

# Saskatchewan Elks Association

Fall Newsletter

September 2020

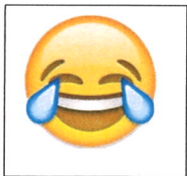


## CANCELLED Upcoming Events

- ◆ Walk-a-thon
- ◆ Bowling

Why do we tell  
actors to  
“break a leg?”

Because every  
play has a cast.



## Chris Svab, Provincial President

I hope this finds all Brother and Sister Elks and RP Elks doing well and managing to stay as normal as possible in these trying times. I guess to say they are difficult is an understatement as our lives as we have known have changed drastically and unfortunately not for the better.

I realize the pressure this has put on local Lodges, Districts and our Provincial Association, everything has either been rescheduled or canceled through no fault of our own. I also know summer for the majority of their fundraising and I sincerely hope that everyone survives this setback and can keep their head above water. from my travels this past year that Lodges depend on the The Elks have been known to be pretty versatile so I trust we will survive. I did a survey to get the feelings of the executive on holding the Walkathon and the result was overwhelmingly against it, even to the executive meetings that proceed the Walkathon. To this end I have sided with the ones that want to have the meeting by “Zoom”. Some of us have used this with success, others not so much, so to this end we will send out a date, time and instructions well ahead of time. At this time I am thinking of just including Executive and Committee heads

but we will see how many we can handle optimally. More will follow on this.

The \$50 Lottery and associated 50/50 is on the books and although it didn't do as well as we hoped, I think many things were learned and the pandemic certainly didn't help our cause either. Chairman Claffey's letter is further ahead in this report and he spent much time analyzing, etc. and please read it. I would also thank Bro. Harold for all the effort he put in after taking over midstream.

It will be September before this is published so I would like to wish all our farm friends a safe and productive harvest and I think the Lodge meetings should be able to resume as all our meetings would fall within the guidelines set by the Province and no one should have any problem “social distancing” to safely attend. Thank you for your dedication and I hope to see more of you at my visits this upcoming year. Once I see who all are having meetings I will draft a tentative schedule.

Chris Svab  
P.P. Sk. Elks Association

## Winners of the Sask. Elks Children's Charity Draw



**All Lottery Winners  
took the CASH**

**\*\*\*Courage is what it  
takes to stand up  
and speak;  
courage is also what  
it takes to sit down  
and listen\*\*\***

**\*\*\*Life is not  
measured by the  
number of  
breaths we take,  
but by the  
moments that  
take our breath  
away\*\*\***

\$50 LOTTERY: Grand Prize, Winner's Choice of \$50,000.00 or \$1,000.00 per week for a year or a new Dodge or Ford 4X4 Crew Cab Truck, won by Derris and Judy White, Swift Current.

Five Second Prizes, Winner's Choice of \$2,000.00 or a 1-Week All Inclusive Trip for 2 to Puerto Plata, Dominican Republic. Winners are: Perry Leipert, Kindersley; James Geres, Moose Jaw; Vivian Barber, Moose Jaw; Mych Soron, Swift Current; and Eleanor Mack, Estevan.

Three Third Prizes, Winner's Choice of \$1,500.00 or a Five-Day Bus Tour for 2 including 2 Blue Jays Ball Games and 2 Shopping Stops. Winners are: Jeff and Allison Slabik, Gull Lake; Bev Murtagh, Moose Jaw; and Ron Duscherer, Prelate.

Three Fourth Prizes: Winner's Choice of \$1,000.00 or a Fishing Excursion at Jan Lake, Four Days Cabin with Use of a Boat and Motor. Winners are: Jackie Beaulieu, Estevan; Sandy Krauchek, Hodgeville; and Arthur Young, Canwood.

The \$50 Lottery Early Bird Draw was held on May 14th. Prize was Winner's Choice of \$5,000.00 or a 2-Week All Inclusive Trip for 2 to the Mayan Riviera. Winner was Andrea Guillaume of Moose Jaw.

## Winner of the Sask. Elks 50/50 Draw

Drew Kenke. Tisdale. Sk.

## Tony Koval, Senior Homes

Greetings to all from the Elks Senior Homes management. Hope you all had an enjoyable summer. Now we have to prepare for a harsh winter as the weather man is forecasting. Hope they are wrong. All still goes well with the Homes with a few changes in management. We have new managers at Rosetown, Davidson and Nipawin. We look forward to working with the new people. Also our

vice-chairman Gerry Cooper is not well and we wish the best for him as time goes on. We continue to do our usual maintenance and upgrades as they are required so we can keep the Homes in good condition and attractive. Our vacancy rate is pretty good with only a couple of empty suites and still some people on the waiting list.

## Harold Claffey, Lottery Chair

### Children's Charity Lotteries

The Lotteries lost money. As predicted.

The Executive Director prepared two Financial Statements, one for the \$50 Lottery and one for the 50-50 Lottery. Details of expenses and income will be presented at the Walkathon meeting. This Bulletin is accessible by the general public, so it cannot contain details. To reduce expenses, I donated my trip to the Draw in Saskatoon, my trip to Swift Current to present prizes, and some postage. It should have been worse.

Ticket sales totaled \$100,610. When I sent out the Winners' List to all the Lodges, I said that we sold over \$100,000 worth of tickets. That is true. That's what we need to publicize and be proud of. For our first year, and because of the Covid-19 situation, we can be proud of the fact that ticket sales exceeded \$100,000.

I took over as Lottery Chair on February 12, following the resignation of Darrin Stephen. The Early Bird Draw was on May 14 and the Main Draws were on June 13. We sold our first 50-50 tickets on January 31. There were plenty of mistakes made and problems with the two companies we used to sell tickets. My Walkathon report will contain details. We sold our first \$50 tickets early in March, due to extreme difficulty in obtaining the SLGA license and getting debit and credit card processing set up.

I set up a website page with all Lottery information. I posted information on the Facebook page. I did a Canada Post mailout to all Lodges on February 25 containing posters, a 2-page letter I wrote, and business-size cards with information. I followed up with an email to all Lodges with the same information. The letter contained instructions for Lodges and members. It had clear procedures for Lodges and members wanting tickets to sell. My phone number was on the letterhead. In the future, read the website! Read the mailouts! Read the Facebook page! Read your emails! Please make sure that the Provincial Association and Foundation has an email address to send stuff to. Any member's email address will suffice.

The poster was a major disappointment. There was nothing I could do about it. We will have better posters in the future.

I ordered and approved ads for radio and for the online news pages. I sent press releases to every media outlet in Saskatchewan, all 48 radio, TV, newspaper and Internet outlets. I sent one before the Early Bird Draw blitz and another one before the Final Draw blitz. I did several interviews for radio. I talked to lots of Elks members, answering questions and concerns and discussing strategy. The media people, the committee members, the Executive Director, the Provincial President and I had lots of communication and discussions, and we all did the best we could.

### Children's Charity Lotteries continued

All the live radio remote broadcasts were cancelled because of the Covid 19 restrictions. The radio people say most of the tickets for most of these types of Lotteries are sold at the live remote broadcasts. The radio people gave us a lot of free advertising to make up for the cancelled live remote broadcasts. Some say we should have postponed the draw date to later on to sell more tickets. I disagree because ticket sales were driven by advertising. Sales were good when advertising was heaviest. When we were doing less advertising, sales dropped to practically nothing. We were essentially buying sales with heavy advertising. We had no funds left to purchase more advertising for a later draw date, and delaying the draw would have cost us credibility. The draws were held as scheduled.

So why did the lotteries fail? THEY DIDN'T! When we gave the go ahead in June 2019, we were well aware that we were going to lose money in the first year, and we did. We think we will to break even in the near future. Then we expect to begin to raise significant funds. WE KNEW THAT! We must look at the 2020 Lotteries as a learning experience and a publicity exercise. We got a lot of publicity, bought and paid for. We got a buyer's list with about 1900 names including duplicates. We started the ball rolling so that we can have an annual lottery. We did it all without asking rank and file members to sell tickets.

I have contacted a company in Calgary that has run several extremely successful lotteries in Saskatchewan. Our Lottery Committee and our Provincial President had a teleconference meeting with a vice president of the company, and I sent him information. He will have a package ready for me to present at the Walkathon meeting. The Company can help us, and can go as far as running the whole operation. They are lottery "stars".

At the Walkathon Meeting next month I will recommend holding the Lottery next year.

Respectfully submitted,

Harold Claffey, Lottery Chair

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A Canadian  
Volunteer  
Organization of Men  
and Women Serving  
Communities

## Norm McNally, Walk-a-thon Chair

### **Re: 45<sup>th</sup> Annual Elks & Royal Purple Elks Walk-a-Thon October 2020 – All Saskatchewan**

Brothers and Sisters:

Due to circumstances beyond our control we will forgo getting together in Melfort for this year's Elks, Royal Purple Elks Walk-a-Thon on October 17<sup>th</sup> as originally planned.

**The needs of our hearing-impaired children, however, continue.**

This year, I ask that all Elks and Royal Purple Elks in our great province consider gathering pledges for a walk, run, jog, or roll, **wherever they may be, sometime this October**. This way we can continue our longstanding Walk-a-Thon tradition and keep everyone safe!

**PLEDGE FORMS** for the Walk-a-Thon are attached. How and where you complete your route is up to you. (On a treadmill at the gym? To the bin yard and back? Around your block every other day for the month?) Hopefully, you can do your activity sometime in October.

**Income Tax Deductible Receipts** are available for donations of \$20 or more, on request. Photocopy as many additional Pledge Forms as you need.

Please forward your completed Pledge Forms and Pledges (please make cheques payable to "Saskatchewan Elks Foundation") to our Provincial Office:  
Saskatchewan Elks Foundation 508-12<sup>th</sup> Street East, Saskatoon, SK S7N 0H2

*If anyone has any questions or just wants more information, please call, text, e-mail or write:*

Thank-you!

Norm McNally  
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