

February 2017



**ASSURED LIFE**  
ASSOCIATION

# the fraternal link

## Chapter Annual Reporting Underway

Chapter annual reporting for 2016 is underway! Remember, the deadline is March 31, 2017.

The strongest argument the fraternal community has made to governmental policymakers is that fraternalists give back more in volunteer hours and community contributions than federal or state governments would receive if fraternalists were subject to taxation. This argument can only be made if we can back up our claim with solid facts about how fraternalists are improving their communities. That is why the annual chapter reporting and keeping track of our social/fraternal and community service events and hours is so important.

The home office will be processing the IRS electronic 990-N filing for each of its chapters again this year. To do so properly, however, every Chapter must complete its annual reporting in its entirety. So, please, if you have not done so already, get your annual reports filed.

**Deadline for Chapter Annual Reports - March 31, 2017**

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*Report Online at [AssuredLife.org](http://AssuredLife.org)*



*Please consider a Join Hands Day project this year!*

## Join Hands Day 2017

2017 Join Hands Day is Saturday, May 6, 2017. Remember this is a day of community service where kids and adults work together on a project that they have agreed upon together. It is a great opportunity to mentor our young people and work together for a common cause.

It is too early to tell if any of our chapters participated in a

Join Hands Day event in 2016 as we have just started to receive annual reporting from chapters. DBIA Des Moines, IA Lodge 15 did a Join Hands Day event in 2015. The Lodge and its youth partners decided to plant flowers at Luther Memorial Church. The group joined hands in this beautification project for the church.

## Identity Theft

Our identity makes us unique. LifeLock, an industry-leader in identity theft protection, uses the patented LifeLock Identity Alert system to help ensure you remain the only you. According to LifeLock:

- 1 in 4 people have experienced identity theft
- \$15 billion was stolen from identity fraud victims in 2015<sup>1</sup>
- Every 2 seconds there is a new victim of identity fraud.<sup>1</sup>

<sup>1</sup>2016 Identity Fraud Study, Javelin Strategy & Research, February 2016.



## LifeLock Identity Theft Protection Get 30 Days Free + 10% Off\*

It's better to give than receive. But not with your identity.

You can expose a lot more personal information by shopping online, booking trips online and using public Wi-Fi which could lead to identity theft. Thankfully, LifeLock looks in more places than banks and credit cards, using proprietary technology to alert<sup>†</sup> you to a wide range of identity threats. And if you have a problem, LifeLock's U.S.-based specialists will work to fix it.

As an Assured Life Association member, you will be entitled to a special 30-day risk-free offer and 10% off LifeLock membership. That's just \$9.00 a month or \$99.00 annually for LifeLock Standard™ service.

To order, go online to our website and click on Member Benefits and select LifeLock from the list. You can also call them at 1-800-416-0599. Be sure to provide our Promotion Code: **AFFINITY30**.

No one can prevent all identity theft.

<sup>†</sup>LifeLock does not monitor all transactions at all businesses.

\* Credit card required at enrollment. At the end of the no-cost 30-day trial period, if you do not cancel, your card will be billed automatically on a monthly or annual basis depending on what you elect at the time of enrollment. Offer is for new LifeLock members only. Offer is available for LifeLock Standard™, LifeLock Advantage™ and LifeLock Ultimate Plus™ memberships only. Not combinable with other offers. ©2016 LifeLock, Inc. All rights reserved. LifeLock and the LockMan logo are registered trademarks of LifeLock, Inc.



## Top 10 Large Cities for Volunteering

10. Indianapolis
9. Kansas City
8. Seattle
7. Portland
6. Rochester
5. San Jose
4. Washington, DC
3. Milwaukee
2. Salt Lake City
1. Minneapolis-St Paul

## Volunteering-Service

Community Service (helping others) is what sets us apart from being just another insurance company and makes us relevant today; although even commercial insurance companies are infringing on our principle of helping others these days. The days of people wanting to join a group to attend monthly meetings and go to social events is less common today than years ago. But a lot of people do care about helping others.

According to the Bureau of Labor Statistics' report of Volunteering in the United States-2015, 62.6 million people volunteered through or for an organization at least once between September 2014 and September 2015. And the Corporation for National & Community Service reports that these 62.6 million people volunteered a total of 7.8 billion hours. Although this number is down by 0.4% from the previous year, the number is astounding. That means each person volunteered about 10 hours each month in 2015.

Women continue to out-volunteer men by 6%, and by age, 35-44 year-olds and 45-54 year-olds were the most likely to volunteer. Wait a minute! The average age of our membership is well over those ages. Can we tap into these caring individuals through planning and organizing community service events and activities? It would take some work, but it would seem we could attract potential

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## Top States for Volunteering

10. Iowa
9. Alaska
8. Vermont
7. Kansas
6. Nebraska
5. Idaho
4. South Dakota
3. Wisconsin
2. Minnesota
1. Utah

## Volunteering-Service con't

*(Continued from page 3)*

members through involvement in the community. And here's one way you can do that.

According to the Bureau of Labor Statistics' report, religious organizations gleaned the majority of volunteers in 2015, followed by education and youth service organizations. But guess what? "Collecting, preparing, distributing or serving food was the activity volunteers performed most often for their main organization in 2015." That seems to match up with our National Member Food Drive. Perhaps we need to expand our campaign to include volunteering at a soup kitchen for the homeless, or other like programs. Makes sense.

The Corporation for National & Community Service stated in a 2009 research briefing on Volunteering in America's Faith-Based Organizations, "Intrinsic in the spirit and purpose of many faith-based organizations is a sentiment that it is important to make a difference serving others-it is only natural that faith-based organizations and other non-profit organizations work together to achieve the good they wish to see in the community." In other words, collaboration between non-

faith-based and faith-based charitable organizations benefits the organizations and the community as a whole.

If religious organizations are the most popular organizations through which volunteers serve, they are a great resource for us to seek out volunteers and ultimately potential members. Keeping in mind that these individuals may get involved for our service project but not participate in the monthly meetings or social events.

So, take our National Member Food Drive and expand it in your community and partner with a faith-based organization or church to increase your participation and results. Instead of having a food drive, consider volunteering at the food bank together or a soup kitchen for the homeless. Isn't it worth a try?



## College Scholarship Program

Assured Life Association's college scholarship program is underway! Remember to remind your college-aged kids and grandkids that they are eligible to apply as long as they or a parent or grandparent are a benefit member.

You can find the application and guidelines on the Society website under member benefits. Students can even apply online.

**Deadline for application is March 15, 2017.**



*“College Scholarship Application Deadline is March 15, 2017!”*

## Networking Corner - Baggo?!

We receive many chapter newsletters electronically. I enjoy reading them when I have the time, but I almost always at least glance through them for any interesting articles or activities.

In its February 2017 issue of *Viking Views*, Danish Brotherhood Lodge 14 in Kenosha, Wisconsin was promoting a Baggo tournament and Baggo leagues. Baggo? I had never heard of it. So, of course, I had to Bing/Google it.

It is a bean bag toss game! Who knew? I know it as Cornhole, as do many people. The games are basically played and scored the same with the difference being in the boards and the weight of the bean bags.

Cornhole boards are 4 ft long

and 2 ft wide while Baggo boards are a foot shorter in length. The official weight of Cornhole bean bags is 1 pound while the official weight of Baggo bean bags is 9.5 ounces.

Cornhole or Baggo is probably one of the most popular tailgating or yard games on the market today. There is even an American Cornhole Organization that has created official rules for tournament play. The same may apply to Baggo.

Players take turns throwing bean bags at a raised platform or board with a hole in the far end. A bag in the hole scores 3 points, while one on the platform scores 1 point. Play continues until a team or player reaches (or exceeds) the score of 21.



***Cornhole board shown here.***

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## Networking Corner - Baggo?! Con't

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What an awesome event and idea! Thank you, DBIA Lodge 14 for sharing this in your newsletter! This would be a great fund-raiser for other chapters, or just a fun event to get young people involved in the chapter.

A chapter could even put on a Baggo/Cornhole tournament as a fund-raiser for a Food Bank or other charity. Instead of a monetary registration fee, for example, have players bring food items valued at a certain amount to enter the tournament. The food collected is then donated to your local food bank or food program. A great Food Drive Idea!

### Hospitality | Service | Loyalty | Protection



**ASSURED LIFE**  
ASSOCIATION

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The Society is a not-for-profit Life Insurer organized to give back revenues to its member customers through direct benefits such as college scholarships and summer camp grants for youth and through discounts on other products and services. The Society also has a member-directed matching charitable giving program. Four national community service projects are promoted among Society member customers each year. A stable, different kind of organization, Assured Life Association has been working with member customers for more than a century for their benefit, not shareholders.