



## Help Desk - Moose International

E-Mail: [Helpdesk@Mooseintl.org](mailto:Helpdesk@Mooseintl.org)

Editor/Membership Bulk Email **7-3-08**

We Need Your Newsletter Editor's E-Mail Address!

The fraternity's International Publications Committee was greatly concerned this spring with a significant drop in entries in the 2008 Moose Journalism Awards competition, compared with previous years. One remedy they urged Director of Communications Kurt Wehrmeister to pursue -- not only to improve participation in the MJA program, but generally to facilitate better communication with Lodge/Chapter newsletter editors overall -- was to capture, as well as possible, an e-mail listing of Moose newsletter editors. This way, information on MJA and other programs and offerings of interest to Moose newsletter editors can go directly to those editors, as well as to Lodge Administrators and Chapter Recorders.

Building this editors' e-mail list began at the Communications booth at the International Convention in Las Vegas. If your Lodge did not attend to this detail in Las Vegas, please send an e-mail to Teresa Ehlert in the office of Communications & Public Affairs, at [tehlert@mooseintl.org](mailto:tehlert@mooseintl.org) clearly indicating:

- the Lodge name and number; and
- the e-mail address of the newsletter editor.

In making this request, we realize that such a large and comprehensive listing will start to become out-of-date as soon as it is compiled. So we must ask Lodge/Chapter officers, and newsletter editors, to continue to keep the Communications & Public Affairs office apprised of any change in their editors' e-mail address -- or, of course, the e-mail address of any new editor as well.

Membership Up At June 30, 2008

Memberships in the Loyal Order of Moose, Women of the Moose and Moose Legion have all increased since the April 30, 2008 close of last year. The Loyal Order of Moose is up over 9,000 members while the Women of the Moose are up over 6,300!

With a start similar to last year, when WE saw increasing membership until the final month of OUR fiscal year, WE should be simultaneously pleased and concerned. Pleased that in a slowing economy OUR current

members, as well as over 24,000 new members since May 1st, find Moose membership to be an affordable opportunity to enjoy themselves while helping others who may be less fortunate. Concerned that one unexpected month of decline could once again leave US in stunned disbelief that WE were so close to achieving OUR goals, for so long, and came up empty.

WE must maintain a constant focus on satisfying OUR current members and inviting OUR qualified friends, relatives and acquaintances to join with US in the Moose. WE cannot yet conclude that OUR success early in this year is sufficient to carry through to a successful end ten months from now. WE will build the membership of OUR Order, but only with constant attention to promoting OUR goals throughout the year and recognizing OUR Brothers and Co-workers who support US to this end.

WE must be vigilant in responding to OUR members' changing needs, OUR communities' changing needs and the needs of OUR Moose fraternity, including OUR children at Mooseheart and OUR seniors at Moosehaven.

If your Lodge or Chapter is not yet contributing to OUR gains in membership, there is still plenty of time to make a change. Increased responsiveness and service to OUR members, increased activities for OUR members and their families, an increased Moose presence in OUR communities and increased promotion of the importance of building membership can put every Lodge and Chapter on course to be part of OUR success.

On behalf of everyone at Moose International, Mooseheart and Moosehaven, have a safe and happy Fourth of July Holiday weekend!

[Helpdesk@mooseintl.org](mailto:Helpdesk@mooseintl.org)  
630-906-3658