

Over 50 Years Helping Shrine Centers with Fundraising



We want to help every Temple possible. Join SFA today for only \$150

As we started out 50 years ago as an Imperial Committee we have changed with the times and realize that more today than in years past Shrine Centers need help with Fundraising. We have lowered our membership fee to \$150 for the first year for new members and for Temple reinstatement. Please consider this small investment to hopefully help your Temple with Fundraising efforts.

As we try and comprehend all that is going on around us, or not going on, we must look to the future and prepare for better times. As we adjust our schedules to all the events not happening I wonder how often we take for granted all the many blessings that are given us on a normal regularity. It is times like this we so appreciate our Shrine family and all the blessings they afford each of us. With our Shrine Centers closed, meetings cancelled, events cancelled, and especially The Imperial Session cancelled I am truly wondering when I can get back to some normality with my Shrine family. I feel so downhearted for our Imperial Potentate, and his Divan, our

Shrine Center Potentates, and their Divans who have planned for years there events that have been cancelled or post poned. These Nobles planned on running themselves ragged to complete their year and make a difference for each of their Shrine Centers. My thoughts and prayers are with each of you and your Shrine Centers.

As we look to the future, the Shrine Fundraising Associations (SFA) full attention can now focus on SFA's 2020 Seminar in Bloomington Mn. On October 1-3. SFA had a booth in marketplace and looked forward to seeing all of you and talking about the tremendous growth of our Association. We have made so many contacts due to reaching out to Association Business Sessions, OG/AR Seminars in Tampa and the Imperial Session. We planned on having four present executive members and one past president to man our booth and help all in their fundraising endeavours. We feel the void in all our Shrine Centers with this COVID-19 pandemic. This truly has been a learning time for all on how we face new challenges like we have never seen.

We take so many things for granted in this world, but hopefully after this passes we will have a greater respect for all that which we have to be so thankful for. I feel for the Imperial Session, Imperial Divan and Shrine Centers that plan for years their calendars to do the work and enjoy the many blessings they have worked so hard for. We are very social people and this time is not our way of being. Shriners are encouraged to stay safe, stay strong, stay involved with everything we can do now in preparation for doing more in the future.

Yours in the faith, Kirby W. Norman 2020 SFA President



Thank you Imperial Sir Jeff Sowder and Lady Cheryl

Thank you for your continued support of SFA and we look forward to seeing you in the Future. We are all saddened at the cancellation of Imperial 2020 in Kansas City. We know that both of you along with your planning committee members put in many hours and days to make 2020 a year to remember.

Please accept our sincere thanks for a great year.

Executive Board

Shrine Fundraising Association

If every Member could get Just One new member, we could double our membership. Please help us and do your part.



Greetings from Indiana

I hope everyone is staying healthy during this strange time. With any luck our lives will have gotten back to normal at the time you are reading this. Speaking of normal, I am afraid that normal as we have known, will be much different when this pandemic is over. At least for some time, how long is only a guess at this point.

At Mizpah we feel very lucky to have been able to have our Circus before the pandemic blew up. In fact, we were just finishing up our financials when Asia and Europe were seeing their peak. My initial thought was can our contracts be written to protect us for something like this. Or is there some type of specialty insurance that cover losses and contract obligations. I know there were several Shrine Centers that where not as fortunate. The thought of having a successful show and some profit vanished with the stay at home order. Most already had a considerable outlay of capital for advertising, tickets, deposits, and possibly an advance to the producer.

To top it off any income from advance ticket sales was probably going to be refunded. At Mizpah we have a no refund policy, but it would be tough to claim no refunds in a case like this. So, is it possible to protect your event from losses and contractual obligation with our current situation? I have been told that some publicly held venues do have or will allow a clause in the contract for a bacterial or viral outbreak. This is something we all should investigate.

There are two large specialty insurance companies that do underwrite many types of losses we could possibly face for our circuses and other events. They are K&K Insurance and American Specialty Insurance and Risk. There are probably several more, but I am familiar with these as they are both located in Fort Wayne. Both will cover your event for many types of losses or cancellations for weather, power loss or just about any scenario you could think of but each one of these riders drives up the cost. You would need to check with the underwriter to see if something like our current situation would have been included.

It's too early to tell what the long-term effect of this will be and sometimes it is tough to think logically when put in stressful situations.

But a wiseman once told me:

- Plan for the future.
- Diversify your income.
- Have a rainy day fund.

Sometimes simple is best.

Stay healthy, and I look forward to seeing you soon.

Yours in the Faith, Phil Wade 1st Vice President

2020 Vision - Have you prepared for your fundraiser?

Greetings Nobles! I mentioned in my previous article about your doctor stating that you may be "far sighted" or "near sighted" and perhaps having degrading vision. Well, I forgot another type of vision or the lack of. Have you ever been "blind-sided". I can tell you this, it has happened to me by contractors, business associates, friends and family. Never by a medical emergency such as a virus. Often we think we are prepared from our planning. You and I know that we might be shorted by a vendor who forgot to add hot dog buns, cups for soda or ice for snow cones. However, experience has taught many of us to plan for this. During these past couple of months no one really predicted how Covid-19 (Coronavirus) would have an impact on our country. I can tell you that the virus has had an impact on our Shrine Temples.

Those temples who had their annual circus in January and February were lucky. However, as the national media was bringing the message of "Pandemic" to our shores, circus producers were beginning to cancel their shows for the months of March and April as states were releasing "stay at home" orders. These circuses, often the largest fundraisers for a temple, were being shut down. Temples who had a marketing plan for circuses to be held in February for March, March for April and April into May were being revised. All forms of media including the internet, print, radio, social media and TV commercials were being pulled.

When you are "blind-sided" you have to learn how to pivot. Change to meet your needs. Adapt to the circumstances given to you. Remember, experience is your teacher. Having a vision for your fundraiser is key to the success of your club, unit and temple's financial stability. Some of our temples may have had 2020 vision. Did your club, unit or temple pivot in order to accommodate for the pandemic? Did anyone create another small, but just as important fundraiser in lieu of the circus? If not, then experience will be your teacher.

In closing, as fundraisers, we should look at all angles when planning for any human or environmental condition. Whether it be a pandemic, war or weather, we should look at our contracts with our circus producers, vendors and the venues that may host our fundraising events. I believe that our temples will survive the event just as they have before. We will all need to revisit our contracts and more importantly our one year, three year, five year and ten year fundraising plans to include this new issue. Until next time, stay focused.

Fraternally John Blondell 3rd Více Presídent

PS: My thoughts and prayers go to all medical personnel and emergency responders who have risen to combat this virus. I am reminded as we have been staying in our homes by these words from author, Sharon L. Alder... "One of the most important things you can do on this earth is let people know they are not alone." Don't forget to call your fellow brother

Greetings from Fargo

I hope this finds everyone safe and well. With advent of the Covid-19 crisis changing our entire world, seemingly overnight, as Shriners we find ourselves not only looking at closed Shrine Centers and distancing from our brothers, but fundraising has taken a pretty severe hit as well. I'm not going to dwell here on cancelled events, lost opportunities and the need to replenish those lost funds, but instead to take a moment to remind everyone that this will eventually come to an end and we will then have to pick up the pieces and move forward. A wise man once said, that in chaos there is opportunity.

So let us take this time to think about moving forward, and possibly using this as a chance to try some new ideas in fundraising that have been set aside for various reasons or take the opportunity to educate ourselves about alternatives to what we have been doing in the past.

Yours in the Faith, Scotty Uhrich 2nd Vice President



SFA President Kirby Norman 2020 OG/AR Seminar, Tampa

Shrine Fundraising Association made its third consecutive trip to Tampa to connect with the upcoming leaders of our great Fraternity. A special thank you must go out to the following friends of SFA: Imperial Sir Bill Bailey who treated myself and my lady with the utmost respect and care. Also mentioned many times to all to stop and visit at our table. This is of great help when The Imperial Divan promotes our Association. Matt Sturlaugson, PP made a sincere effort before and during both seminars to do all he could to promote SFA and still stay on schedule. Matt's friendship is truly dear to my heart. Jordan Settle, PP led the fundraising break out session and I am thankful to be included in that and for his words of encouragement in any way he could.

Imp Sir Jon Hanson has been a dear friend for over 20 years and never fails to amaze me. His knowledge of law and sense of humor makes learning fun. Jon went out of his way at all times to assist SFA. Jon also is a Zuhrah member and his help is always a blessing. These Nobles go above and beyond in helping promote SFA. Along with Tampa's staff a thank you just does not seem enough, but thank you again. SFA is truly thankful to be put in a place where we can visit with 176 Oriental Guides and 160 Assistant Rabbans and their ladies. We met a lot of friends and met many new ones. A special thanks you to all the Midwest Shrine Association members who made us feel so welcome. We are working on NOT being the best kept secret in Shrinedom.

Yours in the Faith

Kirby Norman 2020 President, SFA

> Make your reservations now for the 2020 SFA Fundraising Seminar Bloomington, Minnesota, Oct 1st thru 3rd



Greetings from Thompkins,

You and your community are in our thoughts as we all navigate through these unsettling times in dealing with COVID-19 issues. Many carriers have implemented new procedures to address these issues. It is important that each Shrine contact their carrier via their agent to find out what additional services may be available.

We strongly recommend that if a Shrine has an incident and they are uncertain of their coverage, they should file a claim with their carrier immediately. This is critical, as various State's Department of Insurance have set their own compliance requirements. Each carrier can review the specific circumstances of the claim to determine what coverage under their policy may apply.

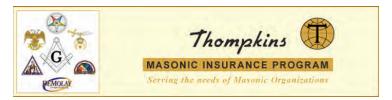
Keep safe and stay well,

Dan Argueta, CISR

Program Production Executive

Thompkins Masonic Insurance Program

+1 925 482 9385 - daniel@thompkins-co.com





SEMINARS				
2020	2021	2022	2023	
Minnetonka	Fort Wayne	Fargo	To Be	
Minnesota	Indiana	North Dakota		
October 1-3,2020	October 7-9,2021	October 6-8,2022	at Annual Meeting October 2020	

Pay your Membership dues online

Go to http://shrinefundraising.com/members-login

Register for the 2020 Seminar Online

Register and pay online for this years Seminar in Bloomington, Minnesota

Go to http://shrinefundraising.com/sfa-2020/



Fundraising and Recruitment Go Hand in Hand



There were plenty of Nobles who attended the Membership Seminar Oct 24 - 26 in Tampa. Last year as Chief Rabban for Beja Shrine in Green Bay, one of my responsibilities is to decide on appointments that need to be made for this year and when I looked at our Membership area, I realized that we need someone

young to the Fraternity and also has a family.

When we are looking at fundraising and ideas for fundraising we need to look at getting new Nobles and we also need to concentrate on current generations and what they want. Every generation has its core beliefs and sometimes those are very different from our own generational core beliefs. We need to understand this if we want to continue to build our Fraternity and also do fundraising. We need help with fundraising and it just isn't in our Shrine Center and with our Nobility who we need help from. When you are planning on a fundraising event the one thing that you should always include is Noble recruitment. The other item is to have fun. If you can show young and old men how much fun you are having at an event it peaks their interest and this is the perfect time to have a booth or a couple Nobles walking around talking about becoming a Shriner.

This just isn't only about fundraising anymore. You have to look at recruitment as a way of continuing the legacy that was started almost 150 years ago. How do you think we got to were we are today.

One famous quote that I have always found to be true is by Maya Angelou who stated "If you don't know where you've come from, you don't know where you're going." You need to know where you came from and how that played a role in the growing of membership and also raising funds. They didn't just raise funds for our Hospitals, but they also raised funds for the Temples, Clubs and Units as well. Many of the coolest Units you see cost 10's of thousands of dollars. They just didn't get all that money donated. They worked for it through fundraising and Noble recruitment.

As an Association that works effortlessly to help Temples with raising funds, we also realize that if we don't have Nobles we won't exist. Please make an effort to recruit Nobles through your fundraising events. That is were it pays off. The more people that are involved the better. Remember also that the Ladies play a huge role in this as well. There isn't a Temple out there that hasn't benefited from the help of their Ladies. If you can show others how much fun it is to be a Shriner and how you make a difference in the World of Children, you will get more help and hopefully more Nobles to keep passing on the torch that was lit almost 150 years ago.

Fraternally

Ill Sir Jim Van De Hey Secretary/Treasurer, SFA

www.shrinefundriaisng.com

2nd VP visits The Lone Star State

Early this past February, I had the opportunity to be a guest speaker at the Texas Shrine Association meeting. The hospitality was great and I met many new friends. I spoke on some new ideas in



fundraising and promotion of events. I was also asked to moderate a round table discussion of the different temples' various fundraisers. I chose those topics, because Shriners are always on the lookout for new fundraising ideas and properly promoting events seems to be an issue some temples struggle with a bit. Some run a proper ad campaign, some rely on the old "I have a buddy who knows someone who works at a TV or radio station" method and others fall in between.

You don't do public speaking for very long, before you get a feel for whether or not you are holding the attention of your audience. In this case, the nobles in attendance we interested in the fundraising ideas and the round table discussion, but the time I spent on promoting an event fell flat. It was later described to me as "being down in the weeds". This struck me as odd as at our seminars, promoting events is something our attendees are always interested in. Thus, what became a trip to share some knowledge became a quest to learn.

One of the first clues was during the round table discussion, when one of the potentates stated that the major issue that he felt all the attending temples faced, was a lack of noble participation in events. So I pulled at this thread and in speaking to members of various, but not all, temples there, I found that fundraising was run from a top down perspective. In other words, running the fundraiser was the responsibility of a divan member, who did it for one year and then it was passed on to the next guy in line to hold that particular office. Now there are obvious issues with type of fundraiser leadership, but I am not going to get into that now, as there were other issues affecting it that I was also to learn.

Truthfully, the other issues could all be summed up under "membership". Of the temples I spoke to, almost all were in the 350 to 500 member range. This, I found out, put pressure on the temples to keep their divans adequately staffed, which in turn hurt their ability to have motivated people to do non-divan roles. For example, one divan member told me that the people, who we would refer to as a "sparkplugs" are not really allowed to remain in the rank and file nobility because they are quickly recruited to serve on the divan.

Thus, while to many of us, the clear solution to the noble participation issue would be to give them ownership in the event, but in these particular cases, the real issue stems from a lack of available manpower to do it that way. Therefore, the reason that promoting an event was not of a great deal of interest to them, was that their manpower issues prevent them from having the level of organizational structure to take advantage of it.

To wrap this up, I went to the TSA to share some information, and what I got instead, was a confirmation of the idea that successful fundraising and membership are opposite sides of the same coin. We should always bear this in mind when we are talking about fundraisers, because while fundraising is the lifeblood of a temple, membership is the air that it breathes.

Fraternally Scotty Uhrích



Fundraising Manual "Eighth Edition"

During the 1980's the Imperial Circus Committee created a Manual for Temples to use for Circus Operations. As you see below in 1994 the 5th Edition was printed and then given at that time to each member Temple of the Shrine Circus Association of North America (SCANA). The manual was last updated after the 2006 Annual Seminar in Omaha, Nebraska when the Association changed it's name to the Shrine Circus and Fund Raising Association (SCAFRA). There was a CD that was given to members with the manual on it. This year the Officers of SFA have revised this manual including more information. Table of Contents is listed below. This latest Edition will contain almost 200 pages of information.





October 1994 Edition

October 2020 Edition

Every Temple who is a member of SFA will receive a printed Eighth Edition at this years Seminar on October 2, 2020 in Bloomington, Minnesota. A copy of the manual will be located in the online content folders which is available to all Members.

Here is a list of some of the information which will be in the Manual

Section I	Fundamentals for Fundraising Sample Circus/telemarketing Contracts Social Media Guidelines	Section VII	Circus Advertising & Promotion Public Relations & Publicity Basic Media operations
Section II	Fundraising Operation Selecting a Site Parking Box Office Novelties/Concessions	Section VIII	Training & Motivation Choosing the Right Committee Choosing the correct Committee Chair Recognizing Committees Strengths and Interests Partnering with your Committee
Section III	Promotion Professional Promoters Pros & Cons Ticket selling Social Media Advertising	Section IX	What is Fundraising Leadership What is the primary role of the Committee Working with the Divan Defining the Committee
Section IV	Program & Ad Books Advertising Sales Program Material Problem Areas in Advertising	Section X Section XI	Planning So you want to Fundraise Fundraising Fundamentals Fundraising on the Internet
Section V	Office & Staff Office Selection Office Supplies Office Staffing		Building Fundraising Networks Getting Started with Fundraising Fundraising Directory Member Directory
Section VI	Novelties & Concessions Overview Dealing with Managers Advance Promotion of Event	Appendix Marketing M Control Man	Guidelines for Promotional Material Seminars fanager, Sales Promotion Managers, Operations & magers, Publicly Media & Communications Managers ons and Its Philosophy, Divan Involvement

Choosing the right Committee Members

When it comes time to create a committee, consider the committee's purpose and the organization's needs. Will the committee require someone with financial expertise? Connections? Perhaps what's more essential is whether the committee members are familiar with the non-profit's constituency. Identifying the committee members' skills and experiences and how they can benefit the committee is vital in this stage.

Appoint a Committee Chair "With" Excellent Leadership Skills

For a committee to effectively and efficiently operate, a committee chair with strong leadership and governance skills is necessary. Here are basic responsibilities of a committee chair:

- Translate the committee's established purpose into action plans
- Manage the members, making sure they are focused on accomplishing their designated tasks.
- Communicate with the Divan to make sure that both parties' plans coincide.
- Enhance and support the Divan and the committee agenda.
- It is important to keep in mind that a committee, or any group for that matter, is actually just as effective as its leader.

Here are some basic suggestions to create a functioning Committee Find Your Leaders ... Early!

Building a great committee takes time. In my experience, you have to get started at least ten months prior to your event with the critical step of selecting two to four people to chair your event committee. The more time they have to define their own roles and start filling out the committee, the better.

Who should be your committee chairs?

Choosing the right co-chairs for your event is the key to building the best foundation for your committee. The chairs should be well known and have a lot of influence in the Shrine Center and possibly community relationships. They should understand your mission, have

a passion for your event and be able to build a network of support.

Build a committee "Prospects List"

Identify Nobles who have shown passion and stood out at your Shrine Center; find Nobles whose actions express the giving guidelines that are consistent with your mission; and create a "wish list" of civic leaders that may not have any connection to your Shrine, but who you want to get involved. If there's a list of potential committee volunteers, make sure every single one is contacted—and that none are told "No, thanks, we don't need your help." There is no magic number for the number of people to have on your list; focus on quality, not quantity!

Don't forget to try and find "rock star" on your committee

You don't have to have a real rock star on your committee, unless you happen to actually know one. What I mean is someone whose celebrity and charisma is a draw to not only potential donors and sponsors, but also fellow committee members.

Approaching your Nobility

A letter from your event co-chairs should be sent to each of the Nobles requesting their service on the committee. As with all asks, the most effective way to get a response is to follow up with someone in person or on the phone. The follow-up is key in this process, so before the letters are sent, determine who the solicitor will be for each prospect. The follow-up process can be very time consuming, so be mindful of the amount of work you request of your co-chairs and committee members. Make sure people know what is expected of their

committee and what is not. If several committees will work together on a project, spell out what each group will do.

Motivate your Committee

Once you have identified 15 – 20 members of your committee, you must keep them engaged. Hold two committee planning meetings and to keep your committee members engaged in between meetings, send weekly updates on financial progress and recent happenings with your organization. Listen to new ideas and incorporate them when possible. Committee meetings should be a place where everyone feels heard. Some people love taking the lead while others would rather work behind the scenes. Get to know members' strengths and use them.

Keep Good Records

Keeping good records and making sure they're passed on helps new committee members build on past successes. The biggest advocates for your event can often be found on your board or volunteer committee. These people are dedicated to your cause and are genuinely excited to help your organization. The best way to harness all that enthusiasm

comes down to your individual committee members.

Recognize Your Committee's Strengths and Interests

You know that your committee members care about your organization and you are the first to sing their praises when it comes to the time they've dedicated to your mission. But what else do you really know about them? By taking the time to really get to know them – what they do professionally, what they do for fun, and what organizations they belong to – you are building an information database that will guide you the next time you could use some extra help on a tough (or maybe even a not-so-tough) problem. You might be surprised to learn that someone may have a connection to an advertising company that would be willing to help with your efforts. I'll let you in on a secret – sitting down with your committee members for a few minutes to learn more about them not only helps you to better understand how they can support the event, but it also helps them to feel more invested in the organization. And, honestly, it's really enjoyable!

Partner With Your Committee

Chances are you selected your committee or board members because they demonstrated their reliability, commitment, and passion for being a Shriner. They are your most trusted volunteers and you value their input. So when one of your committee members shows an interest in a new event element, outreach strategy, or fundraising idea, it just makes sense to allow them to weigh in. Sometimes their ideas may not work within the confines of your event budget or time-line, but it never hurts to talk it through. If you love the idea but just don't have the manpower or budget to test it out, allow your committee members to become a partner on the project and take a larger role in the execution. As long as you are clear about the expectations, your committee members are an excellent resource.

We know there are many other ways to make working with your committee members a successful effort for your Shrine, while making it an enjoyable experience for the Nobles. Hopefully these three tips: setting bite-sized, specific goals, recognizing your committee's strengths and weaknesses and partner with your committee, provides you with more to consider as you continue to foster these important relationships to help your organization flourish.

Fraternally

Jím Van De Hey Secretary/Treasurer SFA





Sec/Tres Visits Gatlinburg, Tennessee

I want to thank President B. Shawn Warren and Lady Holly for the hospitality and wonderful time in Gatlinburg.

It was great talking with the Nobles and Ladies. Seeing that many Temples are still looking for fundraising ideas and being able to hopefully give them ideas and options is what we are doing. I hope that the other Temples of SESA will attend next years Association meeting in Gatlinburg as my Lady Paulette and I will again attend and hopefully be able to talk more about fundraising.



The Bourbon Tasting and Pirate party was a lot of fun

Hopefully next year will allow the SFA Officers to visit all the Shrine Association Meetings. With our membership doubling in 2019 and this having already gained 6 new members this year we will hopefully see our Association get back to having over two thirds of the Shrine Temples as members. Imagine the potential networking of fundraising ideas that could be shared throughout the year and during the Seminar each year with most of the Temples belonging to SFA.

When planning your yearly budget don't forget to set aside \$250 per year for membership. With just that investment alone you will have continued access to all our online content including the Videos of all Seminar presentations going back to 2017 including documents provided by the presenters. You will also have access to our Fundriaisng Manual, lists of fundraisers and contacts to get you started. If you have any questions about SFA or questions about fundraising please reach out to me or any member of SFA.

Fraternally Jím Van De Hey Secretary/Treasurer SFA





Chílí Cook-Off

On February 22, 2020 Elf Khurafeh held it's Second Annual Chili Cook-off. This was a simple fundraiser. We had 12 participants this year. The format was simple each chili was assigned a number and placed where crock pots could not

be seen. We provided 3oz foam cups which were used to judge the Contest. Each cup had a Chili number written on it.

took place by the Judging contestants who participated in the Cook-off. Each judge was presented a ticket and they would write down the number of the chili they liked best and turned it in. During the fundraiser we also had a 50/50 raffle and a silent auction. Cost was \$10 to enter your chili (which also included a ticket to sample and vote) and \$5 for all who came in that wanted to sample the Chili's. The temple made \$552 dollars on this fundraiser.





If you would like more information feel free to contact me call (989) 213-2534 or Knobyclown@gmail.com or

Please send us information about your Fundraiser

This is a great way to showcase what your doing for a fundraiser.



A fun contest to showcase a fundraiser put on by your Shrine Center, Club or Unit.

Submission must include the following:

- Brief explanation of the event.
- Provide commitee members and titles.
- What purpose are the funds raised for.
- Provide advertising image of fundraiser if possible. Please include images taken at event if possible.

Submissions are due the 1st day of January, April, July and October of each year. Voting will be done by the membership through a survey sent out through email. October's submission will be voted on at the Annual Seminar.

All Shrines must be a paid member and in "Good Standing" at the time of the entry

Mark your Calendars 2020 SFA Seminar



Bloomington, Minnesota Oct 1st thru 3rd Embassy Suites by Hilton

Suggestions for Delegates and Nobility Attending the Annual Seminar

DRESS

Nobles, dress for the general sessions and seminar is Shrine casual with Fez for all sessions. General Shrine protocol suggests that Fez is to be worn in the presence of the Imperial Officer and for all ceremonial situations i.e. Opening session, Installation Lunch.

We hope this is helpful to all attendees.

Nominations for 3rd Vice President Please make sure your nominations for 3rd Vice President are into the Secretary before the Annual Meeting. The Candidate must have a letter of support from the Elected Divan of his Temple.

SFA Temple Representatives make sure you register for the Annual Meeting as a Voting Delegate at 2:40pm before the 3pm Annual Meeting.

Tentative Outline

Thursday, October 1st

3:00 pm - 8:00 pm Registration

5:30 pm – 8:00 pm: Meet and Greet Hospitality Bar ????

Everyone will be On Their Own for Dinner, but we think you We will provide a list of great restaurants in the immediate Area.

Friday, October 2nd

6:30 am Breakfast in Main Atrium

7:30 am - 8:30 am Registration Open

8:30 am:	Opening of Session
9:00 am:	1st Presentation
9:40 am:	2nd Presentation
10:20 am:	First Break
10:30 am:	3rd Presentation
11:10 pm:	4th Presentation

11:50 am: Lunch

12:50 pm:	5th Presentation
1:30 pm:	6th Presentation
2:10 pm:	7th Presentation

SFA Annual Meeting

3:00 pm: Registration for Annual Meeting

3:30 pm: Annual Meeting The election of officers will be at the meeting, so we will need to have the new 3rd VP nominations in by Friday before the 5th Session Starts

5:00pm Head to Zuhrah Shrine for a Walleye Fish Fry

Saturday, October 3rd

6:30 am Breakfast in Main Atrium

8:30 am: 8th Presentation9:10 am: 9th Presentation9:50 am: 10th Presentation

10:30 Wrap Up – Open Discussion Installation of Officers 11:10 Installation of Officers

11:30 am: Lunch Banquet

Seminar complete see you next year Fort Wayne, Indiana October 7-9, 2021

* Your Role BRING AN OPEN MIND and be Willing To Share your successes. Many of our Delegates state time after time that the contacts they make at our meetings are very beneficial. You will find our Delegates share openly their successes and failures and if you attend the session with an open mind and open ears you will go home with many new ideas, both large and small, for your operation.



Bonnie and I would like to take this time to welcome you and hope you will join us for the 35th Annual Seminar here in Bloomington Minnesota. The host hotel is Embassy Suites Bloomington, 2800 American Blvd. All meetings and all meals will be there except the Friday night Minnesota Shore Lunch walleye fish fry at Zuhrah Shrine Center. Birak's Master Chef Gene Kelm and his hand picked Birak members will do this right. Earlier in the day my Lady Bonnie will keep our Ladies busy with a full Lady's Program and when completed will join us for the fish fry. This year the seminar will be jammed packed with some new speakers, repeat speakers from very successful fundraisers and also some info on how we need to follow all Imperial, state and local laws. All of this is meant to assure each of you that we plan on giving you all the bang for your buck we can. We know we are all busy and I want to make this a very good learning seminar. I want you to head home after this with multiple ideas you can implement immediately to your Shrine Center to help with all the lost revenue caused by this pandemic. Please get all your paperwork to our secretary Jim Van De Hey, so everything can be set for your arrival. If there is anything you desire to do in Minneapolis please call and let us know and we will try to make sure your wishes happen. We are looking forward to seeing everyone in Bloomington on October 1-3.

Proud to be a SFA member and your President in 2020.

Yours in the faith,

Kirby W. Norman

P.S. Any questions please call me at 218-205-9655. Also, next door to the hotel is Cowboy Jack's Saloon and Restaurant and as we did last year plan on supper Saturday night after a tour of the Twin Cities brand new Shriners Healthcare Center for Children for all that care to join us Be safe, stay strong, and stay involved with everything we can do now in preparation for doing more in the future.

Tentative Ladies Program

Thursday, October 1st

3:00 pm – 8:00 pm Seminar Registration 5:30 pm – 8:00 pm: Meet and Greet

Everyone will be On Their Own for Dinner, but we think We will provide a list of great restaurants in the immediate area

Friday, October 2nd

6:30 am Breakfast in Main Atrium 9:00 am -- Board Buses at the Main Entrance of Hotel Como Zoo Nature Garden Tour Gangster Cave Private Tour

Ladies Luncheon

Time TBD -- Guest Speaker Imperial Lady James J. Hill Estate Tour Time permitting Mall of America for Shopping Should be back at the Hotel by 4pm or earlier

5:00 pm – Load the buses to go the Zuhrah Shrine for a Walleye fish fry.

Saturday, October 3rd

6:30 am Breakfast in Main Atrium 11:30 pm: Lunch Banquet for All

Suggestions for Ladies Attending the Annual Seminar

DRESS

Ladies dress for the general sessions and seminar is casual

Ladies Tour and Lunch on Friday

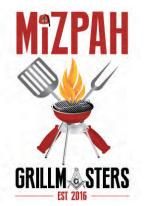
It is suggested that you bring warmer clothing as the temps in Minnesota tend to be in the 60's to 70's during the day and can be as low as 45 at night in October.

Saturday installation of Officers and Lunch will be casual.

Tour of the new Shriners Healthcare for Children Twin Cities

If you plan on staying Saturday Night we will be touring the New Clinic later in the day followed by Dinner at Cowboy Jack's Saloon and Restaurant which is next door to the host Hotel.

We hope these suggestions are helpful and that you will enjoy your time in Bloomington.



Bourbon Tasting

Whiskey, Whisky, or Bourbon

How ever you spell it or whatever your preference is. Brown liquor, specifically Bourbon is on center stage today. Our Native Spirit has gone through a rebirth that really started in the late 90's. No longer a drink for the old its popularity continues to grow today. With this growth in popularity it also makes for a fun and educational fundraiser.

I think all of us have attended or participated in a beer or wine tasting over the years. I feel these are still viable fundraisers and have become annual events that participants look forward to year after year. But if you don't have a new twist or following trends, events tend to lose their luster and fall out of favor. This is exactly what happened to our



Annual Beer Tasting at Mizpah.

Knowing that our events calendar had

a prime date open the Grill Master's seized the opportunity and started planning for our first Bourbon Tasting. To make our event a little more appealing than just tasting a slate of various whiskeys we decided to add heavy hors d'ourvres that would be served with each course of whiskey. After all, if you are planning to serve

your guest approximately 6 ounces of alcohol you should probably have some food to soak it up.

As the guest arrive, they are served a bourbon cocktail. This allows time for everyone to arrive, mingle with other guest and find their tables. Once the tasting starts each round of hors d'ouvres and whiskey is served to the guest at their table. In total there are 5 different hors d'ouvres and 5 different whiskeys with one bonus at the end. The sixth tends to go out of the box a bit to expand the experience. Either a Rye, Irish or Japanese whisky. We haven't introduced a scotch yet, but I have a few in mind that are sure to change ones perception of what scotch is.

The food is prepared by the Grill Masters

and the guest have an opportunity to vote on their favorite at the end of the tasting. This tends to create a healthy competition between the club members. The club with reimburse his expense up to \$150, he can spend as much as he wants depending on how bad he wants to be #1. Each Grill Master talks about the hors d'ouvres they have prepared as it is being served.



We have found serving food first allow the MC's to talk about the nest whiskey they are enjoying the food. The tasting is blind, but we will talk about mash bill, batch size, proof and the specific taste profile of each. We do this to avoid any preconceived ideas. Before the next one is introduced, we reveal the brand and cost. You might be surprised by how good some of the lower priced bourbon are. In fact, one year our guest preferred Very Old Barton 86 over other bourbons costing 5 times as much. Never judge a whiskey by the shelf it sits on!



So, the format of this fundraiser is not one that will make your club lots of money, but it will be profitable. When we took this on, we knew that we wanted a more intimate event. One that provided entertainment, education and an opportunity to interact with the audience. For the first event we limited it to 100 guests. Subsequent years we raised this limit to 120 by adding a food only ticket for drivers. Our ticket prices are \$50 for

the tasting and \$25 for food only. We always plan for a full house so we know what our cost will be prior to the event. Last year was our third tasting and all tickets were sold out in advance. With simple math we know our max gross is \$5,500. The food expense is \$750 (5x\$150), add roughly \$150 in miscellaneous, cups, plates etc. The variable will be your alcohol! Each serving of bourbon is .75 oz and the cocktail 1.5 – 2.0 oz per guest. You will need 4 – 750ml bottle for each tasting and 4 to 5 1.75l bottles for your cocktail. Let's say your average cost per bottle is \$50 and your 1.75 are \$35 each. With that you have \$1,375 in booze with a total cost of \$2,275.

So, \$3,000 profit for an evening event isn't bad and it would be easy to boost profits with a silent auction, raffle, or pull tabs. The cool thing is the dividends! After each event the bar is open, and we have 35 – 50 guests continue in the fun and comradery. At least 50% of them were not affiliated with a masonic lodge or the shrine.



Within every fundraiser or event is the opportunity to spread the word of Masonry and the Shrine!

Cheers brothers, Phíl Wade, 1st Více Presídent



Official Philanthropy of Shriners International



From the desk of the Secretary..

Ill Sir. Jim Van De Hey, Secretary/Treasurer

Greetings Nobles

With the unfortunate cancellation of Imperial Session in Kansas City I will miss seeing old friends and new faces. Each year at the Imperial session I enjoyed meeting and discussing, face to face, issues that are on your mind. This year in particular has been difficult for many of our members as they are searching for new ideas for fundraising as well as Circus producers who can provide quality shows. Through education and the assistance and knowledge of others you can be ahead of the problem and not behind. Our Association has been fortunate, for over 30 years we have been attracting dedicated and focused future leaders. Each year at the Annual Meeting we are open to a renewal of our leadership, and any Member Shrine can propose a candidate to the office of Third Vice President, or any other Executive position. The Annual Meeting and Seminar will be held in Bloomington, Minnesota under the leadership of our President Kirby Norman and

his Director General Mike Rouillard, Zuhrah Temple. A full program is being finalized and will be published in the August newsletter. Please send your dues in as soon as possible. Also, if you plan on attending the Seminar this year please visit our website and go to the SFA Seminar page for information on registration and online payments.

Official Notice To Voting Delegates and Member Temples

"35th. Annual Meeting Friday October 2nd, 2020, Bloomington, Minnesota"

The Annual Meeting and Seminar is a little more than five months away and this is your official notice of the Annual Meeting. Our Association has been fortunate, in our 35 year history of attracting dedicated and future focused leaders. At the present time we do not have a potential candidate for 3rd Vice President, and we welcome member Temples to consider their voting delegate as a candidate for this important and prestigious leadership role. We are open to renewal of our leadership, any Member Temple can propose a candidate to the office of Third Vice President, or Secretary/Treasurer. The candidate must have the written support of the elected Divan of their Temple and be the current or

previous recorded Voting Delegate for that Temple. Candidates can be proposed as late as the annual meeting, as long as they qualify as stated above. The 35th Annual Meeting will take place in a designated room at the host hotel at 3:30 PM on Friday, October 2nd. Registration will take place at 3:00 PM. To be reviewed at the meeting: Minutes of 2019 Annual Meeting, 2019 Financial Report, Committee Reports and other business as required. At this time we do not have a motion to deal with but will entertain motions as required.

Fraternally Jím Van De Hey Secretary/Treasurer





SFA DUES for 2020

Dues are payable as of January 1st of each year

Dues for Shrine Centers remain at \$250 per year which includes all clubs and units of the Shrine Center. Any number of delegates can attend the annual seminar as well as having access to online information of past seminars including current video taped classes. Any Noble from your Shrine Center will have access to all our online content including being able to attend our yearly seminar online through Google Meet

Dues for the Associate Members remain at \$280.00. Associate members must be approved before membership is granted. Associate Membership is designed for suppliers and companies who help Shrines Centers with raising funds. For more information on Associate member benefits please visit our website

http://shrinefundraising.com/vendors/

If you need to raise funds for your fraternal activities this is the place to be!

SEND YOUR DUES PAYMENT TODAY TO OUR SECRETARY/TREASURER NOW



Why Every Shrine Center Should Join SFA \$150 to Join 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

- Haunted House
- Shrine Circus

- Car and/or Motorcycle Show
- Calendar Program
- Or Other Fundraiser

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.

Membership includes: Online access to previous Seminar videos - Every Noble/Club/Unit has access to all online content -Ability to participate online during the Seminar - Any number of Nobles can attend Seminar in person or online

Aad, Hermantown, MN Abou Ben Adhem, Springfield, MO Acacia, Baton Rouge, LA Afifi, Battleground, WA Ahmed, Marquette, MI Ainad, East St. Louis, IL Algeria, Helena, MT Al Azhar, Alberta, Canada Al Bedoo, Billings, MT Al Chymia, Memphis, TN Al Menah, Nashville, TN Anah, Bangor, ME Ballut Abyad, Albuquerque, NM Beja Shrine, Green Bay, WI Calam, Lewiston, ID El Korah, Boise, ID El Raid, Sioux Falls, SD

SFA Current Members

El Zagal, Fargo, ND Elf Khurafeh, Saginaw, MI IsIs, Salina, KS Jerusalem, Destrehan, LA Kalif, Sheridan, WY Kazim, Roanoke, VA Kem, Grand Forks, ND Korein, Rawlins, MT Kosair, Louisville, KY Mizpah, Fort Wayne, IN Moolah, St. Louis, MO Mocha, Ontario Canada Morocco, Jacksonville, FL Moslem, Detroit, MI Naja, Rapid City, SD Osman, St. Paul, MN

Rajah, Blandon, PA Saladin, Grand Rapids, MI Sesostris, Roco, NV Shaddai, Panama City, FL Sudan, New Bern, NC Suez, San Angelo, TX Syria, Cheswick, PA Syrian, Cincinnati, OH Tadmor, Akron, OH Tangier, Omaha, NB Tripoli, Milwaukee, WI WaWa, Regina, Canada Yelduz, Aberdeen, SD Zenobia, Toledo, OH Zor, Madison, WI Zuhrah, Minnetonka, MN



Past Members of SCANA/SCAFRA/SFA We've missed you. Are you looking for more ideas? **Reinstate now for just \$150** (Could you use another fundraiser?)

ABU BEKR	ALEE	BAHIA	EL JEBEL	HILLAH	KHEDIVE	NUR	SALAAM
AHMED	ALEPPO	BARAK	EL KAHIR	INDIA	KORA	OASIS	SALADIN
AINAD	ALHAMBRA	BEDOUIN	EL KALAH	IREM	LU LU	OLEIKA	SCIMITAR
AKDAR	ALI GHAN	BEKTASH	EL KARUBAH	ISMAILIA	MECCA	ORAK	SHARRON
AL AMIN	ALZAFAR	BEN ALI	EL KATIF	JAFFA	MEDIA	ORIENTAL	SPHINX
AL BAHR	AMARA	BEN HUR	EL MAIDA	JERICHO	MEDINAH	OSIRIS	TEBALA
AL KADER	AMRAN	BENI KEDEM	EL MINA	JERUSALEM	MELHA	OSMAN	TIGRIS
AL KORAN	ANSAR	BOUMI	EL ZARIBAH	KAABA	MIDIAN	PHILAE	TUNIS
AL MALAIKAH	ANTIOCH	CAHABA	GIZEH	KAREM	MOHAMMED	RAMESES	ZA-GA-ZIG
AL SIHAH	ARAB	DAMASCUS	HADI	KARNAK	MOILA	RHODE ISLAND	ZAMORA
ALADDIN	ARABA	EGYPT	HADJI	KERAK	MOSLAH	SABBAR	ZIYARA
AL AZHAR	ARABIA	EL BEKAL	HEJAZ	KERBELA	MURAT	SAHARA	ZORAH
ALCAZAR	BAGDAD	EL HASA	HELLA	KHARTUM	NILE	SAHIB	



Shrine Fundraising Association

2020 New Temple or Temple Renewal Form First Year \$150.00 U.S. FUNDS

\$150 first year membership is only eligible for Temples who were a member prior to 2016 Please email the Secretary to see if you are eligible secretary@shrinefundraising.com

Date:/ Shrine Center Name: Shrine Address: Street City State/Province Postal/Zip	We hereby request membership in the: SHRINE FUNDRAISING ASSOCIATION (SFA) Each Temple Membership will receive: Members only Information and The Fundraiser (our quarterly newsletter). SFA By-Laws provide "One Vote per Shrine Center" Access to Google Drive which contains fundraising documents including seminar videos and online seminar webcast Make Check payable to: SFA Send Check and form to: Shrine Fundraising Association Attn: Secretary/Treasurer 3197 Primrose Ln Green Bay WI 54313
Name of Voting Representative for 2020 (SFA recommends the Fundraising Chairman be your Rep)	Name of Alternate Representative for 2020
Name:	Name:
Title:	Title:
Home Address:	Home Address:
City: State/Prov: Postal / Zip:	City: State/Prov: Postal / Zip:
Mobile Phone: ()	Mobile Phone: ()
Temple Phone: ()	E-mail:
E-mail:	-
1 Year Temple Membership\$15012 Year Temple Membership(5% Off)\$38823 Year Temple Membership(10% Off)\$6133	rices for Paying online: Year Temple Membership \$155 Year Temple Membership (5% Off) \$397 Year Temple Membership (10% Off) \$627 Online payments fees are include included in the price)
Please Select Payment Method: Paying by Check: (Include form with check)	Paid Online: (If paying online please email this form to secretary@shrinefundraising.com)
Authorized Signature:	Title:
For office use only:	
Date received: //// / Temple Number: mm dd yy	SFA Number:
Office Notes:	

Our Associate Members are truly an asset to the Shrine Fundraising Association As well as Shriners International. Please call anyone of them as they continue to support Shrine Centers throughout North America

















Thompkins

MASONIC INSURANCE PROGRAM Serving the needs of Masonic Organizations

Dan Argueta - Karen Spiteri daniel@thompkins-co.com 925-482-9385



Larry Hennessee, CEO

989-921-1172

Barnes PRCA Rodeo, Inc.. Marty Barnes 712-229-3408







Chris Whatley 601-985-7878 601-697-8065

2020 SFA Ass	draising Association ociate Membership Form JES \$280.00 U.S. FUNDS		
Date:// mm /dd / _yr Company Name Street City	We hereby request membership in the SHRINE FUNDRAISING ASSOCIATION (SFA) Associate Members will receive: The Fundraiser (Our quarterly newsletter) and any other SFA printed material deemed appropriate. Free Booth at our Marketplace for the Annual Seminar. Your Company information on our website. www.shrinefundraising.com Make Check payable to: SFA Send Check and Form to: Shrine Fundraising Association Secretary/Treasurer 3197 Primrose Ln		
State/Province Postal/Zip Name of Representative for 2020	Green Bay WI 54313 Name of Alternate Representative for 2020		
(Required)	(If required)		
Name:	Name:		
Title:	Title:		
Address:	Address:		
City: State/Prov: Postal / Zip:	City: State/Prov: Postal / Zip:		
Business Phone: ()	Mobile Phone: ()		
Mobile Phone: ()			
E-mail:	E-mail:		
Membership Pay Membership Price NOW includes Fr	•		
1 Year Membership including C 2 Year Membership including C 3 Year Membership including C	Company Ad \$280 Company Ad (5% Off) \$546		
You can also pay online and receive the same disco			
Please Email the Sec/Tres at secretary@shrinefundraisin	g to see if you have already paid for more than one year		
Please Select Payment Method: Paying by Check: (Include form with check)	Paid Online: (If paying online please email this form to secretary@shrinefundraising.com)		
Authorized Signature:	Title:		
For office use only: Date received: / / SFA Number: mm dd yy Office Notes:			



Over 50 Years Helping Shrine Centers with Fundraising

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 Associ-

ation 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 we broadened our

horizons to include all types of fundraising ideas

and concepts. In Akron Ohio on Oct 5, 2018 our

Association name changed to the Shrine Fundrais-

ing Association (SFA) with unanimous approval of

Shrine Fundraising Association

What is the

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

We will help you and your committee be more professional in your approach to this important aspect of our Fraternal Life. If your need is to raise funds, you are not alone in this battle.

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.

How we have changed

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

<u>Our Website</u>

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

OG/AR Educational Seminars

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

<u>Online Web Conferencing</u>

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.

Why isn't your Shrine A Member?