

INVITING ELECTED OFFICIALS

As a fraternal benefit society, Modern Woodmen is a tax-exempt organization that sells financial products and gives back to communities nationwide. Being tax-exempt allows Modern Woodmen to mobilize volunteers like you and provide funds to support community causes.

To help Modern Woodmen maintain our tax-exempt status, we need elected officials on the state and federal levels to understand our impact. This is why it's important for elected officials to experience firsthand how members help each other and the community. This means reaching out to legislators, inviting them to local Modern Woodmen events and telling them about the good you do in your community.

Reaching out to elected officials is one way to share the works done by Modern Woodmen members. When you speak with legislators, tell them about the good deeds members have done in your community and remind them that the fraternal tax exemption is essential to fraternal benefit societies like Modern Woodmen.

Below are a few simple steps to take when inviting your elected officials to a Modern Woodmen volunteer project.

1. Create a list of local elected officials –

Include state officials (state house or assembly members, state senators, etc.) and federal officials (U.S. House and Senate members). You may even add your mayor or other local officials. Include mailing addresses, emails and telephone numbers. For mailings to federally elected officials, use district office mailing addresses instead of the Washington D.C. office.

2. Prioritize events – The more hands-on an event is, or the greater its impact on the community, the more attractive it will be to elected officials. Service projects, Hometown Hero events or Matching Fund projects in which your members play a significant role are good opportunities to invite elected officials.

3. Send invitations – Before you send your first invitation, make a courtesy call to the official's office to let the staff members know you will be extending invitations from time to time.

- Ask who in the office manages the schedule and how they prefer to receive an invitation. Note this information for future use. After the initial call, send the invitations this preferred way.
- Include the basics in the invitation (date, time, location and your contact information). Also try to include facts that will get the elected official's attention. This includes how many people will attend, and who or what the activity benefits, if you plan to invite the media, etc.

4. Follow up – If you do not hear back, call to see if the official will attend. The staff may have questions about the event that you can answer at this time.

5. Send a thank-you note – A timely and sincere note thanking an official for his or her attendance at an activity can seal a relationship. Include any photos you took or newspaper articles you clipped.

Most elected officials appreciate opportunities to join their constituents in efforts to help build a better community. So, an elected official's attendance at an activity is important recognition for the chapter or youth service club and its members.

INVITING ELECTED OFFICIALS (cont.)

Fraternal Talking Points

A Key Message

At Modern Woodmen, we sell life insurance, annuity and investment products not to benefit stockholders but to improve the quality of life of our stakeholders – our members, their families and their communities. How? Through social, charitable and volunteer activities. Each year we provide more than \$17.8 million and 280,000 volunteer hours for local community projects.

What Makes Modern Woodmen Unique?

Modern Woodmen has more than 720,000 members in the United States. The individual actions of members make an important impact in communities nationwide. Examples of community programs and volunteer projects organized by chapters and youth service clubs include:

- Coordinating fundraising projects and matching the funds raised.
- Facilitating volunteer projects at the local level.
- Donating to food pantries, shelters and other local organizations serving those in need.
- Supporting local schools by donating free youth educational programs and coordinating local service projects and fundraisers.

Members of Modern Woodmen are joined by the common bonds of:

- Financial security for families.
- Quality family life.
- Community impact.

What Type of Organization Is Modern Woodmen?

As a fraternal benefit society, Modern Woodmen is a 501(c)8 tax-exempt organization that sells financial products and gives back to communities nationwide. Members are united by our common bonds and organized into chapters across the country. This provides members a way to connect with one another and give back to causes they believe in.

Why Is Modern Woodmen Tax Exempt?

Funding for the Modern Woodmen fraternal system and programs is assisted by tax exemptions given to fraternal benefit societies by the U.S. Congress and all 50 state legislatures.

Why Is It Important for Modern Woodmen to Keep Its Tax Exemption?

Modern Woodmen's tax exemption allows the organization to mobilize volunteers and provide funds to support community causes. Modern Woodmen is organized into nearly 2,500 chapters and over 500 youth service clubs nationwide, which provide a framework to communicate with and assemble fraternalists. Annually we provide more than \$17.8 million and 280,000 volunteer hours for local community projects.