

# What's New

## Elks Social Media My Elks App

*Sera White*


*Idaho State Elks – VP North*

*Blake Whitson*

*Oregon State Elks – VP Central  
District*

# Follow us on Social Media!

Some of our recent campaigns:




**Famous Elks**

“What you put into life is what you get out of it.”

-Clint Eastwood  
Monterey Lodge No. 1285  
Monterey, CA

Community • Friendship • Charity  
[join.elks.org](http://join.elks.org)



**Elks Never Forget**

So long as there are veterans, we will never forget them.

Community • Friendship • Charity  
[join.elks.org](http://join.elks.org)



**Dream of a Better World**  
Investing in America's youth since 1868.

Community • Friendship • Charity  
[join.elks.org](http://join.elks.org)



The Lodge challenged our community to donate to the Kentucky tornado victims and the Lodge would match their donations up to \$5,000.00. The community came through and a check for \$10,000 was sent to the Kentucky State Association!

Lake Placid, FL  
Elks Lodge #2661



Making A Difference Everyday  
[elks.org/MakingADifference](http://elks.org/MakingADifference)



Go to [elks.org/socialmedia](http://elks.org/socialmedia) for all official channels.

# Social Media

The Elks sponsor several social media channels across a variety of platforms. We are utilizing the following official Grand Lodge social media channels to provide authoritative information:

## **Grand Lodge**

[Grand Lodge Marketing and Membership Facebook Group](#)

[BPO Elks USA Facebook Page](#)

[BPOE TV Facebook Page](#)

## **Elks National Foundation**

[Elks National Foundation Facebook Page](#)

[Elks National Foundation Twitter Feed](#)

[Elks National Foundation Instagram Page](#)

[Elks National Foundation YouTube Channel](#)

[Midday with the ENF Podcast](#)

[Elks National Foundation Blog](#)

## **Elks National Veterans Service Commission**

[Elks National Veterans Service Commission Facebook Page](#)

[Elks National Veterans Service Commission Twitter Feed](#)

[Elks Veterans Service Commission Blog](#)

[Elks Veterans Service Commission Instagram Page](#)

# Who is Jolly Cork?



**Jolly Cork** (grandlodge official marketing mascot)

2.2K friends • 60 mutual



Friends

Message

[Posts](#) [About](#) [Friends](#) [Photos](#) [Videos](#) [Check-ins](#) [More](#) ▾



## Intro

I am the official Grand Lodge membership and marketing mascot

- Volunteer at Veterans Services
- Volunteer at Community Services
- Volunteer at Youth Services

## Posts

Filters



Jolly Cork

1h ·

Keep up the great work. We are ALMOST THERE!

[#membershipmatterstters](#)[#elkdomwithenthusiasm](#)[#JoinTheHerd](#)



Idaho Falls, ID #1087



Grand Exalted Ruler Month September Class  
join.elks.org

*Bruce A. Hidley*  
Bruce A Hidley,  
Grand Exalted Ruler

**How to get your frame:**  
Message Jolly Cork on Facebook  
with your photo and your lodge  
number.

Havre Elks used an Elks National Foundation Grant of Gratitude to provide funds to the MSU-Northern Food Pantry in Havre Montana, which students can access.

Havre Lodge  
#1201



Making A Difference Everyday  
[elks.org/MakingADifference](https://elks.org/MakingADifference)





**NFL FOOTBALL**

**ELKS**

*Sunday Funday!*

**WATCH THE GAME HERE!**

Community • Friendship • Charity

[join.elks.org](http://join.elks.org)



# The My Elks Mobile App



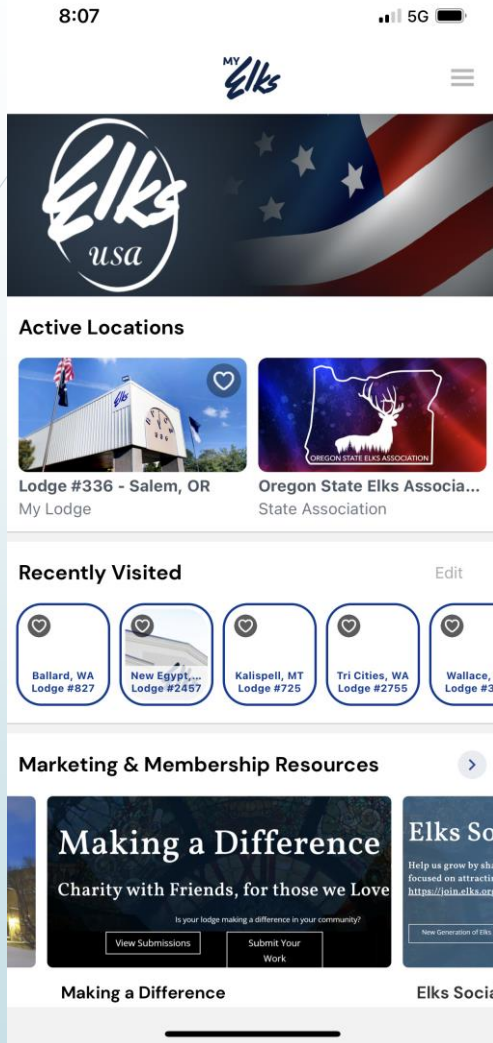
**Unlock your lodges potential with  
the My Elks Mobile App**





# Key Features

## Grand Lodge



Ability to receive GL notifications

Membership and Marketing resources

Ability to submit membership inquiry via the app

Access to Revopay Dues Payment (lodge must be in GL dues billing program)

National Convention information and forms

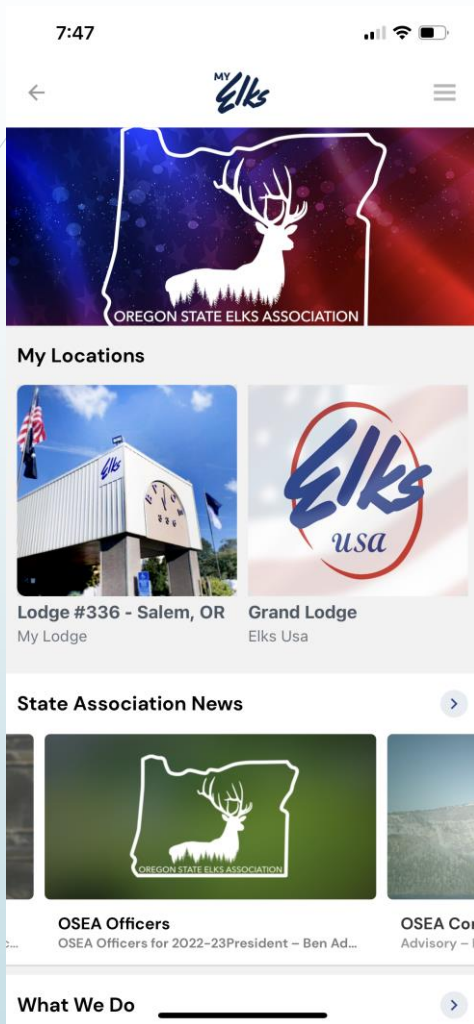
Community Resources such as DAP and Veterans information

Lodge locator (based on user location)

Access to user's local lodge and state association

# Key Features

## State Association



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Ability to receive state association notifications

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List of association officers and committee members

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Ability to donate to the state major project

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Information about the state major project and other charitable projects

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State Convention information and forms

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News and updates on state events and officer reports

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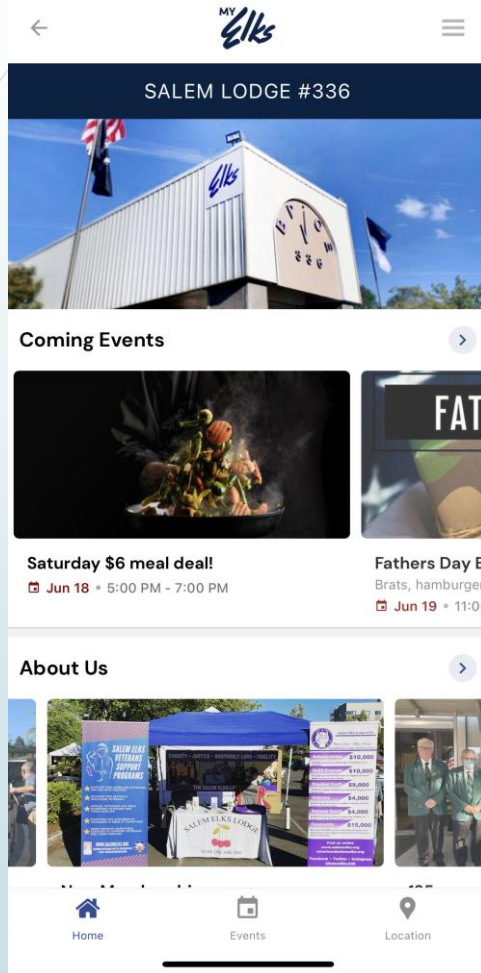
Lodge locator (based on user location)

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Access to user's local lodge and Grand Lodge

# Key Features

## Local Lodge



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Ability to receive lodge notifications

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Lodge news and about information

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Information on lodge events

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Dinner menus

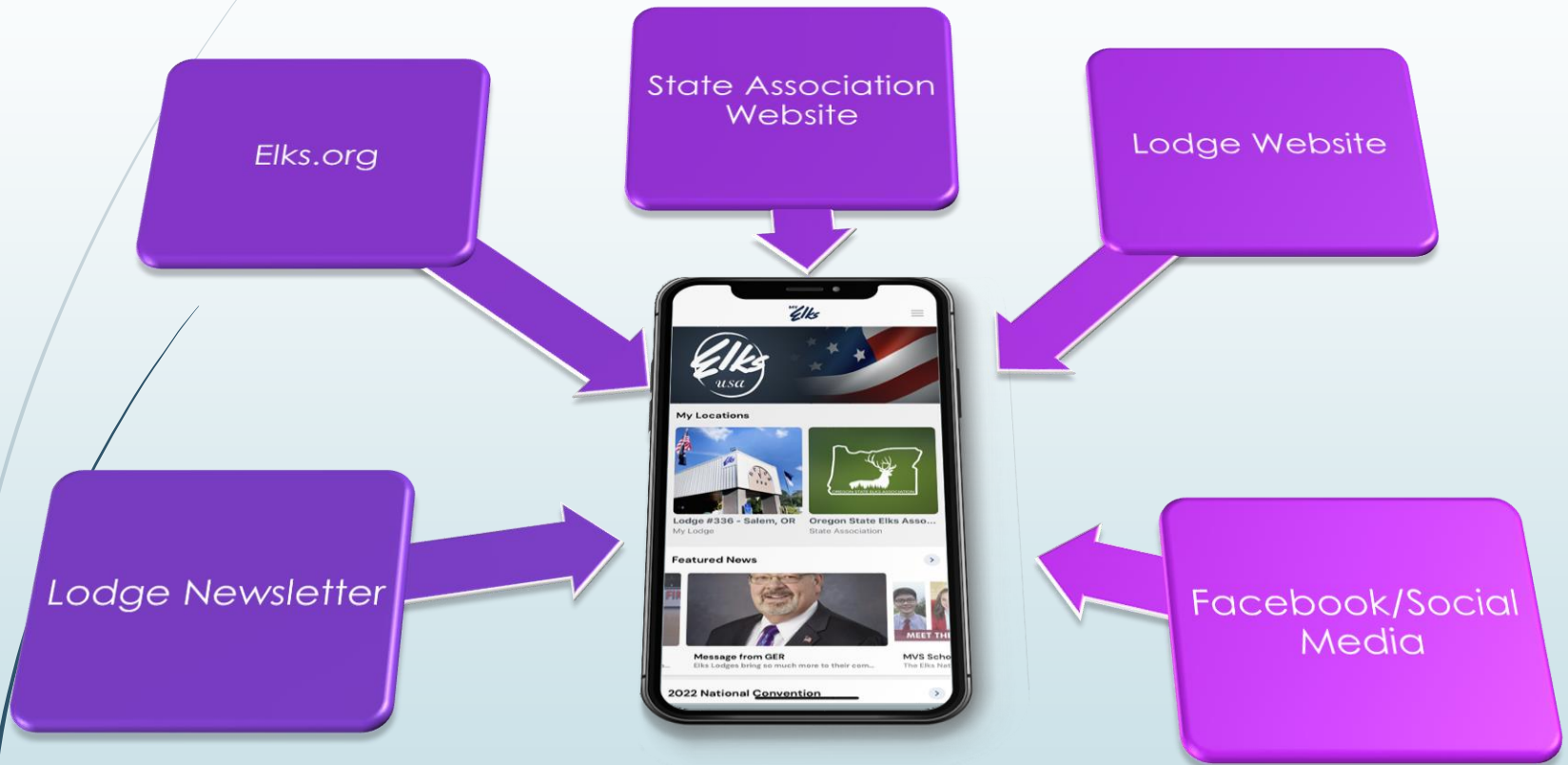
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Calendar of events

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Access to user's local lodge and state association

# The My Elks App – One location for information, news, updates, and more



## Benefits to a lodge

### Membership retention

- For a lodge of around 400 members, average retention increased by 5% or 20 members.

### Increased members engagement in events and lodge activities

- Average 15% - 20% increase in sales

The app allows not just members but traveling Elks to see your lodge and what you are doing. This will bring more people through your doors.

## Cost at Lodge Level

**\$95 per month per lodge**

**Paid by advertising**

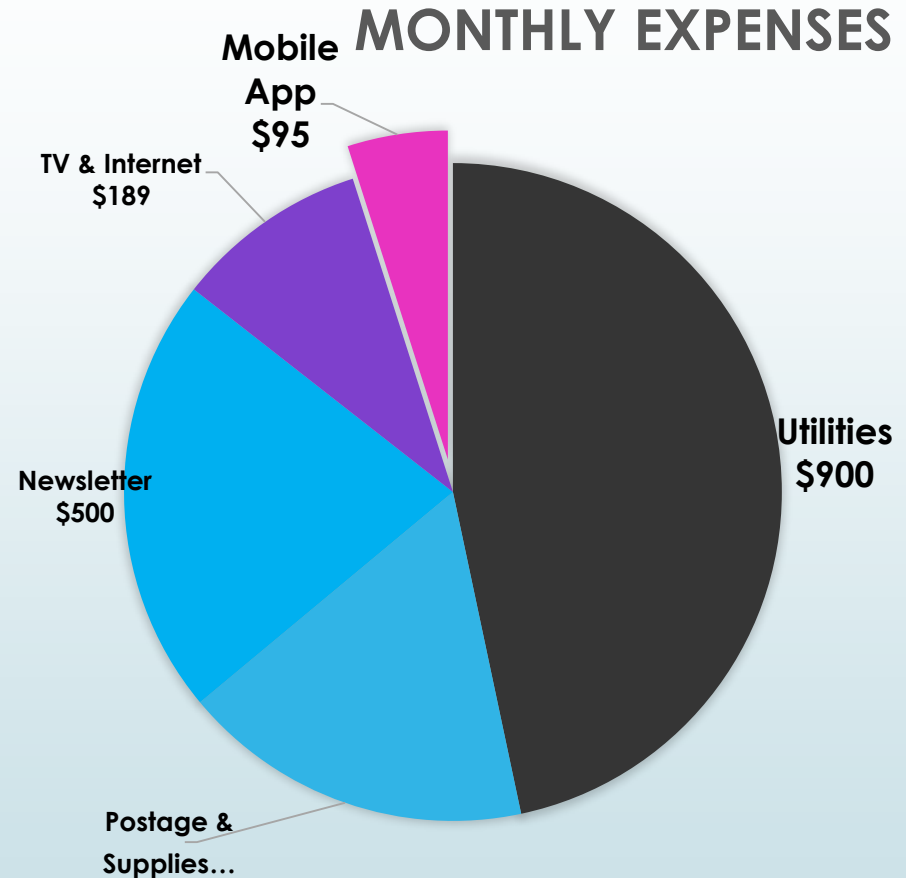
- Same as business cards on lodge bulletins
- Additional advertising from local vendors
- GK will work with local lodges to ensure lodges can achieve the payment through partnerships if necessary.
- GK guarantees lodges will make money to support the app and created additional lodge revenue streams

## General Cost Breakouts in a Lodge

In addition to utilities and postage Lodges pay for other tools to bring in members and encourage engagement

- Entertainment (bands, karaoke, etc...)
- Satellite or Cable Television
- Internet and WiFi
- Gaming machines
- Raffle licenses

All of these are meant to bring in members and keep them engaged. The My Elks App is another tool for lodges to do that by putting instant information in the palm of members hands.



\*Based on a Lodge of 600 members