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I. INTRODUCTION

As social director, the activities you plan enhance the sense of enjoyment, excitement, commitment and community within your lodge. Quality programs are one of the main factors in attracting and retaining members.

Your social, cultural, recreational and educational programs will breathe life into the lodge's calendar of events, providing opportunities for personal enrichment and good fellowship. They also are an important factor in promoting a positive image of Sons of Norway in your community.

II. GENERAL RESPONSIBILITIES

The responsibility of the social director is to plan activities that provide opportunities for personal enrichment and fellowship. To accomplish this, you are encouraged to plan a wide variety of programs throughout the year, drawing on resources within the Sons of Norway organization as well as from outside resources within the community. Be sure to check out the Cultural/Social Reference section of the Guide for Leadership for a comprehensive list of resources available through Sons of Norway Headquarters.

To assist you in planning activities, you may wish to select a social committee, in consultation with the lodge president. This committee will help you plan and carry out programming and can be a great source for ideas, experience and connections to people and organizations in the community. You may also wish to recruit members to assist with refreshments at meetings and events, and others who will assist with the logistics of any social programs.

In addition to working with your committee, you should coordinate closely with the culture, youth and sports directors of your lodge since these positions share your focus on lodge programming, activities and events. By working together, as a team, you can share the responsibilities involved with designing and executing effective and innovative programming.

Also remember that regardless of the type of program, there is always a social component. Many members joined the lodge because of their interest in Norway's culture and heritage and enjoy interacting socially with others who are like-minded. This fellowship, the welcoming (*social*) atmosphere of lodge meetings and the friendships that develop will help ensure their continued association with your lodge and the organization.

Should your lodge not have a cultural director, it will be your job to ensure that there are equal amounts of social and cultural programming. To help you in these efforts, refer to the guidelines found in the cultural director's manual of the Guide for Leadership.

III. PROGRAMMING OPPORTUNITIES

No two lodges plan their activities and meetings the same way. However, to help you get started, there are four patterns outlined below, which are quite common and may give you some ideas for your own lodge.

Regardless of the pattern utilized by your lodge, you will typically always have responsibility for refreshments, even if there isn't a social program planned for the meeting. You should also keep your lodge members aware of upcoming lodge social events and activities, whether you make a report at a meeting or provide information in the lodge newsletter.

In addition to being responsible for the social programs, events and refreshments for your lodge, you will participate in the choice of songs to be used at the lodge meetings. This gives you a special responsibility for the presentation of the Norwegian and Norwegian-American musical heritage. Share this responsibility with the lodge musician, lodge officers or members with special interests in or special knowledge of music. The same goes for the actual direction of the singing.

REGULAR MONTHLY BUSINESS MEETING

Many lodges have one regularly scheduled business meeting a month. Although there usually is business to conduct, there should always be a short cultural or social program of some kind. When there is an installation of officers or some other special event, these, too, can serve as a program.

At these events or programs the social director is generally responsible for refreshments and practical arrangements, while the cultural director is in charge of the cultural content of programs. It is imperative that the social and cultural directors cooperate in the planning of these regular business meetings.

The following schedule is a guideline for a typical lodge meeting:

Business	10-20 minutes
Social/Cultural Program	40-45 minutes
Refreshments/Socializing	45-60 minutes

SEPARATE SOCIAL/CULTURAL LODGE MEETINGS

If your lodge has two regular meetings a month, one of them is probably more social in nature. Usually the social meeting will require more detailed planning than a program that is done in connection with the monthly business meeting. You still, however, will also be involved with the monthly business meeting since you will need to coordinate refreshments for that meeting as well.

The programs that the social and cultural directors plan are of vital importance to the life of the lodge; without them, few members would come to meetings. The lodge programs reflect the purpose of Sons of Norway, enhance membership participation and encourage membership growth. They provide an excellent opportunity to reach out to the general public. The Cultural/Social Reference Section of the Guide for Leadership offers a multitude of suggestions for program themes and steps in planning. Attractive and interesting programs are your contribution, first and foremost to your lodge, but also to your community. Try to plan as many meetings that are open to the public as possible.

SPECIAL LODGE EVENTS

Sons of Norway is not an exclusive organization that exists only for its own satisfaction. A good organization interacts with the community and thrives and grows due to the exchange of ideas and relationships bolstered by this interaction. Have as many special events and programs as you can to which your lodge members may bring family and friends. Invite community leaders and the general public to some of your activities. Not only will these "open" programs enhance the standing of Sons of Norway in your community, but they also will serve as excellent means of obtaining new members.

There are few shortcuts in organizing a successful culture festival, dinner or other types of special events. Remember, thorough preparation and hard work are impossible to replace and are the best method for saving time in the long run.

SPECIAL INTEREST GROUPS

As social director you might also see the need for special interest groups of a purely social character. Several Sons of Norway lodges have daytime socials for seniors. Many have card clubs, both for seniors and the general membership. Some lodges cooperate with other groups in their community and get socially involved on a local level. Several social directors have started a babysitting program in order to help members with small children come to meetings.

In every lodge you will find people with special interests. Some participate in the lodge sports programs, some have a preference for travel programs, and some find Foundation activities to be very rewarding, while others may wish to participate in volunteer activities in the community. Any one, or all of these, can make up a special interest group - an opportunity to get members together outside of a regular lodge meeting or function. You, the culture director, youth director and/or sports director may organize these special interest groups. Regardless of what is done or who organizes the group, there is usually a social aspect that members will value and will make their participation more enjoyable.

III. CONCLUSION

As social director you have a unique position within your lodge. Most everything that is done within the lodge will have a social aspect. Through your efforts, both in providing social programming and by providing opportunities for members to socialize, you will be creating a sense of community among your fellow lodge members. Having an atmosphere that is inviting and welcoming will help your lodge retain current members and will attract others to join.

