have seen for many years, check in on them and update their information to assist your secretary.

Generating Income to Invest in the My Elks App

As was discussed earlier in this document, The My Elks App is being offered for free to every Lodge in the United States for three months. After three months, your Lodge will be responsible for a \$150.00 month investment in this wonderful tool. This section provides several strategies your lodge can afford the investment in the My Elks App.

Examine the Lodge Budget:

Have your membership or trustees examine the current budget. Did your trip to Grand Lodge come in less than budgeted? Did you have an event that exceeded your revenue expectations? Is there an event that came in under budget? Can your Lodge find the \$150 a month after a review of the Lodge budget?



The My Elks App State Association Major Project Page

Business Solicitations:

The first group of business people to approach are current members who are business owners. Some of whom may already be advertising in the lodge bulletin. These individuals already have invested, believe in the Elk's core principles and recognize the great work your Lodge does. Since they are members you can also offer them a discount on the cost of the banner ad sponsorship each month.

When discussing this investment, let sponsors know you would like a year-long commitment. Our suggested investment for a current Lodge member who owns a business is \$25 a month. Thus, if you get six current business owners to agree to sponsoring the app at \$25 dollars a month for a year then you have your \$150 a month covered.

Identifying Business Sponsors:

Research your local radio, television, and newspaper websites to see who are local sponsors as these are businesses who already believe in digital advertising and are prime candidates to add to their digital marketing portfolios by sponsoring your Lodge page on the My Elks App. Also look at YouTube to see what local sponsors are marketing there as these are believers in digital advertising.

Generating Income to Invest in the My Elks App

Other Considerations When Engaging Potential Business Sponsors

When visiting with these businesses that are not members really **focus on the charitable work your Lodge does** as well as the work you do with children and veteran's in the community. If you tug at someone's heart strings and soften them up with a great story it will make selling sponsorship of your Lodge page on the mobile app easier when you request their investment. Make sure to let them know they will receive a banner ad in the mobile app and that you need a year long commitment. Since these are non-members, our suggestion is to ask for an investment of \$50 per month per business. If you are able to have three non-member businesses commit to your app you will have your \$150 a month investment.

When speaking with businesses, talk about the great work your Lodge does for children, veterans, and the community. **Explain to them that this app is a new way for your Lodge to continue and expand the great works the Elks do.**

When they invest in the app **they will receive a banner ad on your Lodge app** page that will expose their business to not only local elks members but visiting Elks that may need their service while in town. What kind businesses will be prime targets to sponsor the app in your community: Hotels, Gas Stations, Convenience Stores, Grocery Stores, Restaurants, (Unless your Lodge has a restaurant) Apparel Retailers, Auto Shops, Tire Retailers and more.

Lodge Member Solicitations:

The second group of people to approach are members of your Lodge. As your members utilize the app, they may realize they are willing to support it financially. Take them up on their offer and ask them to commit to a \$25 dollar a month donation to the Lodge for the app (\$10 if a lot of members). This will be a longer way to come up with the money. Again, remember you will have three months to work on how to finance the app in your Lodge. Always refer to the money you are soliciting as an investment in the Lodge. Investing in something makes people feel good about donating their money to your Lodge. You can also use a similar strategy asking the members to donate one dollar at the bar.

As Elks we know our clubs and Lodges have a symbiotic relationship. **The club can not be successful without the Lodge and the Lodge can not be successful without the club.** Make a presentation to your house committee, trustees, or board of directors whichever option your club uses for management and ask them to invest at least \$25 a month if not more in the app. Tailor this presentation to show them the benefits of how the app can increase revenue for the club if all the features are utilized.

Generating Income to Invest in the My Elks App

Lodge Fundraisers

In addition to examining the Lodge budget and working to find sponsors among member owned and local business, the lodge can consider fundraisers as well. And while fundraisers are a lot of work, many Lodges can generate significant income on these events with one fundraiser paying for an entire year of the My Elks App. Here are some fundraising examples

- **Meals:** Hosting a back to school barbeque at your Lodge for the community with proceeds going to your local Lodge scholarship fund and the My Elks App. Regional cuisine dinners are always well received, If your Lodge has the space how about hosting a grilling or iron chef type competition. Meals are an endless opportunity for unique fundraisers in your community.
- **Game Nights:** The Professional Football Season is right around the corner, how about having members bring their Playstation Five or Xbox 360 consoles to the Lodge and host a Madden Football Championship in your community. Other ideas include Bingo Nights, Board Game Nights, Cribbage Tournaments and other video game tournaments
- **Gas and Grocery Card Raffles:** We are all feeling the pinch of higher prices on fuel and groceries right now. What if your Lodge purchases a \$100 gas card or \$100 grocery card or higher and then chances to win for \$10 each. For example if you use a standard 52 card deck of cards at \$10 a card you make \$520 minus the \$100 card you net \$420 which pays for two months of the app and you get a strong start on paying for a third..
- **Wine and Beer Tasting Nights:** Work with your club and your local alcohol distributor for a fundraiser sampling regional wines and or beers. The key to this low stress, high return event is two fold. First, make the event ticket cost enough to cover your liquor cost and admission so you still make a profit. Second, make sure the distributors you are working with have their wine and or beer expert buyers come in to really educate those members attending the tasting.

The My Elks App Development committee is here to assist you with your marketing needs. We are happy to offer individualized consultations with your Lodge on sales and promotions strategies and techniques to support the My Elks App in your Lodge.

Frequently Asked Questions

The following frequently asked questions have been compiled by the My Elks App Development Team.

Question: When registering for the My Elks App it says my email is invalid

Answer: In some instances when using the auto-fill function of your phone it causes a space to go in at the end of your email which makes the app reject your email. You can either delete the space at the end of your email or manually type in your email.

Question: Our Lodge does not have a physical building or a club/lounge. Is this app for us?

Answer: Yes, this app is for all Lodges regardless of if they have a facility or not. Even Lodges without a physical Lodge building are still holding meetings and charitable projects. The app can still be a powerful tool for you to use to keep your members informed. If you are unable to afford the \$150 a month, contact our development team and we will work with you and our developer for a plan that works.

Question: Is my information private in the app?

Answer: The app does not collect user data beyond the initial registration. So if you make a donation via the app, or log into either Grand Lodge or your State Association via the app none of that data will be collected by the app developer.

Question: Does my Lodge need an app administrator?

Answer: Yes, your Lodge will need at least one person to be the app administrator/coordinator for your Lodge. It is best practice, however, to have at least two individuals assigned. The individuals you assign to be the administrator for your Lodge will have access to training with our app developer Giant Killer as well as training manuals and access to our development team for ongoing support.

Question: Who should make decisions about what goes in the app or in notifications?

Answer: Ideally your app administrator(s) should be someone you trust be responsible with the platform, the same as you would with any social media, lodge website, or your lodge cyber assistant. When questions of content do come up they should be referred to the appropriate lodge officer or committee. For example, a push notification about a lodge closure should be approved by the Exalted Ruler or Chairman of the Board while postings and notifications about the club should be reviewed and approved by the House Committee or appropriate governing body. Even posts and notifications should be reviewed by the officer overseeing the event and/or the appropriate governing body. In addition, it is advised that your lodge secretary also be an admin on your My Elks App page in order to provide quick access if something needs quickly removed from the app.

Frequently Asked Questions

Question: Do we have to use the advertising rates suggested in this document?

Answer: No, the suggestions provided in this document are just that. Each Lodge can determine the ad/sponsorship rates that work best for them. Our app developer did suggest that the average local ad was for between \$25 and \$50 per month which the development team agreed was reasonable. If you feel you can get more then by all means you can set the rates higher. And if you think it would be easier to get 10 advertisers at \$15 a month then that is OK too. The principles of using advertising to cover the cost of the app are the same regardless of the ad rate you set for your Lodge.

Question: Will the My Elks App Development team (that is not Giant Killer) be available to assist us after we enroll in our Lodge?

Answer: Yes, the My Elks Development Team that are all Elks in Region 8 with a diversified set of skills. Elks help Elks and the development team will be available to assist you anytime.

Question: Do we have to pay monthly or can we pay for several months at a time?

Answer: The app developer Giant Killer can either do monthly direct debit, or they can invoice your Lodge for either 6 or 12 months at a time.

Question: Can non-members access the app?

Answer: Yes, non-members can download the app and register an account. We advise that you only publish public information in the app. This is also why certain resources require a Grand Lodge elks.org login in order to access them.

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Appendix A: **Sample letter to existing sponsors**

The following is a sample letter that lodges can use to send to businesses who are existing sponsors of your lodge, such as advertisers in your lodge newsletter, hole sponsors for your golf outing, etc... You can also modify this letter to better reflect the charitable works of your lodge or to be more tailored to your community.

Dear business owner,

First, we would like to thank you for your continued support of the ____ Elks Lodge and the work we do in our communities every day to support youth, veterans, and those in need. Our lodge has an exciting new resource to use to help engage our membership and build support for our lodge so we can continue with our charitable works. The My Elks Mobile app allows members to receive notifications about lodge events and charitable projects as well as to have access to information not just about our lodge but our state Association one other lodges in communities across the country.

As a supporter of our lodge you know the valuable work we do. And we would like to ask for your continued support by being a sponsor of the My Elks Mobile app for our lodge. Sponsorships are \$25 per month and include a sponsorship listing as a friend of the lodge in the app. This listing can show your business logo, and bring up information about your business or include a link to your website. Our app developers Giant Killer will work with you to build your sponsorship listing in our app. If you would like to ensure that you are the only business of your kind (IE the exclusive real estate sponsor of the lodge My Elks App) we can discuss that opportunity with you as well.

By being a sponsor of the My Elks Mobile app for our lodge you help us to continue to grow our lodge and increase revenues for the lodge. This I turn helps us contribute more to our charitable projects that support those in need right here in our community. We provide assistance to veterans, assist the homeless, aid those with disabilities, provide scholarships to ensure that todays youth are prepared to be tomorrows leaders, and so much more. And none of it would be possible without supporters like you who help ensure that we are able to continue our charitable mission to aid those in distress.

Thank you for your generous support.

Fraternally,

John Smith
Exalted Ruler

Appendix B: *Sample letter to potential new sponsors*

The following is a sample letter that lodges can use to send to businesses who are potential sponsors for your lodge. Think of area businesses who you see supporting local causes and organizations in your community. You can also modify this letter to better reflect the charitable works of your lodge or to be more tailored to your community.

Dear business owners

The Anytown Elks Lodge works to support those in need our communities every day. We work with youth, veterans, those with disabilities and more. Our lodge now has an exciting new resource to use to help engage our membership and build support for our lodge so we can continue with our charitable works that impact the lives of countless people in our community. The My Elks Mobile app allows our members to receive notifications about lodge events and charitable projects as well as to have access to information not just about our lodge but our state Association one other lodges in communities across the country.

We would like to humbly ask for your support of our lodge and our charitable projects by being a sponsor of the My Elks Mobile app for our lodge. Sponsorships are \$25 per month and include a sponsorship listing as a friend of the lodge in the app. This listing can show your business logo, and bring up information about your business or include a link to your website. Our app developers Giant Killer will work with you to build your sponsorship listing in our app. If you would like to ensure that you are the only business of your kind (IE the exclusive real estate sponsor of the lodge My Elks App) we can discuss that opportunity with you as well.

By being a sponsor of the My Elks Mobile app for our lodge you help us to continue to grow our lodge and increase revenues for the lodge. This in turn helps us contribute more to our charitable projects that support those in need right here in our community. We provide assistance to veterans, assist the homeless, aid those with disabilities, provide scholarships to ensure that today's youth are prepared to be tomorrow's leaders, and so much more. And none of it would be possible without supporters like you who help ensure that we are able to continue our charitable mission to aid those in distress.

Fraternally,

Jane Smith
Exalted Ruler

Appendix C: Sponsor Recruitment steps

Step 1 - Identify a list of potential sponsors for the My Elks Mobile App.

These can be existing sponsors of things your newsletter or golf tournament or they can be potential new sponsors who support local causes and organizations. Some type of businesses you should consider:

- Businesses that already sponsor the lodge in some way or members that own businesses in the community.
- Businesses that advertise on Television Station, Radio Station, Newspaper, on-line news websites or purchase ads on Facebook or You Tube. These are businesses who believe in the power of digital sponsorships. Also look at who are members of your local chamber of commerce and they should be listed on that organizations website. These businesses believe in investing in the community.
- Businesses that appeal to travelers. Retailers, Auto Dealers, Auto Shops, Historical Attractions, Chambers Of Commerce, Universities and University Foundations. If it is tourism or service related you need to contact them.
- Members that own businesses that already do not support you in some manner and employers of your members.
- The rest of businesses in your area.

Note: You should avoid potential sponsors who are political organizations, marijuana industry, or those that may be a competitor of your lodge.

Step 2 – Send a letter (sample letters in Appendix A & B) to the potential sponsors with the initial request for a sponsorship.

This letter should come from the lodge Exalted Ruler. Some businesses will reply right away and agree to a sponsorship, especially those you have an existing relationship with. Some may need additional follow up.

Step 3 - Follow up with any businesses who do not respond to the initial ask.

Make a phone call to that business, and offer to schedule a meeting face to face with that business to discuss the lodge and how a sponsorship is supporting your lodges charitable works.

Step 4 - Meet with potential sponsors who agree to a meeting.

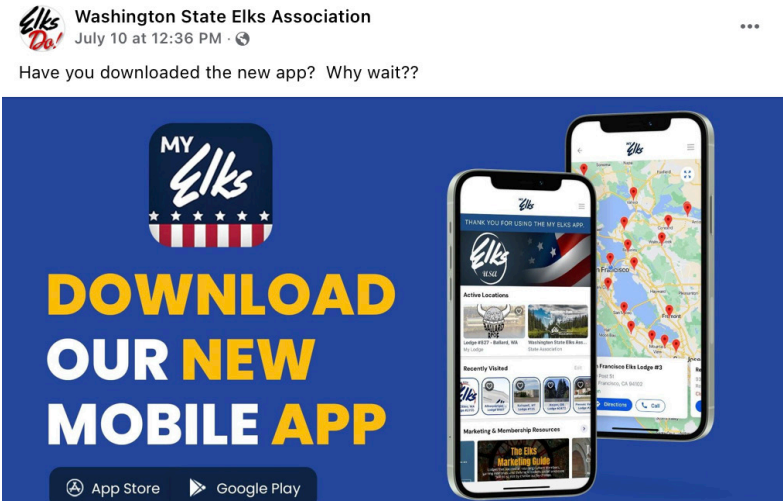
Make sure to keep the appointment and show up prepared to talk about the Elks. Keep in mind, you are not selling advertising, you are recruiting sponsors to support the charitable works of the lodge in your community. These meetings could also take place over the phone or via zoom if that works better for the business.

Step 5 - Follow up after meeting with the potential sponsor

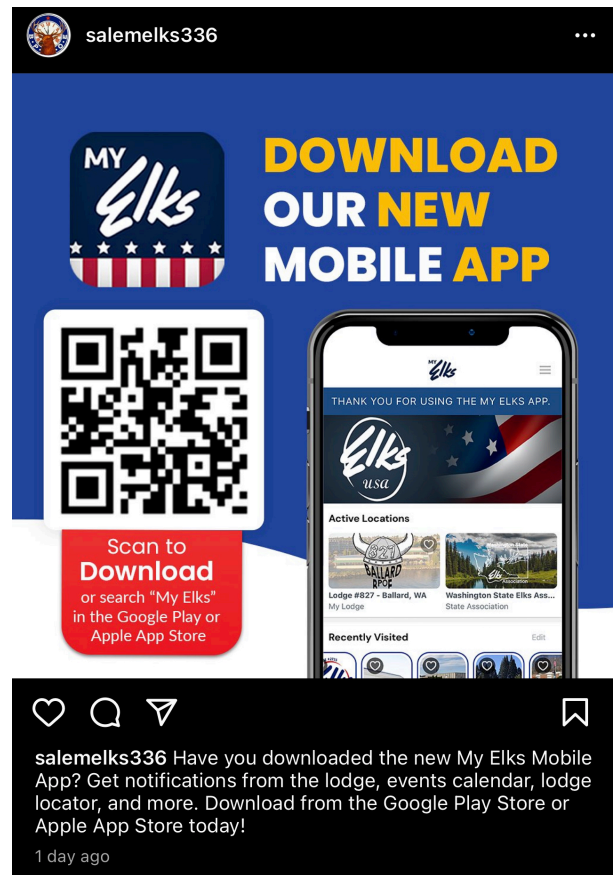
Five days after the face-to-face meeting send the business a thank you note thanking them for their time and asking if they have any follow up questions. Do not pressure them for an answer on advertising, this is not high-pressure sales you don't have to close every engagement. And even if they don't sponsor this time if you leave a good impression, they may be willing to support your lodge in the future.

Appendix D: Sample social media posts

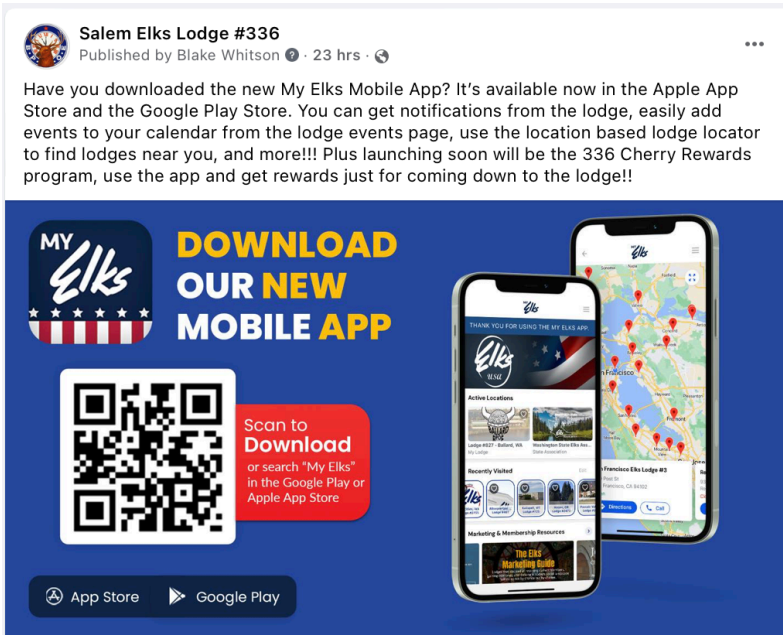
State Association Facebook Post



Lodge Instagram Post



Lodge Facebook Post



This document has been prepared by the My Elks Mobile App Development Committee. It is intended to be a resources for lodges in adopting, promoting, and generating revenue via the My Elks Mobile App.

Forward looking statements are based on past results of similar organizations and are not a guarantee of returns.

Some recommendations in this guide may require consultation with local rules and regulations based on your state and/or county.