



Over 30 Years Experience of Helping Shrine Centers with Fundraising

Volume 16 No 1 Nov 2018

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Thank You Nick & Katie for a Great Year



Happy Holidays Shrine Fundraising Association!

My wife and I would like to thank everyone on another successful seminar. I thought Bruce Wilkinson and the volunteers that helped make this possible did a fantastic job. Hopefully we kept the fun in Fundraising!

The current elected line will work hard for you all, and I feel we are moving in the right direction. Everyone's schedules are busy nowadays, and not everyone can leave for an out of town Shrine function that lasts five days anymore. I hope everyone thought that going to a lunch banquet was a good idea and let some of you get on the road and home by Saturday night now. Please let us know of any ideas you can think of that will help the seminar grow and move in the right direction. We are learning what works and what doesn't work, and opinions are valuable. If we do what we have always done than we won't grow, but if we change and adapt than we will be around for a long time to come!

Congratulations to the guys who were elected as officers. I hope you all do a tremendous job. See you in Green Bay in 2019 for some cheese curds!!

Everyone be safe and have a great New year.

Signing off,

Nicholas Wladyczak,

The Last President of SCAFRA

Congratulations Shrine Fundraising Association

In a tradition that started in 1970 when Imperial formed the Committee for Shrine Centers and Circus Producers to make Fundraising even better by everyone working together for a common goal, we have made it better. That goal was to help raise funds for Shrine Centers to keep our philanthropy continuing to support our Shrine Centers and our Shrine Hospitals. With the name change this year we have cemented the bond that was created by Imperial for Shrine Centers to raise funds. We are needed throughout Shrinedom and our goal is to help every Shrine Center with educating and assisting where possible with Fundraising ideas that our fellow Shriners have been using for years. Today we have more avenues to help Shrine Centers through our live web video conferencing and also attending the Assistant Rabban and Oriental Guide Seminars in Tampa to assist Imperial with fundraising education for those attending. We look forward to the future and hope that if there is a Shrine Center that needs our help they will call us and we can serve them.

Fraternally

Jim Van De Hey

Newly Elected 2019 SFA President

**2019 SFA Seminar
October 3-5, 2019
Green Bay, Wisconsin**

A Message From our 2019 SFA President



Greetings from Green Bay!!

What a year we are having. Thanks Nick and Katie for a wonderful time in Akron. Thanks so much to the Members of Tadmor Shrine for a great Seminar this year. Director General Bruce Wilkinson and his staff did a great job and we thank you all for your hard work.

As I mentioned in the article on the front page we have changed our name to better represent who we are and what we do. SFA is continuing to grow and improve the way we communicate to you and show that we are here for everyone.

Looking toward the future of SFA, our next step is to continue to attend the Association meetings where ever possible and make more information available online so that our members can have the best and most up to date information out there. We are currently working with Google G Suite and have updated our email address along with where our information will be stored. The seminar videos and presentation information is being transferred and hopefully this will be completed by November 15. I do apologize for the time it has taken since the Seminar in Akron to get this done. We found that the cost for working with Google saved us almost \$200 a year and we have communicated that the Executive Board is working hard to keep costs down and be more efficient.

With using the Google G Suite we are able to have everything under one umbrella which will make all of our processes easier. All future videos, papers, storage and video conferencing will be done with Google.

Paulette and I are looking forward to SFA coming to Green Bay in October of 2019. We have a great Seminar planned and the Co-Director Generals Greg Habeck, PP and Gene Reece Jr, PP are working diligently to make this a Seminar that will be unforgettable.

Fraternally,

Jim Van De Hey



A MESSAGE FROM From our First Vice President



Greetings from West Central Minnesota.

We just had our first snow fall of the season the Thursday after we got back from Akron. Here we go, winter is not far behind. After just over an 8 hour delay out of Fargo, Bonnie and I finally made the very anticipated trip to Akron. President Nick met us for supper and filled us in on what Tadmor Shrine had in store for us. We spent the next day exploring the area with The Football Hall of Fame highlighting the day. Then it was time to get to work and prepare for the seminar.

Tadmor Shrine and its nobility treated us fantastic starting with President Nick and his lady Katie. Director General Bruce took us to the shrine center and showed us around and introduced us to Dillon who became my friend and favorite bartender. The meet and greet went very well with food and drinks aplenty. The session started early with all the formalities in place. SFA is so blessed to have such good friends in Imperial Sir Jim Smith and Imperial Sir Bill Bailey. These gentlemen have long been believers in what we are about. Thank you Sirs, for attending this seminar and all you do for our philanthropy. I look forward to working with you again and again. This seminar started with James Hamid speaking on The Future of the Circus. I found this very informative and interesting. This year's speakers spoke with passion about their many different topics and I so enjoyed the variety. At the Annual Meeting a vote was taken on the name change to Shrine Fundraising Association, it passed! The election was next and our new 3rd Vice President is Scottie Uhrich of El Zagal Shrine in Fargo, ND. He has been a great friend of almost twenty years and I wish him the best. Our new Sec/Tres is John Blondell of Ainad Shrine. I look forward to working with both these energetic Nobles. As we put 2018 behind us we so look forward to Green Bay on Oct. 3-5 2019. I know Jim and Beja will pull out all the stops to insure a most informative seminar. In planning for next years seminar if your Shrine Center struggles financially with sending you, think about having a fundraiser just for this purpose. Al Bedoo (Billings Montana) has done this every year to pay for sending Nobles to our Annual Seminar. If their is anything I can help with please contact me, I am here for you.

Yours in the faith,

Kirby Norman

Proud First Vice President

A MESSAGE FROM Second Vice President



Greetings from Mizpah Shrine Center.

I hope everyone in attendance at the 33rd annual fundraiser had a good time and was able to get some new fundraising ideas to present to their nobility. There was a good mix of fundraising ideas as well as information on advertising and the future of our circus. Tadmor Shrine and their nobility did a great job hosting the Thursday evening mixer. It was a great evening reuniting with old friends and meeting first timers from El Katif and El Khurafeh Shrines. Imperial officers Jim Smith and Bill Bailey participated in the events. We feel very fortunate to have your support and guidance.

At our annual meeting we voted in two new officers, Scotty Ulrich of El Zagal as 3rd Vice President and John Blondell of Ainid as Secretary. We are all looking forward to working together to provide the SFA members with the information and tools for success.

Nick and Katie, thank you for your hospitality, Director General Bruce Wilkinson, Davie Gomes Potentate and the rest of the Divan and nobles at Tadmor for all of your efforts facilitating a great weekend.

Fraternally,

Phil Wade

A MESSAGE FROM Third Vice President

We have a new name, a new 3rd Vice president and, we believe, a new beginning!

My name is Scotty Uhrich and I was elected your new 3rd Vice President at our annual seminar in Akron this past October. A little bit about myself; I'm a 38 year Mason and have served 3 times as Master of Shiloh Lodge #1 in Fargo ND. I joined El Zagal Shrine in 1999. I spent several years on the Fargo Shrine Circus Executive Committee and Served as Circus Chairman in 2008 & 2009. I then served 4 years as the Chairman of the Midwest Shrine Circus and Fundraising Association. Currently I am the Public Relations/Marketing Chairman for the Fargo Circus. I am a member of the El Zagal Escort Motor Patrol and am on the competition drive team. Also I belong as an associate member of the El Zagal Ritualistic Divan. I have two sons, Tyrel and Ian, both are El Zagal members and Tyrel is the current master of Shiloh #1, which makes him the 3rd generation in our family to serve as master of a lodge.



President Jim Van De Hey has me hitting the ground running with my first project for the organization. In accordance with our desire to offer more bang for the buck to our members, I will be contacting our member temples to provide us with information on at least two of their best fundraisers. I would like to get a synopsis of the fundraiser, estimated net and a contact person. I will then compile this information into a database and send out to our member temples. This will then be able to serve as an aid for the Divans, units and clubs of the temples who are looking for a new or different fundraiser.

I am looking forward to serving on this board and believe we have a strong team put together to meet the challenges that lie ahead.

Yours in the Faith,

Scotty Uhrich

SEMINARS

2019
Green Bay
Wisconsin
October
3-5, 2019

2020
Minneapolis
Minnesota
October
1-3, 2020

2021
Fort Wayne
Indiana
to be proposed
at Annual Meeting
October 2019

2022
Fargo
North Dakota
to be proposed
at Annual Meeting
October 2020

2018 Shrine Fundraising Association Seminar Highlights

Fun and Fellowship started us off

We started off Thursday night at Tadmor Shrine for a meet and greet that was a lot of fun for everyone. Tadmor's Shrine Center is a great example of the perfect layout for a Shrine Center. Just look at the wonderful Bar that they have to engage in Fun and Fellowship. We had 70 in attendance and 2 Shrines that have never been members of SFA before and 3 Shrines that hadn't been a member in almost 10 years. We hope we can improve on membership which will better help all Shrines



Mizpah Shrine Sportsman Raffle Presentation



Thanks to Mizpah for a great presentation on how to do a Sportsman Raffle. In 2018 alone the Shrine Center netted \$110,000 from the Raffle. A great example of hard work and dedication from the Nobles at Mizpah.

They brought all the information from start to finish on how to do this. This information is available to all members of SFA including the entire video of the presentation.

Anah Shrine

Festival of Trees. A big thank you to the Guys from Anah. We needed help with a last minute presentation and Dennis Hill, along with the Ricky, Dale and Frank did a great job presenting Anah Shrines very successful fundraiser

"Festival of Trees"



Other great presentations given this year included:

Future of the Circus given by James Hamid

Polar Bear Jump Club given by

Brewfest Presentation given by newly elected SFA President Jim Van De Hey

Marketing with social media given by Kim Rutherford

Tadmor Haunted House for Children given by

Always great to have our Associate Members join us



Imperial Ladies Alice Smith and Debbie Bailey were very busy selling trinkets for Imperial Lady Patsy. Lady Katie Wladyczak stopped in to say hello and visited with both of them.



Thank you Bruce Wilkinson

We appreciate all your hard and preparation for our 2018 Annual Seminar in Akron. We had a great time thanks to your hospitality.

Co-Director Generals Greg Habeck, PP and Gene Reece, PP of Beja Shrine had a booth with information about Green Bay and to answer questions about SFA 2019.



Congratulations To the 2019 SFA Officers



Imperial Sir Jim Smith with the assistance of Tom Hanson, PP of Kem Shrine installed the newly elected Officers on October 6, 2019

The Future of the Circus

Opinion by Jim Hamid, Jr, 4th Generation Circus Producer

After surviving through what can only be described as the hardest 4-year period for circuses in North America, where does the circus industry stand today?

Through many difficult challenges, especially in thought, directing and design, many circus-oriented organizations are working to ensure the survival of the circus. Circus Fans of America has more members than ever. Circus World Museum has had their best years in a long time. The Circus Historical Society has gained traction. The Windjammers (preserving past circus music) has more players than ever. Circus Producers Association has over 20 members dedicating to providing the best in live entertainment. Over 180 circus-art schools operating throughout the United States teaching all kinds of skills, not to mention countless organizations in Mexico, England and throughout Europe.

As I tell my cast and associates, circus means change. Changing with the times. Adapting to new technologies. From the office and advertising, to the ticket sales, and yes, even the production. Every Shrine Center has dealt with these changes. However, as you know, changing one's mindset from the past is never easy. It must occur. Just like any other fundraiser and businesses, change will, and must, occur. From apps on smart phones, to new ways of computing, new lighting effects, it is never ending.

As Shrine Centers and circus companies adapt to these changes, the future is looking brighter. The thinking of "This is the way we have always done it" is over. Now is the time to think out of the box. Examples of successful circuses can be found throughout Shrinedom. Look at Arab, Hadi, Kerbela, Tadmor, Yaarab, just to name a few. It takes dedication, an appropriate budget for today's highly skilled acts and a commitment from your Nobles. Hard work, yes (and that is an understatement). In a well-rounded fundraising plan, only the circus gives your Shrine Center the name recognition and exposure so needed for growing membership. "The World's Greatest Philanthropy" and the smiles on the faces of "Children Of All Ages" go hand in hand with well-paid, good clean LIVE family entertainment that never goes out of style.

Why Every Shrine Center Should Join SFA Today!

Your membership is important to help continue the promotion of fundraising in our Fraternity. Does your Shrine need a new fundraiser? We will help you and your committee be more professional in your approach. If your need is to raise funds, you are not alone in this battle.

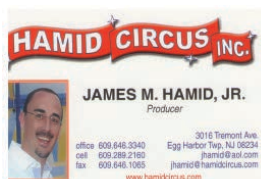
Whether you host a:

- Sportsman Raffle
- Rodeo
- Or Other Fundraiser
- Haunted House
- Car and Motorcycle Show
- Shrine Circus
- Calendar Program

Regardless of which approach your Shrine Center uses to raise funds, there are already many ways that your fellow Shrines have used for years. We bring you those ideas through our yearly seminars and from our members, along with the contacts to help you get started.

Imperial is encouraging every Shrine Center to join the Shrine Fundraising Association and use the benefits that we offer to help your Shrine Center continue to grow and prosper financially to sustain you for the coming years. We want to be there for you. Let your Divan know that SFA is now part of the AR/OG Seminar's and we will be there to help.

Associate Members of SFA





Greetings fellow Nobles.

Wow! What an exciting SCAFRA seminar sponsored by Tadmor Shriners in Akron, Ohio. My thanks goes to outgoing President Nick Wladyczak and his lady Katie for a great program. Congratulations to the new officers of SFA. We have great leader with Jim and I know the year will be filled with fun and hard work.

I would like to thank Potentate David Gomes and his Lady Sherrie for Tadmor's hospitality. I know that the SCAFRA members, guests and vendors appreciated the Nobility who served as bartenders and kitchen crew for our event. Finally, I would like to thank Imperial Sir Jim Smith with his lady, Alice, and Imperial Sir Bill Bailey with his lady, Debbie, for attending.

The seminar featured Tadmor's Haunted House. A picnic pavilion was converted into a haunted house. We were given a history, working knowledge of the event and walked through the haunted house. The current chairman of the haunted house,

Noble James Morsey, who has served as the President since 2014 had a great presentation. The haunted house started in 2007 by Bud McMahon, who had an idea and with \$500, a group of Nobles chipped in and it rose from the grave. For many years the haunted house evolved and grew.

In 2014, the committee started making some changes. They started working with the local schools by providing flyers of the haunted house which was used for Social Media as well. The message was clear on the flyers. Come to our "kid" friendly haunted house. You ask, What is "kid" friendly? The committee targets elementary school kids all the way to junior high (7th to 8th Grade). The era of scary masks became a thing of the past. No longer did the characters where masks, but the faces of the characters were seen. The scary monster face was not the first impression but an afterthought for the children who were in the ages below five. Sure, the masks were still on the characters. However, the point was to show children these were actors guiding them through the haunted house.

A coloring contest was added to encourage attendance at the haunted house. Each winner from each grade in those schools wins four free tickets. The committee encouraged several other marketing changes. These included discounted tickets sold at Tadmor Shrine for \$8. Groups such as the Boy and Girl Scouts were offered discount tickets. Then, there is a packaged ticket combining a drink and hotdog.

They needed help due to lack of manpower. So, the committee approached volunteers and not necessarily Shriners to help staff the haunted house. Local schools were approached, their art departments created some of the haunted scenes. School programs were created for students to volunteer for an organization and receive credit. It takes 35 people to work one day at the haunted house.

Planning for the event begins in July and the design of the haunted house is different each year. 15 rooms are created and all accessible by wheelchair. Construction of the haunted house begins in September with opening the first Friday of October. The haunted house is open only the Friday and Saturday for the month of October. In 2017, by incorporating these changes over the past four years, the fundraiser has grown. Each year the haunted house grows and they are considering by expanding to include a haunted maze on the property. Admission is \$10 for an unlimited pass. The fundraiser had receipts greater than \$41,000 with a profit of \$30,000. The committee must have done something right. There are now three or four haunted houses in the Akron-Cleveland area similar to Tadmor's concept. Take a look at their digital presence online by visiting their website and Facebook page.

<http://www.hallowfun.net> and <https://www.facebook.com/Tadmorshrinehauntedhouse>

At our annual meeting numerous items were discussed. Most importantly was our name change from SCAFRA to SFA. The members voted and approved our new name to Shrine Fundraising Association. Our organization is evolving and we do not have the luxury any more to include Circus in our name. There are now temples that can no longer host a circus as a fundraising due to the changing times in our country. Today, Temples are faced with the lack of fundraisers or lack of membership to support a circus. Temples are evolving to adapt to this change. However, finding new fundraisers and exchanging ideas between us is more important than ever.

Dues notices will be mailed in December. We ask that you renew membership as soon as you have received your invoice. Until next time, please contact our President Jim Van De Hey or myself regarding your membership.

SAVE THE DATE – October 2019, Green Bay, Wisconsin. Go Cheeseheads!

Yours in the Faith,

John Blondell

2019 SFA Secretary/Treasurer



The Fundraiser



Official Fundraising
Consultants for
Shriners International

Volume 16, No 1 Nov 2018

What is the Shrine Fund-Raising Association (SFA)?

SFA began as an Imperial Committee of Circus Chairman's in 1970 along with Circus Producers and Circus Vender's who were to work together in providing information and coordination to all Shrine Circus operations. In 1986 a formal separate Association was formed with full Imperial support. The Shrine Circus Association of North America (SCANA) flourished and has grown by supporting the needs of the fund-raising committees of the Shrine of North America. In recent years SCANA broadened its' horizons to include all types of fundraising ideas and concepts and this year we will again change our name to better represent what we do for Shriners International. In Akron Ohio on Oct 5, 2018 our Association name changed to the Shrine Fund-Raising Association (SFA) with unanimous approval of the membership.

What Makes A Great Fund Raiser?

- *Having choices that work for you*
- *Having the best information*
- *Having the best process*
- *Knowing how to execute*
- *How to choose your committee*
- *Having the right people in place*
- *Having the right resources*
- *Getting the most out of Advertising*

The Shrine Circus remains as one of the largest fundraising events for many Shrines and certainly it is the most recognizable, but over the years many other fundraising events have gained high recognition for making sizable fundraising contributions for Shrine Centers.

Need New Ideas?

Regardless of which approach your Shrine uses to raise funds, there are already many ways that your fellow Shrines have used for years. We bring you those ideas through our yearly seminars and from our members, along with the contacts to help you get started.

How we have changed

We have expanded our ability to reach all Shrine Centers; through our Website, Association Meetings, Imperial AR/OG Seminar and Live Web Conferencing.

Our Website

Information from previous seminars is being added to our Website for members only. SFA Dues and Seminar Registration costs are now payable Online.

AR/OG Educational Seminars

SFA attends the Annual AR/OG Educational Seminars in Tampa thanks to Imperial Support to assist with the Fundraising training sessions.

Online Web Conferencing

Your membership includes the live webcasts that can be viewed at your Shrine Center or appropriate location for your members locally. Even at your home is an option. Remember that your Clubs and Units are also included with your membership to also help them with ideas.

With over 30 years experience helping Shrine Centers with fundraising ideas. SFA gives your Shrine Center the ability to learn those fundraising ideas that work. Why isn't your Shrine A Member?

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