



a quarter's worth

A WORTHY WELCOME

Lecturers, and Grange members all,

As each of us prepares for the transition from 2021 to 2022, it is the perfect time to pause and set goals for the upcoming year that will assist us to grow and learn; and to stretch and improve and challenge ourselves.

Make sure you do this same goal-setting exercise with your Grange.

Set a time for your officers and members to gather together to plan your calendar of events, to toss around ideas to help bring in new members or to reinvigorate inactive members, and to consider tackling something new – perhaps writing a mission statement, completing the Distinguished Grange application, trying a new event or fundraiser or collaborating with a group in your community who you have not worked with before.

Often times it may seem like progress and

cont'd on page 2

What is your Love Language?

BY AMANDA BROZANA RIOS

National Grange Membership, Leadership Development and Communications Director

What is your Love Language?

And why in the world would this matter to the Grange?

Well let's start first by learning what a Love Language is.

The theory of Love Languages was created by Dr. Gary Chapman and originally used in relationship counseling for romantic partners. However, the same concept can be applied to volunteer appreciation.

Want to increase your member satisfaction and retention *and* get more from your members and volunteers than you ever dreamed possible? Make sure they know they're appreciated.

For most people, a simple "Thank You" is not enough. Instead, they truly feel appreciated when your actions consistently show gratitude in a way that is most comfortable to them.

As Dr. Chapman said about romantic partners and expressions of affection, so too each person craves gratitude in specific ways. When they are thanked or shown appreciation by friends or associates or organizations they are a part of in the way that most resonates with them, they get further invested in the relationship, or in this case, membership.

Chapman identified five Love Languages. They are: welcomed, platonic physical touch; tokens of appreciation; acts of service; spending quality time; and words of affirmation. Learn more about each later in this pack.

To learn what mode of gratitude resonates best with your members and volunteers, have them identify their Love Language using the simple quiz included in this newsletter, possibly at an activity night or as part



continued on page 2...

National Lecturer's Challenge

I challenge EVERY Grange to submit a 2022 Officer List that is different than the one you submitted for 2021.



A WORTHY WELCOME cont'd... from page 1

improvement is impossible, that the elephant is too big to eat. Consider this equation: $1.01^{365} = 37.78$. This equation means that if you (or your Grange) commits to doing a small (one percent), incremental change daily over the course of a full year (365 days) you will make the thing you are changing almost 38 times better! Now that is eating an elephant!

Usually, the greatest limiting factor to our achievement is – yes, ourselves. One of my favorite workout quotes is, you approached it like it was heavy so it was – meaning, if you fail to trust your preparation and don't expect success – you are right!

Here's to expecting success!



National Grange Lecturer

Shout Out

To everybody who entered a Grange-sponsored contest or participated in a Grange-sponsored program in 2021 – your participation is important and appreciated!

Shout Out

To Roland Giguere of Massachusetts for reaching out and asking me for a message that he could print on the scroll to be presented to the Lecturer during the Installation of Officers for the Massachusetts State Grange. What a great idea and request! I will have to admit that I have never checked to see if there has been anything written on the scroll I've been handed - now I will never not check. The scroll message for 2022 can be found in this newsletter. Let me know if you would like to receive the electronic file via email.

LOVE LANGUAGE cont'd... from page 1

of a Lecturer's program.

The survey is based on the one created by Dr. Chapman for clients, but modified to fit non-romantic situations including people who appreciate or admire one another. Take note of the individual responses and look at the way you can use those to make the biggest impact in member satisfaction throughout the year.

When you identify the best mode in which a person receives and feels respected, appreciated and essential, you will likely see a stronger connection form between the member and the Grange. Tips on how your Grange can personalize your approach to member appreciation are included at the end of this document.

In addition, you can identify your own style of giving gratitude, which is not necessarily the same you are most comfortable with or impacted by when receiving gratitude.

Organizationally, this is important because you can bring to your member appreciation program other types of encouragement, support and signs of gratitude, such as being sure to shake the hand of someone you think did a great job or adding a little token of appreciation to the program where member milestones are being celebrated.

This quiz has not been included in this newsletter to save space, but is available through the National Grange by contacting me at membership@nationalgrange.org. It will also be on the website in a few weeks.

In all, understanding the Love Languages of each member - be it giving or receiving gratitude - can help your Grange create a well-rounded and meaningful member appreciation program that helps boost the productivity and happiness of members and bolster the fellowship between members.

So, take the quiz on the following pages and learn how you can use this in your Grange on Page 5.

How do you prefer to be shown you are appreciated?

Take this 30 question quiz to find out your Volunteer/Member Appreciation Love Language. Choose the phrase that best answers the following question, then write the letter that appears after that phrase on the line to the left. When you're finished, add up how many As, Bs, Cs, Ds and Es you selected.

IT IS MORE MEANINGFUL TO ME WHEN...

1	... someone sends me a note, text or email of praise/appreciation for no reason. (E)	OR	... someone hugs or high-fives me as a way to say thanks or good job. (A)	_____
2	... I spend one-on-one time with someone I admire. (D)	OR	... someone does something practical to help me. (C)	_____
3	... a friend or loved one gives me a gift. (B)	OR	... a friend or loved one makes time for a leisurely visit with me. (D)	_____
4	... someone I respect or love does something unexpected to help me with a project. (C)	OR	... when I can share an innocent touch with someone I respect or admire. (A)	_____
5	... in public, someone I respect puts their arm around me or pats me on the back. (A)	OR	... a friend or person I admire surprises me with a gift. (B)	_____
6	... I'm around someone I admire, even if we aren't really doing anything special. (D)	OR	... I can be comfortable high-fiving or shaking hands with someone I admire. (B)	_____
7	... I receive a gift from someone I admire. (B)	OR	... I hear from someone that they appreciate me. (E)	_____
8	... I sit close to someone I admire and appreciate. (D)	OR	... I am complimented by someone I admire for no apparent reason. (E)	_____
9	... I get the chance to just hang out with someone I admire. (D)	OR	... I unexpectedly get small gifts from someone I admire. (B)	_____
10	... I hear someone I admire tell me "I'm proud of you." (E)	OR	... someone that I appreciate helps me with a task. (D)	_____
11	... I am patted on the back by someone I admire. (A)	OR	... I hear supportive words from someone I respect. (E)	_____
12	... someone I appreciate does things for me instead of just talking about doing nice things. (C)	OR	... I feel connected to someone I admire through a hug or high five. (A)	_____
13	... I hear praise from someone I admire. (E)	OR	... someone I appreciate gives me something that shows they were really thinking about me. (B)	_____
14	... I'm able to just be around someone I admire. (D)	OR	... someone I appreciate wraps their arms around my shoulders or gives me a hug. (A)	_____
15	... I get a hug from a close friend I admire that I haven't seen in a while. (A)	OR	... I hear someone I respect say how much I mean to them. (E)	_____
16	... someone I respect reacts positively to something I've accomplished. (E)	OR	... someone I admire does something for me that I know they don't particularly enjoy. (C)	_____
17	... I'm able to be in close proximity to someone I respect. (D)	OR	... a close friend rubs my shoulders or pats me on the back to encourage me as I take on a challenge. (A)	_____
18	... someone I respect works on a special project with me that I have to complete. (D)	OR	... someone I admire gives me an exciting gift. (B)	_____
19	... I'm complimented by someone I admire on my ideas. (E)	OR	... someone I appreciate takes time to listen to me and really understand what I'm saying and feeling. (D)	_____
20	... a friend or someone I admire touches my hand or pats me on the shoulder as they walk by. (A)	OR	... someone I admire offers to run errands for me. (C)	_____

21	... I can look forward to a holiday or birthday because I'll probably get a gift from someone I respect. (B)	OR	... I hear the words, "I appreciate you" from someone I admire. (E)	_____
22	... someone I admire doesn't check their phone while we're talking with each other. (B)	OR	... someone I admire goes out of their way to do something that relieves pressure on me. (C)	_____
23	... someone I respect takes care of something I'm responsible to do when I feel too busy to do it. (C)	OR	... someone I admire and haven't seen in a while thinks enough of me to give me a little gift. (B)	_____
24	... someone I admire doesn't interrupt me when I'm talking. (D)	OR	... gift-giving is an important part of friendship or a relationship between people who admire one another. (B)	_____
25	... someone I appreciate does something special for me to help me out. (C)	OR	... I get a gift that I know someone I admire put thought into choosing. (B)	_____
26	... someone I respect helps me out when they know I'm tired or overwhelmed. (C)	OR	... I get to go somewhere with someone I respect. (D)	_____
27	... someone I admire touches my arm or should to show care or concern. (A)	OR	... someone I respect gives me a little gift that reminded them of me for no special reason. (B)	_____
28	... someone I respect says something encouraging to me. (E)	OR	... I get to spend time in a shared activity or hobby with someone I appreciate. (D)	_____
29	... someone I respect surprises me with a small token of appreciation. (B)	OR	... a good friend shakes or holds my hand to show appreciation. (A)	_____
30	... I hear someone I respect say that they appreciate me. (E)	OR	... someone I appreciate helps me out even though I know they're already busy. (C)	_____

Now, list how many of each letter you identified most with to find your preferred Love Language to be show appreciation.

YOUR PREFERRED LANGUAGE TO RECEIVE GRATITUDE IS...

A _____

Physical Affection

If this is your Love Language to receive gratitude, you appreciate when someone shakes your hand, gives you a hug or pats you on the back. You feel excited, respected, appreciated and encouraged by these physical acts, so long as they are appropriate in nature. You feel disconnected from others if physical touch is not part of their expressions of gratitude.

B _____

Gifts/Tokens of Appreciation

If this is your Love Language to receive gratitude, you truly appreciate small tokens as gestures of affection or appreciation and as a sign someone was thinking of you. You're not materialistic, you just enjoy knowing that someone cares for you. Missed milestones, absence of small, everyday gestures of thanks or thoughtless gifts leave a bad impression.

C _____

Acts of Service

If this is your Love Language to receive gratitude, someone who helps you with the mundane tasks or pitches in on bigger projects makes the biggest impression. Anything someone does to ease your burden will speak volumes. When someone is lazy, breaks commitments and makes more work for you, you "hear" that they don't care.

D _____

Quality Time

If this is your Love Language to receive gratitude, nothing says "I appreciate you" more than being given the opportunity to spend undivided time with a person you admire. Postponed dates or failure to listen can be especially hurtful.

E _____

Words of Affirmation

If this is your Love Language to receive gratitude, unsolicited compliments mean the world to you. Hearing the words "I appreciate you" are important - hearing the reasons for that appreciation raises your spirits and create a tighter bond between you and the person/organization giving the compliment. Insults are not easily forgotten and can leave you shattered.

To get a percent score, divide each total by 30 (ex. If you chose 7 A's, divide 7 by 30 to get 23.3% - 0% is the lowest score you can get for each letter. 40% is the highest score for each letter.)

Complete Member Appreciation Programs ‘speak’ all five Love Languages

So now that you know what Love Language each of your members prefer, how do you use it? The best Granges will find ways to use all five. Here are some examples of the way in which your Grange can show each member they are a valued part of the organization in their preferred style.

Physical Affection

This is the most difficult and personal of the Love Languages when dealing with members. First, be sure that whomever is expressing gratitude in a physical way has permission or has established a close rapport with that member before engaging in anything more than the simple handshake or high five.

- Pat the member on the back or shoulder after the meeting or when they’ve completed some effort for your Grange
- Hold hands during a prayer at your meeting

Tokens of Appreciation & Gifts

There are already built-in ways to show members you appreciate them through certificates celebrating milestones of membership, but you can go further to show the member they are valued.

- Send a card or gift certificate on a birthday or special occasion
- Have a door prize at your meetings or hold a holiday exchange
- Occasionally give them their favorite candy bar or make extra of their favorite potluck item to send home with them
- Organize a care package delivery for members when they go off to college or the service or send a housewarming gift when they purchase a home.

Acts of Service

Too much on the to-do list is a common reason why members disengage from Grange. If you can offload some of their burden at home or at Grange, members whose preferred Love Language is acts of service will feel valued and know you appreciate that they sacrifice their time to spend at Grange meetings and events.

- Offer to water plants or tend their garden when they go out of town
- Make dinner for them when they return from a long trip and drop it off at their house
- Do a “Grange chore” for them, such as creating an event flyer, setting up the hall or finding a speaker for a Lecturer’s program

Quality Time

Spending time together is one of the things Grangers do best, but not all of it is quality time. Make sure to reduce distractions and truly listen to a member you want to show gratitude. It is also very important that you identify who the member most respects or admires in your Grange and ask them to take time to spend with them.

- Invite the member over for dinner or out for coffee - just you and them (or a very small group)
- Attend an event, such as their child’s soccer game or a local parade with the member you appreciate
- Share time engaging in a hobby the member enjoys and get to know them better

Words of Affirmation

In public or private, taking the time to specifically say “thank you” and “job well done” are important ways to show members whose preferred language is “words of affirmation.”

- Send a hand-written note telling them how much you appreciate your friendship or something they’ve done
- Take a moment during your meeting to give kudos out loud to a member who has done something important or stepped outside their comfort zone or to recognize them for a recent achievement and relate how much it means to you, the Grange or the community
- Before or after a meeting take time to thank a member for a specific thing they’ve done, such as enter a contest or clean the hall

Grange Lecturer’s are some of the most creative people in our organization, and we’re looking for your ideas to add to the suggestions on how these Love Languages can be used to create robust Member Appreciation Programs in all Granges. Send your ideas to me at membership@nationalgrange.org and you may see them in a future issue of one of our publications.

Shout Out

To all of you who step forward and work to make your Grange stronger than it was yesterday!

Traces of Past meet the Present

BY FAYERENE SMITH

Lecturer, Texas State Grange

From my mother's cedar chest I found: The Texas State Grange Presents this Certificate of Merit to Fayerene Vasbinder, signed by Frank Knight, State Master, August 14, 1961.

I begin to recall a pineapple upside-down cake that I entered for a contest one year and an embroidered rooster on a dish towel another year.

I had spotted a photo when I came to rent the David Crockett Grange hall in 2016. I was walking around the hall while Brother Jack Smithers of David Crockett Grange gave his usual talk he gives when renting the hall and trying to get new members. After seeing a photo on the wall, I quickly agreed to sign up to be a Grange member again - I was born and raised a farm girl and wanted to promote agriculture.

Brother Smithers recently brought me a handwritten letter from some old Grange files that Mrs. Margaret Senenger, Matron, had submitted dated October 27, 1961.

It was a list of officers of the David Crockett Juvenile Grange No. 11. I was listed as Overseer. All of the officers were school friends. I have a gap of Grange participation from my years as a youth to now as a senior citizen.

Texas State President Karen Overstreet and husband Buddy visited our Grange meeting this month. I showed them "that" picture on the wall I had seen in 2016 which included my mother, aunt and a few other young ladies of this Grange. No one now can identify the other ladies.

Also hanging on the wall is a 10" x 24" panoramic photo of a large crowd which I had not paid any attention. Brother Buddy began reading information at the bottom of the photo: H.L. Summerville Photo - State Rally of Texas State Grange Honoring 1st Anniversary of Cost Grange No. 1913, the first Grange organized in Texas, Rally Held in Plaza Hotel, San Antonio, Texas, Jan. 24-25, 1936.

Cost, Texas is where we had relocated!

I asked a lady of the community about the Grange. She remembered her parents attending when she was little. The Grange met in the two story school house which is no longer there. It was located about a half mile from where I now live! I will continue to research.

My previous address was Elmendorf, Texas.

Why was this photo honoring the Cost Grange in the David Crockett Grange in Elmendorf, Texas? Sixty years of connections and questions...

Shout Out

Submitted by Diana Nordquest

Ohio State Grange Lecturer

Thank you to all of the quilters who used their time and talents to put together the 2020 quilt squares! The quilt that Ohio received was auctioned at our state session. The Flying Horse Farm will receive \$800 from the auction. The Flying Horse Farm provides a free camping experience to children with serious illnesses. A full medical team is on-site to provide needed care during the camp experience. The camp is located in Mt. Gilead, Ohio and serves children from many states.

Banana Pudding to the Rescue!

BY JUNE PINKSTON

Lecturer, Tennessee State Grange

We have all heard the old saying, "when the world gives you lemons, make lemonade."

A new take on this classic might be, "when the world gives you bananas, make pudding" - or so it was for one Tennessee Granger.

Sara Patton, a member and officer of Statesville Grange near Nashville, accidentally found a unique way to raise money to help finance a trip to Disney World in October of 2022 for a group from her county when someone gave her a half box of bananas.

Sara put a message on Facebook saying that she would make "old-fashioned, made from scratch, like your Grandma used to make" banana pudding for anyone who would give a donation toward the Disney trip. No specific price was mentioned.

Soon, the orders started rolling in. She wound up having to get many more bananas.

Her 26 batches of banana pudding raised \$1,500 for the group - quite a few more puddings than she had planned, and certainly more money than she ever dreamed she would be able to raise. Way to go, Sara!

SAVE *the* DATE



JULY 18-23, 2023

**LOG CABIN RESORT & CAMPGROUND
CURTIS, UPPER PENINSULA OF MICHIGAN**

2021 Thanksgiving. An Editorial (an activity idea).

BY JACKIE BISHOP

Lecturer, Michigan State Grange

Thanksgiving, a national holiday in the United States, was traditionally a period of giving thanks for the autumn harvest.

In more recent years, the emphasis has moved somewhat beyond the emphasis of the harvest, as a time to give thanks for a variety of events over the past year, from the national level to the personal level.

Often, we think more about what traditional foods we will enjoy on that day – turkey, stuffing, mashed potatoes, cranberry sauce, pumpkin pie, etc. and less about giving thanks.

Thanksgiving this year might be a time that each of us could consider how we have and continue to react to circumstances around us.

What kind of words do we use?

How often in a day's time are we thinking negatively?

How do we treat those that we encounter during the day and week?

Are our beliefs based on what others have told us to believe, or do we try to find unbiased information to help us understand various issues?

It seems to me that this is a time when we each need to consider our personal values and how we act those values out. As we sort these things out, at least for me, I consider how to say things related to “loving others”, as opposed to “not hating others.”

One can think about how many times in a day you have an opportunity to thank or compliment another, which can build and even maintain positive relationships.

Over the years, most of our beliefs evolve and change. Given our 2021 environment, there are writings we can read every day (books or media) that challenge our beliefs.

Thinking more deeply about our beliefs can help each of us develop into more loving persons. All of these things help me turn to more positive thoughts and truly consider

what I am or should be giving thanks for on a more regular basis, and especially so on Thanksgiving Day. Our Grange “faith, hope, charity, and with fidelity” certainly gives us a basis to build upon.

On Thanksgiving Day one year, our family members were all given sticky notes on which to write something they were thankful for – young and old alike. We posted them on the wall. This is an activity that could be done in a Grange meeting. Names need not be added to the sticky notes.

This idea of identification of things to give thanks for can assist individuals to think more positively. An activity like this does not need discussion to follow, but could just be concluded with what is called a “museum walk” – individually, walking around and checking out the items on the wall. This gives people an opportunity to quietly reflect and think about the ideas that are sparked.

Happy Thanksgiving!

Get into your kitchen and the holiday spirit with this recipe

BY GWENDOLYN SWENSON

National Lecturer Advisory Board Member

Minnesota State Grange Women's Activities Director

I was recently asked to judge food preservation at a local county fair. One of the entries was Candied Jalapenos which I found to be addicting – so I went home and made them for myself. Here is the recipe:

Candied Jalapenos

- 1 ½ lbs. fresh jalapenos (about 30 peppers)
- 1 cup apple cider vinegar
- 3 cups white sugar
- 1 tsp garlic powder
- ¼ tsp ground turmeric
- ¼ tsp celery seed
- ½ tsp ground cayenne pepper, optional



Slice peppers. Bring vinegar, sugar and spices to a boil. Reduce heat and simmer for 5 minutes. Bring mixture back to a boil and add pepper slices, then return to a boil and simmer for 4 minutes. Fill jars with sliced jalapenos to ½” of rim. Bring syrup back to a boil and boil for 6 minutes. Ladle syrup into jars to ½” from rim. Wipe rims, place lids and screw on rings. Process jars in a boiling water bath for 10 minutes. You can also place in refrigerator without processing – let age for three weeks and use within three months. This recipe is also known as Cowboy Candy. Enjoy!

The holidays are fast approaching. This is a good time to find some easy treats or snacks that you can make with family members of all ages. Take this time to appreciate each other. Turn off your phone/computer and visit with each other. Teach the young ones how to set a proper table or let them mash the potatoes. Let there be a bit of a mess because these will be the times you remember.

Happy Thanksgiving and Merry Christmas along with Happy New Year!

2022

Worthy Lecturer,

Congratulations on being elected Lecturer of your Grange!

My challenge to you for 2022 is to strive to engage and to involve your members better than your Grange has ever done before.

Look to collaborate with other groups and organizations to make your community and your Grange stronger and more inviting.

Most of all, have fun!

May your term as Lecturer be rich and rewarding!

Fraternally yours,

Christine E. Hamp, Lecturer

The National Grange



Grange Oral History project set for 2022

BY CHRISTINE E. HAMP

Lecturer, National Grange

I am excited to announce the new for 2022 and beyond, Grange Oral Histories Project.

The Grange Oral Histories Project is a joint venture between the National Lecturer and the National Membership and Leadership Development Director with the intent of generating and preserving original, historically interesting and relevant information from personal recollections through planned recorded interviews.

This method of interviewing preserves not only the voices, memories and perspectives of people in history, but also their passion for the doing.

Our goal is to use the Grange Oral Histories Project to enable Grange members to share their stories of the major battles, the celebrated triumphs as well as the less known daily activities and events in their own words, with their own voices, to the



historical record regarding the influence of the Grange for future generations and communities.

“Our history is not just about the big events in Washington or in our State Capitols, but it’s also - and in many ways even more so - about what happens in our local Granges and in our lives because of our Grange involvement,” Membership and Lead-

ership Development Director Amanda Brozana Rios said. “And the history of individuals and their lived experience in small towns are powerful and worth capturing, so this project is something that can inspire us in so many ways.”

From the project, a different type of Grange history book, podcast series or regular column could be created to celebrate the organization and their communities.

These oral histories most certainly will account for the way things are and often the way they should be, and will assist today’s leaders in educating the young and teaching important lessons about the past.

Please keep your eye out for information on the “how” part of the Grange Oral Histories Project in the next couple of months and in the meantime be brainstorming lists of names for your Grange’s “who x 2” – both the people to be interviewed as well as the people best suited to serve as interviewers.



2022 VIRTUAL PHOTOGRAPHY CONTEST

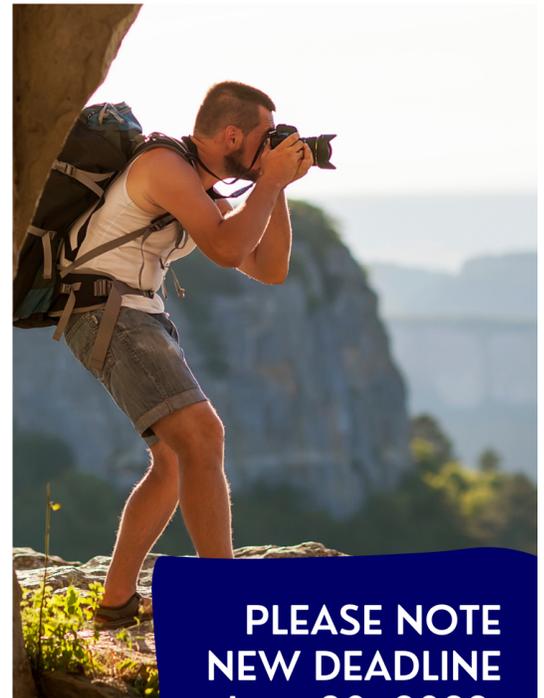
4 Divisions

- Agriculture
- Sky
- Trucks
- Water

Everyone can enter up to 3 photos!

WINNERS WILL BE INCLUDED IN THE LECTURER'S 2023 CALENDAR

Submit using the link bit.ly/22grangephoto



**PLEASE NOTE
NEW DEADLINE
June 30, 2022**

Name in the news: Getting press coverage for your event

BY PHILIP J. VONADA

National Grange Senior Communications Fellow

Have you put together the perfect program for your Grange and the public, then wonder why nobody shows up or the news outlets in your area don't seem to care? Well, the question is - what are you doing to promote your event before it happens, or to get press coverage after?

Prior to your event, consider sending a Media Release to local news sources. Here's a quick and easy guide to get press and guests to your Grange event:

1. Build a Media List - Identify the sources you want to contact and compile their email addresses. Consider finding editors or reporters for local newspapers, TV channels, online news sources, or local magazines, or even local radio hosts! Also consider non-traditional sources like community Facebook groups, your local Chamber of Commerce and online community calendars. You can change your target sources whether you're holding a social event, concert, speaker, or even a political event like a town hall or debate - different reporters prefer or are assigned to cover different events. Some media releases can (or should) also be submitted directly through the newspaper's website. Look for the "Submit News" button on almost any news outlet and follow the prompts.

a. If the press arrives at your event, or reaches out, be sure to build a positive rapport with them, so you can reach out directly to them in the future.

2. Submit your event - You should give at least two weeks' notice to allow ample time for planning for press to come cover your event. Provide the "W's" - WHO is holding the event; WHAT is the event; WHERE is the event; WHEN is the event; HOW MUCH does it cost; and WHY is it press-worthy? Also include a quote from somebody who is in the know about the event (your Grange President or Program Director is a good idea), as well as your contact information.

Example: Penns Valley Grange #158 in Spring Mills, Pennsylvania is holding a town hall and debate for our school board candidates on October 15, 2021 at 6:30pm. This free event is open to the public, and will also include light refreshments following the debate. Questions will be allowed from the floor. Ruth Vonada, Penns Valley Grange President, says, "We hope to see a large turnout at this event. The Grange believes that being a good citizen includes being an involved and informed voter. We will also be holding a bake sale at the election site on November 2nd." Press contact: Philip Vonada, Outreach Chair, at ... or by email at ... (After this, you can include information about your Grange)

3. Promote your release online - Whether or not your

media release is picked up online, use FREE distribution locations (i.e. social media) to promote yourself. Using free sites like canva.com, you can create high-quality eye-catching graphics that you can post online - use those FREE community groups (like nextdoor.com) to promote your event, and community calendars like can be found on local public radio or tv station websites.

4. Follow up! - If press doesn't reach back out within a week, follow up with a one-week notice. (i.e. "Don't forget! School Board Town Hall to be held at Penns Valley Grange on October 15!")

Hopefully this will all help people attend your event, and to get your name in the press and fill your seats! Whether or not press arrive, you can also submit a post-event press release, much in the same way.

1. Identify your contacts - You can send to exactly the same list, or re-tool. Chances are, no television or radio station is going to cover your event after the fact.

2. Submit your release - Don't forget to include a quote or two, one from somebody within your Grange, maybe one from the speaker or a participant in the event, and one from somebody who attended. A brief example...

Example: On October 15, Penns Valley Grange #158 in Spring Mills held a town hall and debate for school board candidates at their Grange Hall. Four candidates vying for two open seats participated in the town hall, answered questions from more than three dozen community members in attendance in this 90-minute event. (Then follow up with quotes, your contact information, and some more information about your Grange.) Close your press release with a teaser about your next event (i.e. Information about the Grange's upcoming community Thanksgiving meal, which will be held on Tuesday, November 23, will be coming out soon.)

3. Include high-quality photos - If you don't have a smartphone, somebody in your Grange probably does. Most smartphones are set up to take high-resolution photos, so there's really no excuse for not having at least one or two photos of your event. Be sure to include information about WHO is in the photo with a brief caption. (i.e. Ruth Vonada, President of Penns Valley Grange, moderates the town hall. Candidates w, x, y, and z participated in the event.)

4. You want to make this as EASY as possible for the news sources to pick up your press release and run with it... and the more often you contact them about things you are doing for your community, the more likely they are to follow up with you in the future!

Stay tuned for templates for media alerts and press releases.

QUILT BLOCK SWAP

STAY TUNED FOR MORE INFORMATION ON THIS NEW
2022 PROGRAM FROM THE NATIONAL LECTURER

FREE TOOL THAT IS PRICELESS

Great designs drive results. Try easy-to-use Canva today.

BY JENN NAUSS

Lecturer, Pennsylvania State Grange

The Grange is often said to be its own best-kept secret.

Unfortunately, many Granges do not share the wonderful things they are doing with those outside (and within) the Grange.

A Lecturer/Program Director may plan the best program or activity, but if we are not inviting the community – and our own members – to participate, we are missing a huge opportunity. We should be sending press releases to local print and electronic media, posting flyers, and using social media.

Canva is a great online tool that can be useful in creating PR materials – everything from flyers to Facebook and Instagram posts.

Canva offers free basic accounts and is very user friendly. It allows users to make attractive materials which can be printed, downloaded, or posted directly to social media.

Canva offers templates that are automatically sized to the right dimensions for different social media posts, business cards, full page flyers, and more. Those templates also make you look like a professional without a single day of digital arts training and make your Grange look great, too!

Visit www.canva.com to get started!

Everyone invited to Membership Matters meetings

BY AMANDA BROZANA RIOS

National Grange Membership Director

Have you ever wondered how your work as a Lecturer can translate to attracting new members and retaining members already on your rolls?

Many of the ideas shared on our monthly Membership Matters Zoom meetings, held the third Tuesday of each month starting at 8:30 p.m., include programming elements or can help you with new ideas or approaches to your work as a local Grange Lecturer.

The meetings last about an hour and are open to any member.

In November, we will unveil a new program, very much in the Lecturer's lane, that can help members learn or reflect on lessons of the Grange.

December's meeting will be held on the

SECOND TUESDAY (note the change) and focus on the new 2022-23 Grange theme.

In January, February and March, we will focus on the theory of persuasion, generational differences and how that knowledge can help us attract and recruit into our membership new people of different ages.

In April, we will look at a second new program to help member satisfaction and retention (and that word-of-mouth advertising that is so important to Grange growth).

Each session is recorded, and you can listen to the presentation a few days after the meeting is over. However, to get the most out of the program, try to schedule time to be "in the room" so you can contribute and ask questions.

To attend, type bit.ly/grangemm into your web address bar and go to the Zoom meeting.



Q1 DEADLINE

Deadline for submissions for A Quarter's Worth, First Quarter edition is February 1.

Send ideas, tips, shout outs and other content options to National Lecturer Chris Hamp at lecturer@nationalgrange.org or contact her by phone at (509) 953-3533.