



F&AM Square & Compass Lodge #417

600 Daniel Street, Kenner, LA 70062

Ph: 504-467-5988



Masonic Community Outreach Program

*“How to Sponsor a Kids Safety
& Health Fair”*



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ACKNOWLEDGEMENTS

As Master of Square & Compass Lodge # 417 this year I wanted to personally express my gratitude and appreciation for all of my Brothers support in assisting me in getting our Kids Safety and Health Fair off the ground.

Our first Fair co-chairmen were Brother Tim Tully, Brother Martin Short and myself. Although we all worked together on all facets of putting on our event, we each targeted specific responsibilities.

At one of our regular bi-monthly meetings back in 2007 we were discussing ways our lodge could get actively involved in the local community and at the same time increase public awareness on who Masons are and what we represent. Brother Tim Tully participated in a Kids Safety Fair put on in another city. He said it was small, a lot of fun, and the kids enjoyed it. Brother Tim's insight and experience gave our lodge the idea of sponsoring our own Kids Safety and Health Fair. Our lodge was now focused, had a mission that would improve our visibility as Masons, allowed us to become active in the local community and at the same time allow us to educate parents and children on the important issues pertaining to child safety and health. Brother Tully's months of making phone calls and sending emails seeking sponsors and exhibitors succeeded in # 417 sponsoring an unbelievable First Kids Safety & Health Fair in 2008.

No event can be successful without advertising. Brother Martin Short was a renegade in pursuing newspapers, local businesses and radio stations to help us advertise our event. Although he too worked on finding sponsors and exhibitors his no nonsense approach to getting in front of people and talking one on one with them allowed us to have maximum exposure in our advertising. Without Brother Short's persistence and undeniable support, our event would not have reached the thousands of people who came, enjoyed and were educated.

I was the behind the scenes man. Although my wife and I were the initial financial contributors to the start-up of the special fund that would pay to sponsor this event, we were the organizers of advertising and implementers of creating signage, flyers, decorating, selecting and preparing food and organizing exhibitor presentations. We too worked on seeking sponsors and contributors but our main responsibility was to get the event off the ground by taking it from a planning stage to an execution stage!

Lastly, I must not forget to thank all of the Brothers of Square and Compass Lodge # 417 who showed up at the crack of dawn at our lodge with their trucks to load up tables and chairs and bring them to our fair location for set up. They set up the tents, tables and chairs, worked the crowds and actively participated in mingling with those in attendance making certain everyone was having a wonderful experience.

All brothers of # 417 worked together as one unit: we pitched in and presented to the community the True Masonic Way. We had sponsored an educational and fun afternoon filled with balloons, music, clowns and professional presentations on keeping our children safe and healthy.

*Robert H. Pastor, Jr., W.M.
Square & Compass Lodge # 417*



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3. Donations: Monetary In-Kind

4. Staging of Event

5. Legal Concerns

6. Conclusion

7. Appendix: Forms Letters IRS, etc



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Introduction

The members of Square and Compass #417 are pleased to offer the following information to all members of the Masonic Family. Below you will find our blue print for starting your own Masonic Community Outreach Program. We at Square and Compass #417 chose a “Kids Safety and Health Fair.” We felt this type of community educational program was the best way for # 417 to actively support our local community and at the same time show who Masons are and what we stand for and support.

Without the backing of the entire Lodge any attempted “Outreach Program” will not be truly successful in both its primary and secondary function. Square & Compass Lodge # 417’s primary function was to educate children on matters concerning safety and health. Our Secondary purpose was bringing awareness to our local community on who the Masonic order is and what we represent. With the support of your lodge any public function will be successful in producing the desired results.

The following pages highlight the steps our Lodge took to Sponsor a “Kid’s Safety and Health Fair.” Because Square and Compass Lodge #417 resides in Kenner, LA our focus was on our local Kenner community. We sponsored our “2nd Annual Kids Safety Health Fair” this past spring and recorded over 2000 people in attendance. It was a wonderful event that allowed us to educate all in attendance on not only health and safety issues for our children but who Masons are and the role we play in our community.



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Exhibitor Fair Criteria

When Looking for Exhibitors there are a few basic questions to keep in mind.

1. What does the potential exhibitor have to do with Kid Safety and or Health?
2. Does the potential exhibitors information relate to Kid Safety and or Health or is it an attempt to **directly sell a service or product**?
3. Will a potential exhibitor's presence enrich the fair?

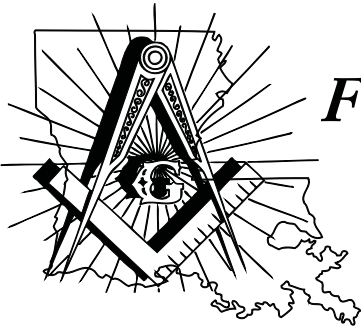
As your event grows local businesses will ask to participate as an exhibitor in your fair.

Remember, the above questions must be asked to verify the business meets your exhibitor fair criteria.

There will be other organizations i.e. the Boy Scouts of America, the Girl Scouts, Acorn, Red Cross and etc. that may contact you showing interest as an exhibitor. Each request for exhibitor participation from another organization will need to be carefully reviewed and approved by the Grand Lodge. Remember, when in doubt contact the Grand Lodge at (# 318-443-5610).

The Following Organizations positively answer the above questions and should form the core of your function.

1. Fire Department: Fire House demonstrations, Ladder Truck, Demo's, and Literature
2. Police Department: Police Dog Demonstrations, Gun Safety, Finger Printing, Demo's, literature
3. Power Company: Electrical Demonstrations, Down Power Line Safety, Literature
4. All Masonic Groups: Shriners, Rainbow Girls, Dyslexia Program, Eastern Star, etc.
5. Local Hospitals: Doctors, Nurses and literature providing one-on-one information
6. EMS ambulance: Touch and See - Educational
7. Local Animal Shelter: Safety around animals / care of same.
8. If available: The Zoo Mobile and or Aquarium Van: educational hands on
9. F.B.I.: Computer Safety for Parents and Kids, etc.
10. Music / DJ: entertainment (speakers, microphone, etc.)
11. Local Karate School: Roll-Playing and Demonstrations on how children can protect themselves.



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Donations

There are two types of donations Money and In-Kind –Donations. These donations need to be kept and recorded in a separate checking account that does not mix in with any of your lodge’s regular account fund activity.

Keeping a separate checking account and financial records is not hard to do if you open up the checking account at the beginning of the activity and record all your account activity in an accounting program. **Remember**, any money your lodge collects from your event **must** be used on the event or kept for future events in the years to follow. The excess money may also be given to another charity i.e. (dyslexia fund, Shriners, etc.), but under no circumstance can the Lodge use the money on other lodge debts.

A Total Accounting must be done at the end of the event. If your lodge sponsors another event, you must begin your financial statement with a balance carried forward from the previous event. The ending balance in your special fund account must be the beginning balance of the following (future) event. Accurate reconciliation of all special fund activity is a necessity.

Monetary Donations:

1. Hospitals and Medical clinics (also good exhibitors)
2. Masonic Organization
3. Local Businesses
4. Banks
5. Members
6. Local Politicians

Your sources for collecting monetary donations are plentiful. However, you must have lodge members willing to go out and ask for it. Collecting money is not done with just a phone call; it takes sometimes hours of leg work, emails, phone calls and meetings to get a monetary donation.

In- Kind-Donations:

You will find numerous businesses will offer in-kind-donations for your event. Some typical in-kind-donations consist of: food, drinks, paper products, etc. If there is a local Semi or Professional league team they often are willing to donate autographed posters, T- Shirts, footballs, basketballs and etc. to give away. We have found many local Stores are willing to donate Gift Cards.



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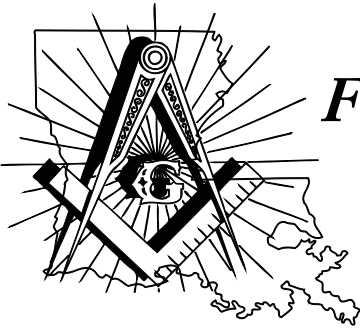
Note: Do not neglect in seeking donation support from larger corporations. Established larger corporations look for positive exposure and want to support local community outreach programs. Because larger companies have formal corporate guidelines to follow that may require months to process before you receive their donation do not delay in seeking their support.

A Short List of In-Kind- Donors:

1. Local Grocery Stores
2. Athletic Stores
3. Wal-Mart (see above)
4. Local Hardware stores
5. Local Ice cream stores / all food vendors
6. Local TV and Radio stations – often offer free advertizing

An IRS Attachment follows describing how to handle Charitable Contributions. Publication 526 and 561 and 1771 along with a sample of a Donors Letter is also included.

My Brothers, the first time you put on a Fair it will take about 2-3 hrs to complete all the IRS required documentation. After you have prepared the initial IRS required documents your future IRS reporting is easy.



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Putting on an Outdoor Event

Below is a listing of the physical aspects and requirements of putting on a fair.

1. Find a Location: ample parking, bathrooms and look for a location with side walks – for easy accessibility. You want to find a local location that allows baby carriages, crutches, walkers and wheelchairs. The location must offer electricity
2. Choose a date that does not overlap a religious, legal or large local community event.
3. Obtain SPECIAL EVENT INSURANCE (a must)
4. Advertise: signs, flyers, TV, radio, through schools, etc. (see attached detailed exhibit)
5. Exhibitor Set up: Canopy tents and TIE DOWNS, Chairs, Tables
6. Food Tent: suggest hot dogs, cold drinks, cookies
7. Decorations: Colorful Balloons, ribbons, tickets for prize giveaways
8. Safety Officer
9. Ice, Ice Chests, First aid Kit (Set up at Food Tent)
10. Garbage cans and or liners, brooms for clean up
11. **LODGE PARTICIPATION:** Include all of your lodge brothers in the set up and tear down the day of your fair. Experience dictates the more members working together the more successful the lodge sponsored event.
12. Assign duties to Lodge members: administering door prize tickets, food tent, balloons give always, manning the speaker system: providing up to date information on the time of the next Demonstration, tear down and clean up.

Most of the above recommendations are common sense. When you work with your “Fair Committee” all the members of the lodge will become involved and bring new ideas to the table.

Here are a few things we have learned from putting on our two fairs

1. Walk the event setup area a few days before the event looking for fire ant mounds - have the park people spray the area or assign lodge members to get rid of the problem
2. At the same time look for areas a child might get hurt, remediate the potential problem - tape / fence it off, etc.
3. Have your safety person verify all canopy tents are secured with buckets of cement or hurricane tie down stakes prior to the event opening
4. No Glass is permitted during the fair – paper products only – have signs
5. No skate boarding or bike riding at the event



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ADVERTISING

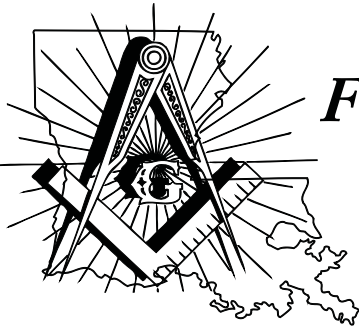
“Getting the Word Out”

To put on a Kid Safety and Health Fair the most critical function of your lodge is: **ADVERTISING**. To put on an extraordinary fair you must have all of your lodge members take an active responsible role in getting the word out.

Advertising Recommendations:

1. Contact your **local radio station**
2. Contact your **local TV station** – ask about their special TV Slots set aside for “Community events”
3. **Flyers:** hand them out at nursery centers, day care centers, Elementary schools – have one lodge brother in charge of each school – it takes time to get approval in schools
4. Contact your **local city government:** contact your City Council and District Council Members. Your local Government will want to get involved in this community outreach educational program – this kind of fair is good publicity for the city and the council members
5. **Signage:** Put up your street sign advertising at least one week before the event
6. Contact your **local police & fire departments** – they will help you advertise as well as bring their families to your event
7. If you have a **local TV or Radio “CRIME SAFETY SPECIALISTS”** contact them directly – you may end up with a special segment on the news talking about your event – there is no greater advertising than this!

After you have sponsored your first successful event with all brothers working together you will notice an increase in public interest to support your next fair. Because you will now have a successful track record more people will be willing to support your next event. This heightened interest needs to be moved on immediately and implemented into a working plan for your next sponsored Fair.



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Signage

*When making a sign for display on the street use **bold colors**. Your street sign needs to convey only the most important information.*

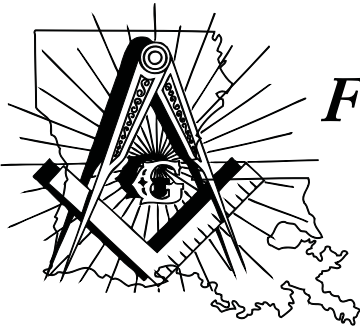
*What: **“Kids Safety & Health Fair***

Free Food & Prizes

*Where: **ANY PARK U.S.A.***

*When: **SATURDAY, APRIL 12th”***

Remember your audience is driving by your sign at 30 plus miles per hour and you need to get their attention immediately. When you create your signage think about all the political signs you have seen in your lifetime; bright colors are used to draw your attention, learn from the Pro's.



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Legal Concerns

When putting on a Kid's Safety and Health Fair" there are three main legal concerns:

1. Grand Lodge Requirements

The Grand Lodge's main concern is making certain local lodges do not link the Masonic name with other organizations when they sponsor their own event. Please contact the Grand Lodge (# 318-443-5610) prior to accepting other organizations Exhibitor status at your event.

This does not mean a local lodge cannot participate in other organization sponsored events. However, the Grand Lodge must give authorization prior to a local lodge participating in other organization sponsored events. Contact the Grand Lodge (# 318-443-5610) prior to your local lodge committing to exhibiting at another organizations sponsored event.

2. I.R.S. Requirements

Many lodges file a 990EZ Form annually. Lodge # 417 had an accountant prepare our return in 2008 and we filed a 990EZ. The main concern with the IRS is having a paper trail on all money and in kind donations and goods that were received and used for charity. You need to verify the status of your lodge: are you a 501C8, a 501C10, etc. If you do not know, you can call the IRS-Non Profit Division at: (#877) - 829-5500. When you call this number have your Federal ID # available to process your inquiry with the I.R.S.

3. Insurance Requirements

Before you put on a "Kids' Safety & Health Fair" or any event that includes community participation/attendance you need to protect your lodge from possible litigation due to injury or harm sustained during that event. A "Special Event Insurance Policy" can be purchased for approximately \$ 450.00 - \$ 500.00 from your local insurance agent. If you do not have access to this type of policy we recommend you contact Coby Nungesser (504) 836-9621. This insurance agency also covers all of our Shriners sponsored events in Greater New Orleans.



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CONCLUSION

As I reflect on Square & Compass Lodge # 417's two sponsored Kids Safety & Health Fairs I can only say they were extremely successful because all our brothers worked together. For a lodge to put on a successful Kid's Safety & Health Fair it takes a core group of brothers to organize the "big picture" however the event details are accomplished by all of the brothers being assigned duties and working together toward the common goal of a successful fair. With the help of every brother working together making phone calls, setting up appointments, picking up items, distributing flyers, putting up signage, setting up tables, booths, decorating, preparing food and working the event not only does a lodge grow in brotherhood but they become active in their community while bringing awareness to the public who Masons are and what they represent. Our event was a great deal of work and required extraordinary organization and communication; during the planning and execution of our events we all found we were **applying the principles of Masonry.**

All Brothers who worked our fairs seemed to shine with a light from within – a light that comes from only one source. All of the time, energy and money required to put on this event has come back to each brother tenfold.

As a personal note this "Kids' Safety & Health Fair How to Summary Book" has been compiled in an effort to enlighten other lodges to take the step, get out into the public, put on a fair and raise money for a new cause. With the commitment of your lodge to sponsor a "Kids Safety & Health Fair" your lodge will be supporting your local police and fire departments as well as our military.

Be an **active Mason** help one, help many, show the principles of Masonry and make your presence known. Remember, we make a better world by one act of kindness at a time!

*Robert H. Pastor, Jr., W.M.
and all the Officers and Members of Square & Compass Lodge # 417*



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Appendix

1. Exhibitor Form Document (Grand Lodge Approved)
2. Sample: “Thank You Form Letter”
(see below IRS info)
3. IRS Forms: (please read the entire document online)
4. Sample: Signs
5. Sample: Flyer



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RE: Kids Health & Safety Fair Exhibitor Terms

Dear Interested Kids Safety & Health Fair Exhibitor,

Thank you for your interest/request to participate in Square & Compass Lodge # 417's Kids Safety & Health Fair as an EXHIBITOR.

The goal of our fair is to educate our parents and children on matters regarding Safety and Health issues. As the sponsor of the fair, Square & Compass # 417 has one requirement - all exhibitor presentations are about Safety and or Health. The information exhibitors present may directly relate to a product your company sells, however, there cannot be any active solicitation for business at the fair. Exhibitors may give out business cards only at the fair.

Please remember, this fair is for "The Kids" and about Health & Safety. If you wish to Exhibit at Square & Compass Lodge # 417's Fair, please fill out the form below and return via fax or mail.

Company Name: _____

Main Contact: _____

Company Mailing Address: _____

Contact Phone Numbers: Note we need a cell or land line: _____

Company Fax number: _____

I _____ a legally authorized representative of

(Company name) _____ do hereby

agree to Exhibit at Square & Compass Lodge # 417's Kids Safety & Health Fair

Being held at (Location) _____ on (date)

_____.during the times: _____.

We (company name: _____) pledge to not actively solicit or sell our products at this fair. If we do not comply with this request, we understand we may be asked to leave during the event and will be unable to participate at future Kids Safety Fairs sponsored by Square & Compass Lodge # 417.

We understand our request to be an EXHIBITOR at the Kids Safety & Health Fair must be approved by the Grand Lodge of Louisiana who may reject for any reason our request for participation.

I _____ also authorize the Grand Lodge and or Square and Compass Lodge # 417 to verify the aforementioned information. Upon acceptance as an EXHIBITOR we will hold harmless Square & Compass Lodge # 417 and the Grand Lodge of Louisiana _____

Signed: _____

Company representing: _____

Date: _____



F&AM Square & Compass Lodge #417

600 Daniel Street, Kenner, LA 70062

Ph: 504-467-5988

[Date]

Name

Company Name

Address

City, State, Zip

Re: Square & Compass Lodge #417 Kid Safety Fair

Dear [contributor],

On behalf of Square & Compass Lodge 417, we want to thank you for your cash/participation/material contribution of [...] that Square & Compass #417 Free and Accepted Masons received for our first Annual Kid Safety Fair held this past April 6, 2008 at the Kenner City Pavilion.

Because of your generous donation whereby no goods or services were provided in exchange for your contribution, we were able to achieve tremendous success in educating parents and children on "Kid Safety". As a special thank you for your support, we are enclosing a "Certificate of Appreciation" for the very important role you played in our fair.

We are well underway in planning for our 2nd Annual Kid Safety Fair that is scheduled for Saturday, April [...], 2009 at the Kenner City Pavilion. We hope we can count on your support as we plan to increase our size and diversity of exhibitors at our next fair.

Again, thank you for your support. We wish you a happy Holiday and look forward to working with you in 2009.

Sincerely,
Square & Compass Lodge #417

Robert H. Pastor, Jr.
Worshipful Master

Written Acknowledgment

Requirement

A donor cannot claim a tax deduction for any single contribution of \$250 or more unless the donor obtains a contemporaneous, written acknowledgment of the contribution from the recipient organization. An organization that does not acknowledge a contribution incurs no penalty; but, without a written acknowledgment, the donor cannot claim the tax deduction. Although it is a donor's responsibility to obtain a written acknowledgment, an organization can assist a donor by providing a timely, written statement containing the following information:

1. name of organization
2. amount of cash contribution
3. description (but not the value) of non-cash contribution
4. statement that no goods or services were provided by the organization in return for the contribution, if that was the case
5. description and good faith estimate of the value of goods or services, if any, that an organization provided in return for the contribution
6. statement that goods or services, if any, that an organization provided in return for the contribution consisted entirely of intangible religious benefits (described later in this publication), if that was the case

It is not necessary to include either the donor's social security number or tax identification number on the acknowledgment.

A separate acknowledgment may be provided for each single contribution of \$250 or more, or one acknowledgment,



Department
of the
Treasury

Internal
Revenue
Service

Publication 561

(Rev. April 2007)

Cat. No. 15109Q

Determining the Value of Donated Property



Get forms and other information
faster and easier by:

Internet • www.irs.gov

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Introduction

This publication is designed to help donors and appraisers determine the value of property (other than cash) that is given to qualified organizations. It also explains what kind of information you must have to support the charitable contribution deduction you claim on your return.

This publication does not discuss how to figure the amount of your deduction for charitable contributions or written records and substantiation required. See Publication 526, Charitable Contributions, for this information.

Comments and suggestions. We welcome your comments about this publication and your suggestions for future editions.

You can write to us at the following address:

Internal Revenue Service
Individual Forms and Publications Branch
SE:W:CAR:MP:T:I
1111 Constitution Ave. NW, IR-6406
Washington, DC 20224



Department
of the
Treasury

Internal
Revenue
Service

Publication 526

Cat. No. 15050A

Charitable Contributions

For use in preparing
2007 Returns



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What's New

New recordkeeping requirements for cash contributions. You cannot deduct a cash contribution, regardless of the amount, unless you keep as a record of the contribution a bank record (such as a canceled check, a bank copy of a canceled check, or a bank statement containing the name of the charity, the date, and the amount) or a written communication from the charity. The written communication must include the name of the charity, date of the contribution, and amount of the contribution. See *Records To Keep*.

Filing fee for easements on buildings in historic districts. A new \$500 filing fee must be paid for each qualified conservation contribution after February 12, 2007, that is an easement on a building in a registered historic district, if the claimed deduction is more than \$10,000. See *Building in registered historic district under Qualified Conservation Contribution*.

Donor advised funds. Contributions to a donor advised fund after February 13, 2007, are not deductible in certain cases. To deduct these contributions, you must have an acknowledgment from the donee that the donee has exclusive legal control over the assets contributed. See *Contributions to Donor Advised Funds under Contributions You Cannot Deduct*.

Higher standard mileage rate for Hurricane Katrina expires. The higher standard mileage rate for the use of your car in giving services to a charitable organization to provide relief related to Hurricane Katrina has expired. See *Out-of-Pocket Expenses in Giving Services* for information about the car expenses you can deduct for 2007.

Limit on itemized deductions. For 2007, if your adjusted gross income is more than \$156,400 (\$78,200 if you are married filing separately), you may have to reduce the amount of certain itemized deductions, including charitable

FIND ONLINE

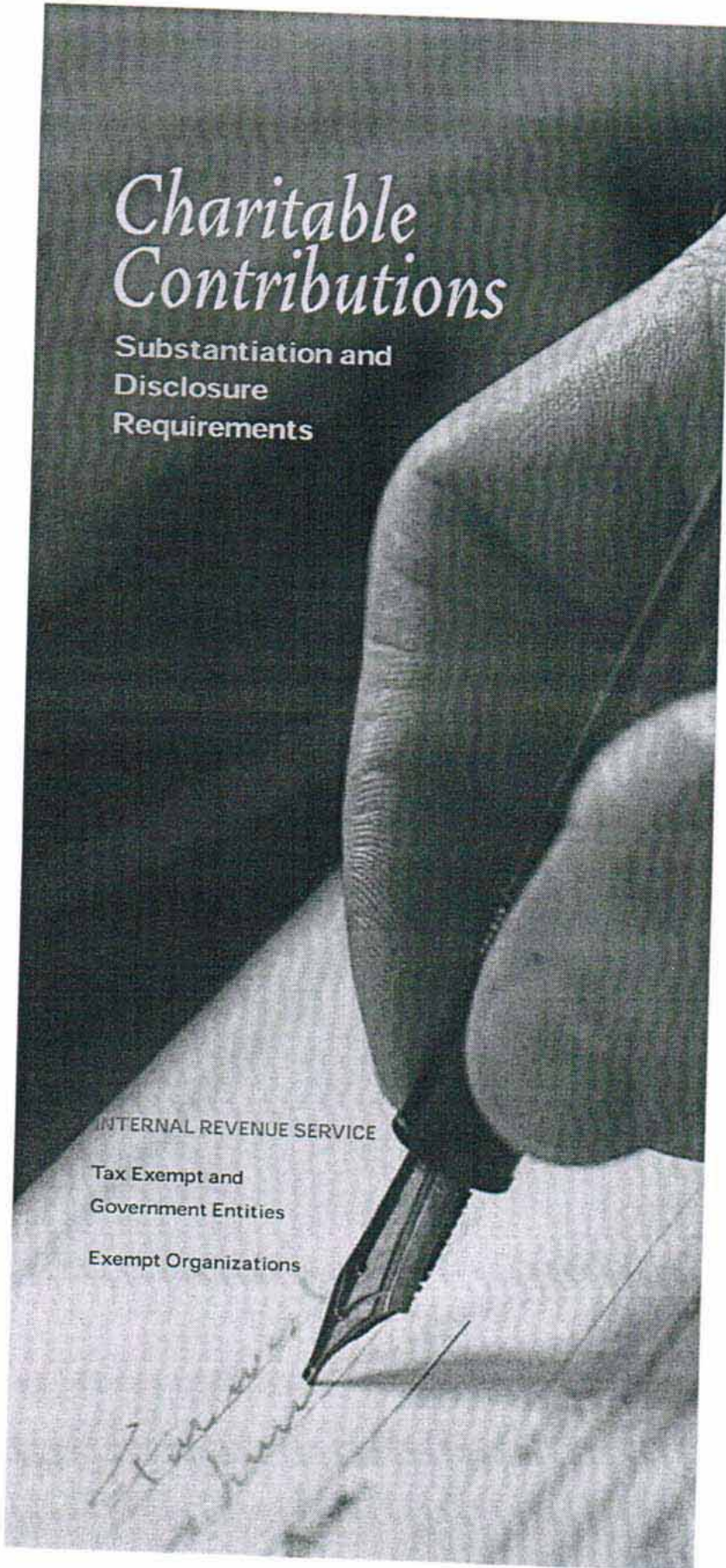
Charitable Contributions

Substantiation and
Disclosure
Requirements

INTERNAL REVENUE SERVICE

Tax Exempt and
Government Entities

Exempt Organizations



Kid Safety Fair

Saturday, April 4th • 11:00 - 3:00
Kenner Pavillion

Police Dept.
Fire Dept.
Karate Experts



SPONSORED
BY:



SQUARE & COMPASS
100CL #417

Shiner Clowns
Food & Drink
Music & Prizes



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SECOND ANNUAL KIDS SAFETY AND HEALTH FAIR

**Kenner Pavilion – Corner of Loyola & Vintage
Saturday, April 4th, 2009 – FREE to the Public
11:00 a.m. – 3:00 p.m.**

As parents, guardians and educators it is our responsibility to make certain our children have the necessary information, education and proper tools to keep from being victimized and lead healthy lives.

With the endorsement of the City of Kenner Administration and the City Council we know all in attendance will have a fun and informative afternoon.

The Second Annual Kids Safety and Health Fair hosted by Square & Compass Lodge # 417, F&AM will include many exhibitors including The Kenner Police Department, K-9 Police Dogs, Kenner Fire Department Smoke House, Kenner Fire Truck, the F.B.I., East Jefferson Hospital, Tulane Medical Hospital, Chateau Veterinary Hospital, Jefferson Parish Animal Shelter and the Rick Weems School of Martial Arts.

Come and talk with the professionals... they will be there to answer questions and administer pamphlets.

Bring the whole family and don't forget to invite your friends and neighbors. We will have **FREE FOOD, DRINKS, MUSIC, SHRINER CLOWNS AND DRAWINGS FOR PRIZES.**

Email: Secretary@squareandcompass417 for further information

Email: secretary@squareandcompass417.com



KIDS SAFETY & HEALTH FAIR

**Saturday, April 4th
Kenner Pavilion
11:00am - 3:00pm
(Corner of Vintage and Loyola Drive)**

**BRING YOUR
ENTIRE FAMILY!**


**Free Food & Drinks! Shriner Clowns!
Prizes! And More!**

**As parents, guardians and educators, it's our responsibility
to make certain that our children have the necessary
information, education and proper tools
to stay healthy and keep from being victimized!**

**Talk with the professionals. . .they will
be there to answer questions and
administer pamphlets.**



**Sponsored by:
Square & Compass Lodge #417
600 Daniel St.
Kenner, LA 70062**



**Questions?
e-mail:
secretary@squareandcompass417.com**