



Independent Order of Odd Fellows  
Dedicated Members for Change

January 7, 2014

Dear Dedicated Members for Change,

It's my pleasure to forward to you an article written by a new, young leader in our Order - David Fleck - who is the Noble Grand-elect in his Southern California Lodge and an active participant in DMC. David is just the sort of young, dynamic and energetic leaders we need to bring this Order into the 21st Century. Enjoy!

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Dave Rosenberg  
Grand Warden

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Dear Fellow Dedicated Members for Change,

We will create the future of our Order. Dedication to our grand traditions is necessary because they define who we are and change is critical to our survival. But the debate as to how much change is necessary is far from over.

Personally, I fall into the camp that thinks less change is required to rebuild a dynamic and influential organization.

One overlooked reason that the ranks of Odd Fellows and Rebekahs have been thinning for the last 50 years is our failure to adapt to the new world of advertising and marketing. Huh? That's right, we have been out-sold, out-advertised, and out-marketed by personal entertainment products (consider, iPads and Playstation) and professional sports (Go Chargers!) and Hollywood (think, The Hunger Games, Breaking Bad, and the Biebs). To my knowledge, we have never marketed ourselves in any cohesive, organized and effective manner.

Consider our Rose Parade float: On January 1, 2013, almost 85,000,000 people saw our gorgeous creation that won the Princess's Trophy. Almost every one of those people thought: "Odd Fellows? Rebekahs? Who are they?" Many of them googled us and found our information-packed but boring website. Even worse than being boring though, it lacked something much more important: a "call-to-action."

A call-to-action is a marketer's term for an instruction to do something. Our homepage should say something like: "Donate now to orphans in America" or "Help us build assisted living homes



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for impoverished Americans with Alzheimers" or "Click here to find out about charities in your neighborhood" and so on. Are you starting to get the point? Our international body, local jurisdictions and lodges all need marketing strategies that encourage people to do something. The Masons' float had the word "Shriners" spelled out in roses. Anybody who visited a Shriners website was encouraged to donate to help sick kids. There's is not a perfect landing page but it is a far cry better than ours. Wouldn't you be curious to know how much money that float generates for their hospitals?

A landing page is a webpage with the purpose of capturing the name and email (and possibly other information) of the visitors to your site. For example, say your lodge has a float in a local holiday parade and on your float you have a banner with your landing page address: [www.WhoAreOddFellowsInYourCity.com](http://www.WhoAreOddFellowsInYourCity.com). Parade-goers search for that page and come to your lodge's landing page. Once there, you give them a few pieces of pertinent information such as: 1.) "Odd Fellows and Rebekahs are a group of your neighbors who think it's important to give back to the community and have a good time while they are at it;" 2.) "We host local musicians at our lodge every 3rd Friday of the month;" 3.) "We raise money for local charities including -- and --" Lastly, you give them a call-to-action. It might be as simple as Click Here for more information about our charitable programs and Click Here for more information about our music nights.

Check out this link that shows some effective "landing pages":

<http://unbounce.com/landing-page-examples/built-using-unbounce/landing-page-designs/>

(Scroll down to my favorite - #7 American Bullion. It's so simple yet so effective.)

You might create multiple landing pages for different purposes since each of our lodges has multiple goals. You might have a landing page for prospective members, one for people who want to attend your open events, and one for people who are interested in your charitable outreach.

Then any time you advertise regarding fundraisers, or community programming, or anything, the focus of the flyers, or ads, or whatever, should be to get people to go to your landing page. In this way you will begin to create a database of contacts and to "build your list." This is a list of people who have "opted in" and want more information from you. Every time you organize an event, you will send emails to them. This is a far more effective marketing strategy than spam, or mass emails, or flyers, or even advertisements, because your list is made up of people who have already said they want information from you.

It is also important to have a strategy to follow-up with the people who "opt-in." First, you need to give them the information you promised them - such as information about charities or your



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events. But they need to be personally contacted with the goal of getting them to visit your lodge. That will give them the opportunity to meet you and will give you the opportunity to determine if you want to offer membership to them.

There really is no mystery to marketing. But if you remember nothing else from this letter, remember this: Implementing and committing to a mediocre marketing plan is far better than having no marketing plan at all.

I am currently developing a series of webinars for Odd Fellows and Rebekahs (and probably other orders too) about marketing their lodges. My hope is to provide one webinar per month for twelve months. Then, at the culmination of the webinar series, I would like to offer a multi-day workshop at which attendees will develop a marketing plan that their lodges can implement immediately.

If you want more information about marketing strategies for your lodge, send me an email at [NG@OddFellowsOfSanFernando.org](mailto:NG@OddFellowsOfSanFernando.org).

In Friendship, Love & Truth,

David L. Fleck, Esquire

Noble Grand-elect

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[www.OddFellowsOfSanFernando.org](http://www.OddFellowsOfSanFernando.org)

<http://www.oddfellows-rebekahs-rosefloat.org/>

Grand Warden