

Chapter Charity Account

Tool Kit

(800) 994-7400



CCA TOOL KIT

3. CCAR Instructions
 - a. Link to CCAR application
 - b. Link to website
 - c. MMCF – CCA Coordinator Contact Info
 5. IRS Guidelines
 6. Fundraising Ideas
 12. How to Engage Your Members
 13. Frequently Asked Questions
 15. Media Protocols
 21. Photo Release
 22. Template to Mail with Checks
 23. Ideas to Get Involved In Your Community
- Included in Packet:** CCA Donation Envelopes



Chapter Charity Account Representative Instructions

1. The Worthy Matron of each chapter will appoint a Chapter Charity Account Representative (CCAR). The CCAR may only manage one Chapter Charity Account.
 2. The CCAR is the only point of contact between the Michigan Masonic Charitable Foundation (MMCF) and the chapter.
 3. The CCAR must be able to fill out and access on-line information.
 4. The appointed CCAR must submit a CCAR enrollment at: www.michiganmasons.org/foundation/chapter-charity-account.
 5. CCAR will receive dashboard link and instruction/tool kit from MMCF.
 6. The CCAR will fill out an application (found on dashboard) for a withdrawal through the CCA online application link and attach meeting minutes where the withdrawal/action was voted on. (Withdrawals are an action of the chapter and must be acted upon in chapter. All withdrawals must be consistent with IRS guidelines on page 5.)
 7. Allow 10-14 business days for the withdrawal to be facilitated. Checks will be made payable to the Entity/Individual recipient and mailed directly to the CCAR.
 8. After check presentation or mailing check to the recipient, the CCAR must complete the report (found on dashboard) and include media (photos, press releases, etc.)
 9. If for some reason a new CCAR must be appointed, the Worthy Matron must call the MMCF office directly: (800) 994-7400.
- On April 1st of each year, each chapter will have \$1,000 deposited from MMCF into their Chapter Charity Account. Application and report links can be found on our website.
 - When the \$1,000 has been exhausted from the Chapter Charity Account, it will not be replenished until April 1st of the following year.

- The amount available for withdrawal from a Chapter Charity Account (CCA) increases only when new donations are added to the account. Each April, the MMCF posts its annual base contribution, and the chapter receives an additional **4% of its cumulative donations** to the CCA. Example:

A chapter donates \$12,500 to its CCA. This increases the annual withdrawal amount as follows:

\$1,000 – MMCF’s annual April 1 contribution

\$500 – 4% earnings on the chapter’s \$12,500 investment

\$1,500 – new total amount available for withdrawal each year going forward

- Any donations to the MMCF CCA program are tax deductible as allowed by law.
- If you are unable to do a check presentation in person, please use the template enclosed to send with your checks so organizations understand who the donation is from.
- All donations must be made payable to: Michigan Masonic Charitable Foundation (MMCF).

For questions regarding Chapter Charity Accounts, please contact:

Amanda Bass
(800) 994-7400
agbass@mmcfonline.org

WHAT IS ALLOWABLE AS A CHAPTER CHARITY ACCOUNT WITHDRAWAL (IRS Guidelines)

1. Any 501c3 non-profit organization qualifies as an allowable withdrawal.
2. Personal Relief (such as a Masonic family member in need, assistance with utilities, or funeral expenses.)
3. Community Support (playgrounds, scholarships, school equipment, food pantries, etc....)
4. Educational Programming (Masonic or chapter education)

All withdrawals must comply with the 501c3 definition of charitable purposes: The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of education or science; erection or maintenance of public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tension, eliminating prejudice and discrimination; defending human and civil rights secured by law, and combating community deterioration and juvenile delinquency.

General Fundraising Ideas

1. **Silent Auction** - Get donated items or baskets. Place bid sheets in front of each item. Participants put their bid on the bid sheet and highest bid wins the prize
2. **Chinese Auction** - Obtain several auction items or baskets (donated). Place a bowl or box next to each item. Sell bid tickets for a specific price. The participants place their tickets in the bowl next to the item they want to win. At the end of bidding, a ticket is drawn from each bowl and that person wins the item
3. **Live Auction** - Obtain donated items, have someone auction off items to the highest bidder, could also charge a fee to attend event
4. **Food Events** - Chili Cook Off, Spaghetti Dinner, Pancake Supper, Breakfasts, Chicken Dinner, Steak Fry...
5. **50/50** - Sell tickets; half proceeds go to winner, half to chapter
6. **Bingo**
7. **Golf Outing** - Fee to participate
8. **Bowl-a-Thon** - Fee to participate
9. **Tournaments** - Horse shoes, darts, softball, corn hole, poker, board game
10. **Car Show** - Charge fee to look at cars, get donation for prize
11. **5K Run/Walk** - Charge fee to participate, get donation for ribbons or prizes
12. **Wine Tasting** - Charge fee to enter, charge fee for wine
13. **Live Music** - Charge admission fee
14. **Outdoor Movie** - Charge admission fee
15. **Food Truck** - Have a portion of the sales go to CCA
16. **Entertainment in the Park** - Charge admission fee
17. **Dunk Booth** - Fee to have so many chances to throw the ball
18. **Jail** - Charge fee to put someone in jail, charge fee to get someone out of jail
19. **Petting Zoo** - Charge attendance fee
20. **Pony Rides** - Charge fee to ride
21. **Mattress Race** - Charge fee to participate
22. **Motorcycle Rally** - Fee to participate
23. **Boat Races** - Build cardboard boats, charge registration fee
24. **Yellow Duck Down the River Race** - Charge entry fees per duck, whoever's duck wins gets the donated prize
25. **Remote Control Car Race** - Entrance fee, donated prize for winner
26. **Art Fair** - Entrance fee, each booth donates portion of their sales
27. **Family Pictures** - Photographer donate portion of their sales
28. **Calendar Fundraiser** - Fee for calendars, portion over and above cost goes to chapter
29. **Booze Cart** - Get booze donated and charge for raffle tickets
30. **Item Raffle** - Golf clubs, gun... get item donated and charge for raffle tickets
31. **Custom T-shirt Sale** - Fee for shirt, portion over and above cost goes to the chapter
32. **Car Wash** - Utilize volunteers to wash car and charge a fee to have cars washed
33. **Book Sale** - Get donated books and charge for each book purchased
34. **Trivia Night** - Charge fee to enter a team, get prize for winner donated
35. **Dueling Piano Fundraiser** - Charge entrance fee, usually the piano players have methods to raise money, get fee for piano players donated

36. **Money Jars**
37. **Rummage Sale**
38. **Bake Sale**
39. **Partner with a Local Restaurant** - A portion of sales goes to CCA
40. **Talent Show** - Get prizes donated, charge a fee to watch show
41. **Carnival** - Have several booths, participants would purchase tickets to play, have someone donate money to rent games
42. **Recipe Book** - Gather your most prized recipes and create a book to sell
43. **Product Sale** - Candy, plants, candles, flowers, cookie dough, patriotic flags, homemade dog treats...
44. **Guess How Many Items in the Jar** - Get prize donated, charge a small fee to guess
45. **Pop Can Drive**
46. **Flock of Fun** - Traveling Flamingos. Pay a fee to have a friends yard filled with Flamingos, pay a fee to have Flamingos removed
47. **Masonic Monopoly** - Create a custom monopoly game, have prize donated, fee to play
48. **Helicopter Drop** - Have a large field that is divided into blocks. People then purchase blocks for a fee in an attempt to guess where the helicopter will drop the prize bundle. Encourage the helicopter plot to circle and swoop over the field to create excitement before the drop. The helicopter and pilot fee donated and something exciting to drop.
49. **Wine Pull Raffle** - Participants will purchase a "wine pull" that gives them the opportunity to pull a bottle of wine from a selection of expensive, cheap and medium range of wine. Meaning they will always walk away with something, but they have the possibility of pulling a really awesome bottle of wine. Have all wine donated.
50. **Car Raffle** - You will need to acquire an awesome car for the raffle. Setup a deal with a local dealership, where you will pay for the car once the raffle is over. You will need to purchase a license. Determine how many tickets you will need to sell at what price to make this fundraiser profitable. You could do this with any high end item such as a trip, gun, hotel package, etc.
51. **Golf Ball Drop** - Participants purchase numbered golf balls. The golf balls are then dropped by any number of means onto a Green, for example from a helicopter or from a tipping bucket on a tractor. The ball that then goes in the hole, or nearest to the pin, is the winner.
52. **Envelope Fundraising** - Get several donated prizes that you place in envelopes on a display board, charge a fee to pick and envelope
53. **Facebook** - Chapter or individual would raise money with a Facebook post, contact MMCF we can help you
54. **Concession Stand** - Charge for treats and chapter gets money that is over and above costs of food
55. **Garden/Home Tours** - Charge a fee to tour a home or garden
56. **Basic Service Auctions** - Lawn mowing, house cleaning, etc. Tickets sold to win prize
57. **Local Wine Tour** - Charge fee to participate, chapter would get money over and above what the cost of tour
58. **Adult Prom** - Charge fee to enter, fee for refreshments
59. **Purse Sale** - Obtain donated purses and charge flat price to purchase
60. **Adult Scavenger Hunt** - Fee to enter, obtain donated prize, make a list for individuals or teams to find

61. **Spelling Bee** - Obtain donated prize, fee to enter, fee to watch
62. **Custom socks, ties, ...**- Chapter would sell item for over and above cost
63. **Brown Bag Lunch** - Instead of meeting for a meal, each bring own meal and the money that would have been used to go out to eat is donated
64. **Gently Used Shoe Sale/Gently Used Sports Equipment** - Items would be donated and charge flat fee to purchase, advertise to community
65. **Sell Holiday Pie** - Obtain donated pies and charge a fee to purchase
66. **Pie in the Face** - Charge attendees a fee to toss a pie in the face of a local celebrity – could be the mayor, Worthy Matron/Patron of the chapter, school superintendent... of course you would need to get all of those folks to volunteer
67. **Change Wars** - Set up teams and challenge them to collect change
68. **Taxes** - Send out a mailing list and ask all that participate to “pay taxes.” Make a list of items that the participant could pay taxes on such as: 50 cents for each sibling, 50 cents for each car, 50 cents for each child, 50 cents for each masonic event you have attended this year.
69. **Cutest Pet Contest** - Set up a community event (would be great in conjunction with another community event). Charge an entry fee, charge small amount for attendees who want to vote. Give a small donated prize to the winner.
70. **Pumpkin Carving Contest** - Invite people and charge a small fee to carve a pumpkin and enter into the contest. Can have multiple awards- Best pumpkin, Scariest pumpkin, most original, child’s category. Charge small fee for attendees to come and vote.
71. **Gift Wrapping** - Set up a gift wrapping day at the chapter where folks can bring packages to be wrapped for a small fee. Have all supplies donated to save on expenses
72. **Detroit Tiger Game** - Select a game date from calendar, choose seating options, reserve seating, and \$5 of each ticket goes back to your non-profit. For more information call Tiger Group Sales at (313) 471-2255.
73. **Balloon Pop** - \$1 per try to pop a balloon and win the prize inside (donated prizes)
74. **Hunters Breakfast** - Hunting weekend have breakfast at deer camp, get food donated, charge fee for the meal
75. **Shooting Range** - Charge fee to participate, obtain donated prizes
76. **Champagne Glass** – Get a piece of jewelry donated. Have several champagne glasses filled with champagne that can be purchased for a fee. Have something in or under the champagne glass that would determine the winner (that can’t easily be identified by the purchaser). When glasses are all purchased announce the winner – everyone look on the bottom of your glass and the person with the “star” wins the jewelry. Have the piece of jewelry donated by a local jeweler.

COVID-19 Friendly Fundraising Ideas

1. **Coronavirus Jar** - Every time the word is used (family, friends, chapter) \$1 into the jar
2. **Virtual Online Sale** - Gather donations, list them on website page, and set up safe pick up location.
3. **Rummage Sale of Donated Items**
4. **Bottle Drive** - Offer to pick up peoples bottles from porch or have left at chapter.
5. **Virtual Birthday Challenge Fundraiser** - I am turning 45, I challenge you to donate \$45

6. **Facebook Birthday Fundraiser**
7. **Virtual Class or Workshop** - Does someone in your chapter or Masonic Family have a hidden talent (chef, painting, second language) have them host the class, and everyone at home can Zoom in.
8. **Host an outdoor painting class**
9. **Bingo outdoors or virtually**
10. **Virtual Walk or Run** - 5K or donation per Mile
11. **Offer Tech Assistance** - As the world goes virtual, offer to those that are not tech savvy.
12. **Mow Lawns**
13. **To Go Meals** - Breakfast, Steak Fry, Grilled Pizzas, Fish Fry, Chicken Dinner...
14. **Hot Dog Stand**
15. **Golf Outing**
16. **Bake Sale** - Get everyone involved, even kids!
17. **Outdoor Movie Night** - Charge admissions or sell popcorn to raise funds
18. **Tutoring** - Is anyone in the chapter a retired teacher? With so many kids being home schooled, and parents going to work, could they offer tutoring to kids for donation, via Zoom
19. **Tournaments** - Horse Shoes, Corn Hole – fee to enter, donated prizes
20. **Car Show** - Admissions Fee for cars to enter, donated prizes, fee to look at cars
21. **Outdoor Music** - Charge admission, get music donated
22. **Create a Calendar to Sell** – Profits would be over and above cost of calendar
23. **Car Wash**
24. **Partner with Local Restaurant** - A portion of the meals sold goes to CCA
25. **Flock of Fun** - Pay to have a Flock of yard Flamingos put on someone's lawn, owner pay to have them removed and put somewhere else
26. **Dog Walking or Pet Sitting**
27. **Virtual Bike-a-Thon** - Pay to enter, donated prize
28. **Virtual Hike** - Pay to enter, donated prize
29. **Virtual Movie Night** - Watch a Movie together and set up a chat room/Zoom
30. **Text to Give Campaign**
31. **Virtual Concert** - Pay to watch, donated entertainment
32. **Virtual Raffle Drawing** - donated prize, sell tickets online
33. **Virtual Spelling Bee** - Pay to enter, donated prize

*Research Pinterest for additional ideas or more information

*Some raffles, 50/50, gambling games may need a license. Please research.

Direct Mail Fundraising

1. **Lifetime Member Appeal** (Templates will be provided.)
2. **Dues Appeal** (Templates will be provided.)

Work with other chapters in your district to get more members/community involved.

MEMBER DUES NOTICE

FUNDRAISING APPEAL TEMPLATE

**This letter would be sent out with all dues notices*

Dear Member (Name),

You recently received a letter from the Michigan Masonic Charitable Foundation letting you know about the new CHAPTER CHARITY ACCOUNTS (CCA). This program will allow us the opportunity to build, enrich, strengthen and transform our relief programs and community philanthropy without financial constraints to the chapter.

We are also very excited to envision our account balance increasing and the only way this will be possible is by the chapter and members of the chapter making contributions to our account. Our chapter and chapter members can now donate money directly to our Chapter Charity Account (any donation to the Foundation/CCA program are tax deductible as allowed by law) and GROW the account to increase our yearly withdrawal. All donations to our chapter account will be invested and each year 4% of your invested donations will be added to our annual \$1,000 distribution.

Example: If our chapter/member donations equal \$12,500, our following yearly withdrawals would increase \$500 to a total of \$1,500.

Every donation, regardless of size, helps our chapter account grow, and all donations directed to our CCA program will benefit OUR chapter, OUR Members , OUR community.

For your convenience, you can make a gift directly to the Michigan Masonic Charitable Foundation, noting our chapter name & number in the memo line. You can also give online at www.michiganmasons.org/foundation/chapter-charity-account.

Your generosity is inspirational and appreciated, which is why _____ Chapter No. ___ is truly the best chapter that was, is and will be.

Sincerely,

(Name of Worthy Matron/Patron)

LIFETIME MEMBER FUNDRAISING APPEAL TEMPLATE

**This letter would be sent out to all lifetime members*

Dear (Name),

You recently received a letter from the Michigan Masonic Charitable Foundation letting you know about the new CHAPTER CHARITY ACCOUNTS (CCA). This program will allow us the opportunity to build, enrich, strengthen and transform our relief programs and community philanthropy without financial constraints to the chapter.

We are also very excited to envision our account balance increasing and the only way this will be possible is by the chapter and members of the chapter making contributions to our account. Our chapter and chapter members can now donate money directly to our Chapter Charity Account (any donation to the Foundation/CCA program are tax deductible as allowed by law) and GROW the account to increase our yearly withdrawal. All donations to our chapter account will be invested and each year 4% of your invested donations will be added to our annual \$1,000 distribution.

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Your generosity is inspirational and appreciated, which is why _____ Chapter No. ___ is truly the best chapter that was, is and will be.

Sincerely,

(Name of Worthy Matron/Patron)

Ways to Engage Your Members in Your Chapter Charity Account

1. **Create a donor wall in your chapter**
2. **Create a Competition**
 - a. Challenge giving within your chapter
 - b. Challenge another chapter
3. **Create a Special Award**
 - a. Drawing for everyone who has donated this year and/or
 - b. Award for the person who has given the most
4. **Post reminders in chapter dues notices**
5. **Post reminders in chapter newsletters**
6. **Post reminders on chapter social media**
7. **Host fundraising events where the proceeds will go toward the Chapter Charity Account**
8. **Post Facebook fundraisers and donate proceeds to your Chapter Charity Account**
9. **Invite MMCF staff to talk about CCA at a chapter meeting**
10. **Show your Chapter Charity Account Dashboard at every meeting**
11. **Discuss the Chapter Charity Account at every meeting**

CHAPTER CHARITY ACCOUNT FREQUENTLY ASKED QUESTIONS

- 1. Can I still give money to the Michigan Masonic Home?**
Yes, donations can still be designated to the Michigan Masonic Home, Michigan Masonic Museum & Library, Youth Groups, Orphans, or Widows.
- 2. Why give to MMCF Chapter Charity Account rather than to my chapter directly?**
Gifts made directly to chapters are not charitable nor are they tax deductible by law. All Chapter Charity Account donations must be made payable to MMCF.
- 3. What if my chapter merges with another or becomes defunct?**
Mergers: The annual withdrawal will remain \$1,000 however, the donations that had been made to BOTH Chapter Charity Accounts will be combined
*example: Chapter A merges into Chapter B
Chapter B (Now primary home chapter) receives \$1,000+ 4% of combined donations from both chapters annually*

Defunct chapters: Chapter Charity Account donations would be transferred to the MMCF endowment for future growth.
- 4. What if my chapter wants to spend more than what is allocated for this year?**
Your chapter can spend any amount on charitable purposes that it desires; however, only \$1,000 is available through the MMCF.
- 5. If we don't use our draw for a particular year will our draw for the following year be bigger?**
No, your chapter cannot "roll-over" the deposit from MMCF from one year to the next. Each year, on April 1st your chapter will be reset with \$1,000 (unless your fund is grown by donations).
- 6. If we have a member in urgent need and we don't have any funds in our account what can we do?**
Outreach & Member Care will be available to help identify additional assistance. Please contact (800) 321-9357.
- 7. Can we assist someone who is not part of the Masonic family in our community?**
Yes, the gift must comply with all federal IRS and Chapter Charity Account Program guidelines.
- 8. Can we use part of our draw to give a scholarship to a member pursuing higher education?**
Yes.
- 9. Can someone be the Chapter Charity Account Representative for more than one chapter?**
No.
- 10. Will my chapter's funds be available immediately?**
Four percent (4%) of all donations made during the prior fiscal year will be available the following April 1st.

11. Can we process our own donations?

No, all checks must be sent to and made payable to MMCF (with a note stating chapter name and chapter #).

12. Can my chapter use the Chapter Charity Account to cover the cost of dues?

No.

13. Can my chapter use some of these funds to maintain our chapter building?

Under very limited circumstances; your building location would need to meet guidelines for Historical Preservation.

14. Can we use funds from this account to put on a fundraiser? (ie. Use funds to purchase supplies for our spaghetti supper).

No. These uses do not fall under IRS regulations for charitable giving.

15. What does allowable withdrawal mean?

This means the withdrawal complies with the requirements for charitable donations as identified by the IRS. Examples: Charitable Outreach, Educational Programs, Relief of Distressed Persons, Historical Preservation

16. Can I change the designation on a gift I have already made to MMCF?

No; however, you can change the designation of the gift moving forward. (i.e. changing the designation of a current monthly recurring gift)

17. Can I make a gift to my Chapter's Charity Account in my will or estate plan?

Yes, please speak with your legal or financial representative or call the MMCF office.

18. If I have already set up a gift in my will to MMCF can I change the designation to my Chapter Charity Account?

Yes, please speak with your legal or financial representative or call the MMCF office.

19. Can anyone contribute to a Chapter Charity Account?

Yes, any individual or entity can contribute to a Chapter Charity Account.

20. How often will withdrawals be processed?

Once MMCF receives the online application from your Chapter Charity Account Representative, it will be processed immediately and you will receive your funds within 10-14 business days.

Michigan Masonic Charitable Foundation Media Packet

For any group to be successful, they need to clearly communicate who they are, what they do and when and where they are doing it. The most efficient way to do this is by utilizing your local media to get that message out.

If your chapter has an upcoming fundraiser, has donated money to a local organization or has an installation of officers occurring, the community needs to know about it. The information within this resource will help your chapter provide a well written press release to your local TV, radio and print media outlets.

The Press Release

A press release is a FREE news piece that you submit to your local media. This is not something that is paid for and should not be submitted to the advertising department of the local media outlet.

Step-by-Step Breakdown

1. "Immediate Release" should be stated first, as it is an indication to the media outlet receiving the press release that they can provide this information immediately.
2. Contact Information: Provide contact information for the submission. This should include a name, chapter name and number, phone number, email address and website URL.
3. The headline lets the reader know the name of the event being highlighted and where it is occurring. It also includes the important enticement word of "Free" to hopefully grab the reader's attention and cause them to read further.
4. Paragraph 1: The opening paragraph of the press release needs to contain all information for the reader to gain basic information of the event. It provides who, what, when, where and why details. Any event names or program partners will occur here as well. It is very important that all of this information be provided in the opening paragraph.
5. Paragraph 2: This section needs to provide the reader with background information of the event/organization while also enticing the reader, describing why it is so important.
6. Paragraph 3: This final paragraph should contain a brief summary of what the event/organization provides or the impacts it will have or has in the community.
7. Event Contact Information: Finally, our sample press release provides contact information for further questions or additional information. A phone number and web address (if applicable) should be provided.

* Note that the press release is short. This is important in order to maximize the chances of the information being used by the media. The longer the press release, the more apt that changes will be made or that it may not be used at all by your local media.

Press Releases are also valuable for reporting the results of a certain activity or accomplishment. Please see the sample press release on page 18.

Helpful Hints

- When submitting a press release, provide all of your contact information. This should consist of your full name, phone number and email. The local media always requires this information so that they can contact you and verify the information in the press release.
- When locating your local media by website, you will want to look under the “Contact” tab for press release or news submissions. Many media websites will provide a form for submitting news items. In some instances, this is the only way they will take submissions.
- Whenever possible, you should submit press releases in person. This will allow you to create a solid personal relationship with that particular media outlet and this is always to your advantage.
- Never underestimate the value of your chapter’s activities, as it relates to being a valid news item. When in doubt, submit it. The idea is to get the word out about what your chapter is doing and how your local community is benefiting from it.
- If your press release is not used, don’t take it personally. Many times, a news item is not provided because that media outlet may only have limited space or time for providing news items.
- Submitting a local letter to the editor is also a great, free way to get the word out about a successful event and to thank those who participated.
- Whenever a chapter event is reported on in your local media, you are encouraged to electronically provide the news report to the Grand Lodge and the Michigan Masonic Charitable Foundation (MMCF). The preferred way of doing this is by providing the web site URL of the news report.

Helpful Websites

Below are some web links that will help you to locate sources of your local media outlets:

<http://www.usnpl.com/minews.php> Michigan Newspapers
<http://www.michiguide.com/dials/> Michigan Radio and TV

Sharing Your Digital Stories

Promoting the tremendous work the Order of Eastern Star does around the state is essential to growing the chapter. We would like to build a photo library of all the events, scholarships, and community activities our chapters take part in throughout the year. Below we have provided a quick 'how-to' check list to make sure we have the high-resolution photos every phone is now capable of capturing.

To begin, a quick note about photo compression. Anytime you text a photo it is compressed in order to be distributed through the SMS texting system. Any image texted will be compressed to a size unusable for our digital marketing operations. Please note that while we can and have used photos texted to us for social media, these files are too small for our publications and archives. Our goal with this note is to help us create a library of high-resolution images for our website, print publications, and digital marketing materials. Your efforts in sharing your high-resolution pictures help us market the OES today and create a robust library for the future.

How to Send High Resolution Photos from an iPhone

Open your Photo app and tap Select in the upper left-hand corner

Tap on any photo or photos you would like to send, a blue check mark will denote your selection

Once all your photos have been selected tap the send icon in the bottom left corner of the screen (the send icon is a square with an arrow pointing up within it)

From the send page select Mail and type in the following email address: agbass@mmcfonline.org and tap Send.

When you tap Send an option box will appear at the bottom of screen giving you the option to the send the photos as Small, Medium, Large, and Actual Size.

Tap Actual Size. Your high-resolution photos will now be sent to the MMCF for use in our marketing efforts!

Sample News Press Release

For Immediate Release

Local OES Chapter Makes Donation to Food Pantry

On [date], [chapter name and #] presented a check for \$500 to the [name of local food pantry]. The donation occurred during the food pantry's Annual Fundraising Dinner. The funds provided by this organization were made possible from the chapter's recent Annual Hog Roast Fundraiser.

The President of the food pantry stated, "We are very grateful for this donation provided from our local Eastern Stars who give so much to our local community."

For more information about local OES assistance, please contact [list necessary contact information].

1. "For Immediate Release" is once again provided to let the media outlet know they can use this information immediately.
2. The headline indicates what event has occurred.
3. Again, the body of this sample provides who is involved, what the event was for and when the event took place.
4. Notice that this sample also explains how the funds were provided and how the donation was obtained. The annual local chapter fundraiser is mentioned, advertising the ongoing event.
5. This advertising opens the door of opportunity for readers to look for the event in the future.
6. Finally, the press release provides contact information so that other organizations can possibly work with the chapter in the future. Providing photos with press releases help a great deal in making sure it is used.

Sample Upcoming Event Press Release

2022 OES 5K
THE HEART AND 'SOLE' OF <City> MARKS <#> YEARS

MEDIA CONTACTS:

Walk Coordinator:

Phone:

Email:

Staff:

Title:

Phone:

Email:

City, State - The Order of Eastern Stars 5K is the heart and "sole" of <City>. It is the only event that brings together all members of our community - young and old, for a common goal - to end hunger, one-step at a time! This year gather a team and help mark the <#> anniversary of the OES 5K.

The OES 5K will take place on <DATE> at <TIME> at <LOCATION and ADDRESS> in <CITY>. Registration starts at <TIME>. and step-off is at <TIME>.

The 2022 local benefiting agencies are:

- <LOCAL AGENCIES>

Sponsors, Friends and Partners for the <WALK NAME> OES 5K include: <LIST SPONSORS>.

The OES 5K helps children and families right here in <LOCAL CITY>- to have food for today, while building for a better tomorrow. Local efforts are making a huge difference, and so can you.

Learn more about the cause at www.OES5K.org

PHOTO RELEASE PROTOCOL

1. All photos submitted to MMCF for use in publications must come with a signed photo release from the subject(s).
2. Photos of minors must be signed by parent or guardian.
3. Photo release included on next page.



PHOTO RELEASE



I hereby declare that I am of legal age (unless otherwise stated below) and am the legal owner of, or have the right to permit the taking and use of, photographs and other property designated as personal assets.

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Printed Name of Person in Picture

Signature of Person in Picture

Parents Name if Minor Child

Parent's Signature

Date

Letter Template to Mail with Your Check to the Organization You Donate to:

On behalf of *[name of chapter]*, we would like to present *[name of organization]* with this check for *[donation amount]*.

We deeply admire the compassion and commitment to *[the organization cause]* and hope this donation will further your mission.

Sincerely,

[Name and Contact Information of Worthy Matron/Patron]

P.S. Please send acknowledgments to:

[Name of chapter and address of chapter]

How to Get Involved In Your Community

We can all do something to build meaningful relationships and benefit from the healing power that comes with a sense of community and a richer perspective. So, why not set the goal of developing deeper bonds with your community? Today is a good day to start looking for, or creating, your own network in order to experience the power of community.

1. Offer to hold community meetings, events, or activities at your chapter
2. Hold an open house
3. Conduct a class or group: Have a tech person in your chapter? What about offering classes to local senior citizens?
4. Volunteer at your local nursing home
5. Celebrate your local civic leaders, first responders, or sports teams with a breakfast or dinner
6. Set up a booth at sporting events and hand out something fun with your logo
7. Host holiday events for children in the community... Trunk or Treats, holiday cookie decorating, etc.
8. Sponsor a soup kitchen for those less fortunate
9. Sponsor a local team, band, choir, or theater
10. Get involved in local social media groups
11. Start a weekly column in the local newspaper
12. Get out there! Hold chapter outings at the local bar, restaurant, or bowling alley
13. Organize a community clean-up day
14. Start a mentor program
15. Shop local: Support your local businesses for the next chapter meeting dinner
16. Volunteer at the schools in your community
17. Gather items from chapter members and donate to a homeless shelter
18. Attend local parades, festivals, town halls, etc.
19. Get involved with local Scout troops
20. Get certified for Disaster Relief
21. Sponsor a blood drive
22. Sponsor local sports tournaments
23. Do something for your local veterans' group
24. Do a random act of kindness or pay it forward

