

Lodge Charity Account

Tool Kit

(800) 994-7400



LCA TOOL KIT

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Lodge Charity Account Representative Instructions

1. The Master of each lodge will appoint a Lodge Charity Account Representative (LCAR).
The LCAR may only manage one Lodge Charity Account.
 2. The LCAR is the only point of contact between the Michigan Masonic Charitable Foundation (MMCF) and the lodge.
 3. The LCAR must be able to fill out and access on-line information.
 4. The appointed LCAR must submit an LCAR application at:
www.michiganmasons.org/foundation/lodge-charity-account.
 5. LCAR will receive dashboard link and instruction/tool kit from MMCF.
 6. The LCAR will fill out an application (found on dashboard) for a withdrawal through the LCA online application process link and attach meeting minutes where the withdrawal/ action was voted on. (Withdrawals are an action of the lodge and must be acted upon in lodge. 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 sent directly to the LCAR.
 8. After check presentation or mailing check to the recipient, the LCAR must complete the report (found on dashboard).
 9. If for some reason a new LCAR must be appointed, the Lodge Master must call the MMCF office directly: (800) 994-7400.
- On April 1st of each year each lodge will have \$3,400 deposited from MMCF into their Lodge Charity Account. Application and report links can be found on our website.
 - When the \$3,400 has been exhausted from the Lodge Charity Account, it will not be replenished until April 1st of the following year.

- The amount available for withdrawal from a LCA increases only when new donations are added to the account. Each April, the MMCF posts its annual base contribution, and the lodge receives an additional **6% of its cumulative donations** to the LCA.

Example:

A lodge donates \$15,000 to its LCA. This increases the annual withdrawal amount as follows:

\$3,400 – annual April 1st donation from MMCF

\$900 – 6% earnings on the lodge's \$15,000 investment

\$4,300 – total amount available for withdrawal each year going forward

- Any donations to MMCF LCA 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 Lodge Charity Accounts, please contact:

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

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

1. Any 501c3 organization complies as an allowable withdrawal.
2. Personal Masonic Relief (such as formerly Almoner's or Widows Fund)
3. Community Support (playgrounds, scholarships, school equipment, food pantries, etc....)
4. Historical Preservation.
5. Educational Programming (Masonic education or Lodge 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 lodge
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. **Beer Tent** - Charge fee to enter, charge fee for beer
13. **Scotch Tasting** - Charge fee to enter, charge fee for scotch
14. **Live Music** - Charge admission fee
15. **Outdoor Movie** - Charge admission fee
16. **Food Truck** - Have a portion of the sales go to LCA
17. **Entertainment in the Park** - Charge admission fee
18. **Dunk Booth** - Fee to have so many chances to throw the ball
19. **Jail** - Charge fee to put someone in jail, charge fee to get someone out of jail
20. **Petting Zoo** - Charge attendance fee
21. **Pony Rides** - Charge fee to ride
22. **Mattress Race** - Charge fee to participate
23. **Motorcycle Rally** - Fee to participate
24. **Boat Races** - Build cardboard boats, charge registration fee
25. **Yellow Duck Down the River Race** - Charge entry fees per duck, whoever's duck wins gets the donated prize
26. **Remote Control Car Race** - Entrance fee, donated prize for winner
27. **Art Fair** - Entrance fee, each booth donates portion of their sales
28. **Family Pictures** - Photographer donate portion of their sales
29. **Calendar Fundraiser** - Fee for calendars, portion over and above cost goes to lodge
30. **Booze Cart** - Get booze donated and charge for raffle tickets
31. **Item Raffle** - Golf clubs, gun... get item donated and charge for raffle tickets
32. **Custom T-shirt Sale** - Fee for shirt, portion over and above cost goes to the lodge
33. **Car Wash** - Utilize volunteers to wash car and charge a fee to have cars washed
34. **Book Sale** - Get donated books and charge for each book purchased
35. **Trivia Night** - Charge fee to enter a team, get prize for winner donated
36. **Dueling Piano Fundraiser** - Charge entrance fee, usually the piano players have methods

to raise money, get fee for piano players donated

37. **Money Jars**
38. **Rummage Sale**
39. **Bake Sale**
40. **Partner with a Local Restaurant** - A portion of sales goes to LCA
41. **Talent Show** - Get prizes donated, charge a fee to watch show
42. **Carnival** - Have several booths, participants would purchase tickets to play, have someone donate money to rent games
43. **Recipe Book** - Gather your most prized recipes and create a book to sell
44. **Product Sale** - Candy, plants, candles, flowers, cookie dough, patriotic flags, homemade dog treats...
45. **Guess How Many Items in the Jar** - Get prize donated, charge a small fee to guess
46. **Pop Can Drive**
47. **Flock of Fun** - Traveling Flamingos. Pay a fee to have a friends yard filled with Flamingos, pay a fee to have Flamingos removed
48. **Masonic Monopoly** - Create a custom monopoly game, have prize donated, fee to play
49. **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 pilot to circle and swoop over the field to create excitement before the drop. The helicopter and pilot fee donated and something exciting to drop.
50. **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.
51. **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.
52. **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.
53. **Envelope Fundraising** - Get several donated prizes that you place in envelopes on a display board, charge a fee to pick and envelope
54. **Facebook** - Lodge or individual would raise money with a Facebook post, contact MMCF we can help you
55. **Concession Stand** - Charge for treats and lodge gets money that is over and above costs of food
56. **Garden/Home Tours** - Charge a fee to tour a home or garden
57. **Basic Service Auctions** - Lawn mowing, house cleaning, etc. Tickets sold to win prize
58. **Local Wine Tour** - Charge fee to participate, lodge would get money over and above what the cost of tour
59. **Adult Prom** - Charge fee to enter, fee for refreshments
60. **Purse Sale** - Obtain donated purses and charge flat price to purchase
61. **Adult Scavenger Hunt** - Fee to enter, obtain donated prize, make a list for individuals or

teams to find

62. **Spelling Bee** - Obtain donated prize, fee to enter, fee to watch
63. **Custom socks, ties, ...**- Lodge would sell item for over and above cost
64. **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
65. **Gently Used Shoe Sale/Gently Used Sports Equipment** - Items would be donated and charge flat fee to purchase, advertise to community
66. **Sell Holiday Pie** - Obtain donated pies and charge a fee to purchase
67. **Pie in the Face** - Charge attendees a fee to toss a pie in the face of a local celebrity – could be the mayor, master of the lodge, school superintendent... of course you would need to get all of those folks to volunteer
68. **Change Wars** - Set up teams and challenge them to collect change
69. **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.
70. **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.
71. **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.
72. **Gift Wrapping** - Set up a gift wrapping day at the lodge where folks can bring packages to be wrapped for a small fee. Have all supplies donated to save on expenses
73. **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.
74. **Balloon Pop** - \$1 per try to pop a balloon and win the prize inside (donated prizes)
75. **Hunters Breakfast** - Hunting weekend have breakfast at deer camp, get food donated, charge fee for the meal
76. **Shooting Range** - Charge fee to participate, obtain donated prizes
77. **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, lodge) \$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 lodge.

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 lodge 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 for the wives or kids of the lodge.**
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 lodge 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 LCA
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 lodges 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 Worshipful Brother (Name),

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

We are also very excited to envision our account balance increasing and the only way this will be possible is by the lodge and members of the lodge making contributions to our account. Our lodge and lodge members can now donate money directly to our Lodge Charity Account (any donation to the Foundation/LCA program are tax deductible as allowed by law) and GROW the account to increase our yearly withdrawal. All donations to our lodge account will be invested and each year 6% of your invested donations will be added to our annual \$3,400 distribution.

Example: If our lodge/members/widow donations equal \$15,000, our following yearly withdrawals would increase \$900 to a total of \$4,300.

Every donation, regardless of size, helps our Lodge account grow, and all donations directed to our LCA program will benefit OUR lodge, OUR Brothers, OUR community.

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

Your generosity is inspirational and appreciated, which is why _____ Lodge No. ____ is truly the best Lodge that was, is and will be.

Fraternally,

(Name of Lodge Master)

LIFETIME MEMBER FUNDRAISING APPEAL TEMPLATE

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

Dear Worshipful Brother (Name),

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

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Your generosity is inspirational and appreciated, which is why _____ Lodge No. ____ is truly the best Lodge that was, is and will be.

Fraternally,

(Name of Lodge Master)

Ways to Engage Your Members in Your Lodge Charity Account

1. **Create a donor wall in your lodge** - after members make donations to their Lodge Charity Account and receive a donor certificate from the Michigan Masonic Charitable Foundation, have them bring the certificate to lodge and mount together in a prominent place.
2. **Create a Competition**
 - a. Challenge giving within your lodge
 - b. Challenge another lodge
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 lodge dues notices**
5. **Post reminders in lodge newsletters**
6. **Post reminders on lodge social media**
7. **Host fundraising events where the proceeds will go toward the Lodge Charity Account**
8. **Post Facebook fundraisers and donate proceeds to your Lodge Charity Account**
9. **Invite MMCF staff to talk about LCA at a lodge meeting**
10. **Show your Lodge Charity Account Dashboard at every meeting**
11. **Discuss the Lodge Charity Account at every meeting**

LODGE CHARITY ACCOUNT FREQUENTLY ASKED QUESTIONS

1. Can I still give money to the Michigan Masonic Home?

Yes, donations can still be designated to Michigan Masonic Museum & Library, Youth Groups, Orphans/Widows and General Fund.

2. Why give to MMCF Lodge Charity Account rather than to my lodge directly?

Gifts made directly to lodges are not charitable nor are they tax deductible by law. All Lodge Charity Account donations must be made payable to MMCF.

3. What if my lodge merges with another or becomes defunct?

Mergers: The annual withdrawal will remain \$3,400 however, the donations that had been made to BOTH Lodge Charity Accounts will be combined

example: Lodge A merges into Lodge B

Lodge B (Now primary home lodge) receives \$3,400+ 6% of combined donation from both lodges annually

Defunct Lodges: Lodge Charity Account donations would be transferred to the MMCF endowment for future growth.

4. What if my lodge wants to spend more than what is allocated for this year?

Your lodge can spend any amount on charitable purposes that it desires, however, only \$3,400 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 lodge cannot "roll-over" the deposit from MMCF from one year to the next.

Each year, on April 1st your lodge will be reset with \$3,400 (unless your fund is grown by donations).

6. If we have a brother 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, including but not limited to Outside Relief or community programs. Please contact (800) 321-9357.

7. Why is this program better? Aren't we being given less, to do more?

Your lodge now has the freedom to manage your charitable funding without the financial constraints of coming up with a match. This will allow more lodges to build, enrich, strengthen and transform their Masonic relief programs and their communities.

8. Can my lodge choose not to participate in this one and do matching funds like we used to?

No, the Lodge Charity Account will be replacing the current Matching Scholarships, Community Charities, Almoners and Masonic Education Assistance Programs.

9. Can my lodge make a donation in honor or memory of a specific person?

Yes

10. Can my lodge still apply for partial reimbursement for our widows program?

Yes, the widows program is a supplemental program of the MMCF and is NOT affected by the LCA program.

11. 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 Lodge Charity Account Program guidelines.

12. Can we use part of our draw to give a scholarship to a brother pursuing higher education?

Yes.

13. Can someone be the Lodge Charity Account Representative for more than one lodge?

No.

14. Will my lodge's funds be available immediately?

Six percent (6%) of all donations made during the prior fiscal year will be available the following April 1st.

15. Can we process our own donations?

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

16. Can my lodge use the Lodge Charity Account to cover the cost of degrees or dues?

No.

17. Can my lodge use some of these funds to maintain our lodge building?

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

18. 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.

19. 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

20. 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)

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

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

22. If I have already set up a gift in my Will to MMCF can I change the designation to my Lodge Charity Account?

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

23. Can anyone contribute to a Lodge Charity Account?

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

24. How often will withdrawals be processed?

Once MMCF receives the on-line application from your Lodge Charity Account Representative, it will be processed immediately and you will receive your funds within 10-14 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 lodge 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 lodge 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, lodge 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 validation 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 lodge’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 lodge is doing and how your local community is benefitting 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 lodge 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 Masons do around the state is essential to growing the craft. We would like to build a photo library of all the events, scholarships, and community activities our Lodges 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 Masons 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 Masonic Lodge Makes Donation to Local Food Pantry

On [date], [lodge name and #] presented a check for \$2,000 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 lodge's recent Annual Hog Roast Fundraiser.

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

For more information about local Masonic 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 lodge 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 lodge in the future. Providing photos with press releases help a great deal in making sure it is used.

Sample Upcoming Event Press Release

2020 Masonic 5K
THE HEART AND 'SOLE' OF <City> MARKS <#> YEARS

MEDIA CONTACTS:

Walk Coordinator:

Phone:

Email:

Staff:

Title:

Phone:

Email:

City, State - The Masonic 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 Masonic 5K.

The Masonic 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 2020 local benefitting agencies are:

- <LOCAL AGENCIES>

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

The Masonic 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.masonic5K.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.

For, and in consideration of good and valuable consideration, receipt of which is hereby acknowledged, I hereby give the Michigan Masonic Charitable Foundation, its legal representatives, affiliates, subsidiaries, successors and assigns, and all persons or corporations acting with its permission, or upon its authority, and all persons and corporations for whom it is acting, the absolute right and unrestricted permission to take, copyright, use, or publish photographic portraits or pictures of the designated property for art, advertising, trade, commercial use, or any other lawful purpose.

I hereby waive any right that I may have to inspect and approve the finished product or advertising copy that may be used in connection therewith, or the use to which it may be applied.

I hereby release, discharge, indemnify, and agree to hold harmless the Michigan Masonic Charitable Foundation, its contractors, employees, successors, affiliates, subsidiaries, or others for whom MMCF is acting, from any liability by virtue of any use whatsoever, whether intentional or otherwise, that may occur or be produced in the taking, processing, or publication of said portraits or pictures, including any blurring, distortion, alteration, optical illusion, or use in composite form.

I hereby acknowledge that I have read this release and waiver and fully understand the contents there of.

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 Lodge]*, 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.

Fraternally yours,

[Name and Contact Information of WM, LCAR, SECY, or Treasurer]

P.S. Please send acknowledgments to:

[Name of lodge and address of lodge]

How to Get Involved In Your Community

We can all do something to build meaningful human 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 importance of power and community.

1. Offer to hold community meetings, events, or activities at your lodge
2. Hold an open house
3. Conduct a class or group: Have a tech guy in your lodge? 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 cooking 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 lodge 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 lodge meeting dinner
16. Volunteer at the schools in your community
17. Gather items from lodge 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

