

A guide for
establishing
New Aeries
of the
Fraternal Order of Eagles



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Foreword

The challenge awaiting us all who believe in new Aeries is to bring before our needful land the plain facts and beauty of our Order—how we help countless people every year less fortunate than ourselves. Our work both with, and for, others makes us all wealthier people. It is this devotion that makes us so very special.

As we add both sound and fury to the cause of new Aeries we must always listen to the echoes of our traditional past—we could not go far wrong by emulating those who took our fraternity from a solitary hall in 1898 to the vast membership that we know today. Tradition and pride are the hallmarks they left for us to present to the world and this document is written in the spirit of leadership and honour that they possessed, and it is to their dedication that we dedicate this.

~ J.G.M. & W.B.H., May 31, 2002 ~



Introduction

This platform is to forward a single idea: to move the format of organizing a new Aerie from that of an Owner's Manual to that of a User's Guide. This proven approach provides examples of all the steps and stages necessary for a new Aerie from conception through growth to autonomy.



Necessity - of bringing advancement and growth of the fraternity to all corners of our continent.

Eligibility - of both the location and the prospective members.

W5 - who, what, etc. – the planning and implementation of the new Aerie itself.



Action - the simultaneous implementation of all the planned steps.

Enthusiasm - the presentation of the positive nature of every Eagle, toward the ultimate goal of helping those who cannot help themselves.

Resolve - the dedication and organization required to achieve the goal.

Idealism - the leadership and examples based upon the beautiful history and the positive future.

Education - the wisdom to present everything they need to know when they need to know it.

Support - the full-term availability following the new charter. We must be willing to stay involved as organizers—from attendance of the meetings to aid in regard to:

- 1) Technology,
- 2) Teamwork (including tolerance) and
- 3) Troubleshooting.

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Necessity

“Lend me the stone strength of the past and I will lend you the wings of the future, for I have them.”

-- Robinson Jeffers

Our order has come a long way in 105 years. We have gone from a few adjacent Aeries in Washington State to a continent-wide collection touching both oceans. As we converge on 2000 Aeries we must always keep in mind the rules of our organization but further still must grow with new people and new places.

Aeries come into being through hard work and dedication by those who already belong, who already know and already believe in liberty, truth, justice and equality (and personally support and practice them). Individuals who also understand the needs to stress home, country, motherhood and God in our world today will be the cornerstones of any community. And, as is true when building anything, the strength of a proper foundation is represented by its cornerstones -- the honored showcases of its overall structure. To build is therefore to show faith in our collective future -- as a society, as an Order, as a world.

Consider this quote from the CATO Handbook for the 105th US Congress, published just as our new century was being born:

“No challenge is more serious today than the restoration of civil society. Pundits cite violent crime; family breakdown; the waning of some traditional institutions; blighted inner cities; and a decline in civility, honesty, and trust as evidence of a crisis in civil society. And few topics have received as much attention in recent years as this one. Politicians and pundits on both left and right have attempted to exploit the theme for their own purposes, which often hinge on expanding governmental powers to manipulate citizens in order to attain whatever outcomes the manipulators desire. The impulse to do so, however, is fundamentally at odds with civil society, as it has been commonly understood for centuries. As the distinguished historian of civil society Antony Black has noted, ‘We may identify the central ideal of civil society as personal independence, and its central imperative as respect for persons.’ ”

We have never been more needed than now—we Eagles, who are— “People Helping People”.



Eligibility

“The best man in his dwelling loves the earth. In his heart, he loves what is profound. In his associations, he loves humanity. In his words, he loves faithfulness. In government, he loves order. In handling affairs, he loves competence. In his activities, he loves timeliness. It is because he does not compete that he is without reproach.”

-- Lao Tsu

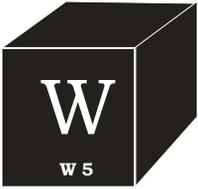
When the explorers Lewis and Clark were dispatched westward by Thomas Jefferson, the president envied their opportunities to learn and to explore -- the chance to record new places and peoples still unseen and untouched.

Each rough-edged river, stretch of rolling hills and turn of flora and fauna alike was looked upon with wonder and with awe. In the 200 years since the Corps of Discovery stumbled bravely into the newness of uncharted territory, mankind has become much less an explorer and much more a traveler. With the exception of the depths of the planet's great oceans and the silent distances of space, there seems to be no new frontiers. But the soil of our own states and provinces is ripe with opportunities for those who still want to know what is just beyond the next turn in the road. Every new town. Every old town. Our own city. All are peopled by those looking to belong -- many with untapped resources and strengths as yet unknown. As Eagles we are always looking for just that one extra person in that one extra place. All that is required for us to find that person and place is but to look.

Those people eligible to be an Aerie Organizer are:

- any member in good standing of the Fraternal Order of Eagles
- any member who receives approval of both the State/Provincial and Grand Aeries
- Any member fully aware of the Grand Aerie outline on New Aerie Organization (included as an appendix below).
- Any member with both good personal and language skills (both verbal and written).

Considering this list, and its acquirable skills and conditions, should there not be at least ten million members of the Order? We can make it happen!



W5

“We must ask where we are, and whither we are tending.” -- Abraham Lincoln

At the heart of reportage lies W5. Every story we hear in our lives contains these. Every editor demands them from every reporter. Stick to these and you cannot go wrong. As with news, the planning of a new Aerie must address the five Ws.

First W – **Who** - Who are the cornerstones for the new Aerie? Who will lead? Who can be relied upon for support? Who will record the steps and proceedings?

Second W – **What** - 'What' is a new Aerie, obviously, but more precisely: What are the steps of the required actions? What forms do we need to get started? What help can we count on from our State/Provincial and Grand assemblies? What plans and programs are already underway?

Third W – **Where** - Where can the initial gatherings take place? Where are the best potential venues available to house the proposed Aerie? Where do we go to find the prospective members and leaders?

Fourth W – **When** - When do the various steps and plans begin and end? Gatherings -- when? Canvassing sessions -- when? When do we move from this step to that step?

Fifth W – **Why** - the 'why' is because we have the best kept secret in North America. The 'why' is because there are countless people needing to feel like they belong to a family. The 'why' is because our time and our resources and our sacred honor is, and always has been, what we owe to those less fortunate than ourselves.

Let's break these down into a practical approach.

Who

- Make personal contact with civic and business leaders and request their assistance.
- Keep a list of all contacts for future reference, and touch base with them on a regular basis (weekly at the start, more often as the project gets rolling on its own).
- Who will communicate? -- Phone: committee?

-- Fax: machine?

- Who will speak?
- Who will record?
- Who will lead?
- Who will join?
- State/Provincial and Grand Aeries – contact them any time you need to: they are where they are because they are experienced and truly want the Order to succeed, and this means ‘you first’, so call on them!

What

- “Meet, Greet and Complete”
 - Meet -- introduce yourself and the fraternity
 - Greet – confirm that there is a place for them, and,
 - Complete -- get them actively involved in future meetings.
- Meetings themselves should be kept short (no longer than an hour) always with a social event (such as an informal buffet which provides everyone the opportunity to relax and question and talk).
- Follow-up with them soon after and for those who show the keenest interest, get them working as part of the team as soon as you can.

Where

- Locate a place for meetings which will be able to handle the initial meetings. The optimum meeting places are those which, as the series of future meetings progress, can be counted upon for their quality of openness, comfort and availability (since meetings may move from sporadic to weekly at any time).
- Schedule and maintain a regular presence in the community. Reliability and stability must be seen as one of the qualities of the Order. People will be more likely to affiliate themselves with a new organization if those spearheading it respect their intelligence and their time.

When

- All times must be formally stated and respected – never be late (in fact, be both early and eager).

Why

- it is our chance to brag and relay the best kept secret in North America
- In every human being is desire: to belong, to improve, to be appreciated and to be needed. Are we not already the best at accepting others, helping others, applauding others and involving others? Of course we are.

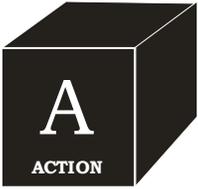
Every story requires these five Ws, but an editor also demands an 'H' be included:

How

'How's are the most daunting and vast because they effect everything we do in the eyes of the public. Therefore, let's make this detail a practical plan. We have just listed five Ws; let's reduce 'How' to another list of five, so that they can be recalled with equal ease. We have chosen the letter 'P', which could stand for pride, perfection or countless other qualities. However, our example presents the following:

- Personality – There is an Eagle personality. Fun-loving, honest, practical, human...all good brothers and sisters have absorbed this from each other. Make sure these personality traits are what prospective members see in us. It may be the sole thing they may remember from the first meeting, so make sure it is there for them to remember.
- Positivity – Attitude is of paramount importance. If you are cheerful and genuinely look forward to seeing them again, they will feel the same towards you.
- Presentability – Always dress with some degree of formality; be tidy and well-groomed. In further regard to dress, more than one potential new brother has given in to curiosity about a colorful vest or a unique Eagle pin—such things lessen the distance between strangers and have been known to initiate conversations, most of which are light-hearted and definitely informal. If we can get to the informal level as soon as possible with any potential member, the chances of their becoming involved increases tenfold.
- Professionalism – Appear as just what you are: a representative of a very valid and valuable service organization which places people first. With such cornerstones as liberty, truth, justice and equality how could we do anything else? These four qualities practically define respect of one person for another. Represent them.
- 'Prior Planning Prevents Poor Performance'. Period.

If you remember nothing else from this document, remember these five 'How's. They will benefit the successes of both you as organizer and the Order as a whole.



Action

“Leadership is action, not position.”-- Donald H. McGannon

The momentum of a worthy cause is impossible to impede. Although many may drag their feet or jump off, they are only abandoning themselves -- the happy ship never misses those distraught few who leap free of the craft; in fact, the vessel rides higher and happier ever after. Human action also functions in this way.

Every movement towards the goal fuels the very trip, and the light we move towards makes each new step easier for all. And it is good that this is true because there are so many of us moving that way. Mutual effort has always produced our finest achievements, and the Eagle way has from the outset been furthered by those who simply rolled up their sleeves and did the work. Talk to those yet unknown people you encounter every day. Let them feel the friendly openness and ease we exhibit when relating to each other. Let them voice their dreams and opinions unimpeded -- theirs are not really all that different from ours, are they?

Before we realize it, we will have another ally moving forward beside us.

1) *Meetings* – To grow we need to meet, so the meetings we have must be the equivalent of a business card—crisp, to the point but with the atmosphere of a welcome mat. Meetings are comprised of three types:

- a) **First Meetings:** 80% perspiration, 20% affiliation – all the details are up to you. The hardest work you will do takes place before this type of meeting; once underway, your goal is to get as many of them on-board and wanting the next meeting.
- b) **Successive Meetings:** 80% conspiracy, 20% nomination – here is where you let the dynamic of the group establish itself; find the natural leaders, find the workers, the detail people, the communicators. Get these markers in place and in action.
- c) **Special Meetings:** 80% inspiration, 20% information.

Internal: those taking place in an existing Aerie, such as an Open House and the like. These should show the best of what we already are. If possible, have marquis Eagles present who can speak on how much good we do.

External: those taking place in public places, such as community picnics and/or sporting events. These should show us in action—coordinating, helping, having fun.

2) *Phone calls* – These must be of the “hope to see you there” style. Emphasize that you are looking forward to the new Aerie, the good that it can do for the community and how much you want to work with them. Do not talk only Eagles subject matter; find out what other things are of interest to them, and if possible, develop these mutual interests.

3) *Discussion* – Conversation can be either the birth or death of any human interaction—ask any politician (or other type of salesman). The tone and intelligence of a speaker, the honesty and humanity of his message will remain much longer than the message’s content. When we consider that our content is both irrefutable and indispensable, we must concern ourselves with style and approach.

- *Style* – If we are too sweet and/or sentimental, we risk acquiring the image of drummers of snake oil; if we are too pat in our short message, we risk being considered as brainwashed robots. As in all dealings with others, a pleasant but appropriate demeanor is required: be happy to be there, be serious as the need arises, but predominantly represent the fun and sociable volunteer that all true Eagles are.

The best possible style will come from just being you. Alter the mindset of “Behaving yourself, naturally” to “Behaving yourself naturally”. In terms of what to talk about, try ‘Why I joined’ – this will always be of interest to others.

- *Approach* – Be open, both in mind and spirit. Encourage while not passing judgment; relate but do not dictate. Meet and greet—always, and in all ways.

4) *Information* –

a) *Literature* – must be concise and yet not too fact-laden; remember how too many statistics/dates and not enough people ruined history class? Let’s not do the same. A few well-chosen bits of trivia create curiosity in the one doing the reading—if you compel a reader, they will turn the page.

~ make certain you have multiple copies of all literature available for everyone ~

Available resources:

Booklets: “Membership – The Lifeblood of the Order”

Brochures: *Value Packs* (collections of several Eagles brochures and forms)
State/Provincial Aerie brochures

Flyers: “We Are the Eagles”
“People Helping People”
“The Eagles Memorial Foundation”

“The Eagles Keeness of Vision”
“Milestones of Eagle Progress”
“Eagle Village”

Magazine: *The Eagle* magazine

Pamphlets: “Eagles are People Helping People”
“Welcome Eagle”
”Fire and Policeman’s Benefits”

Books: The Fraternal Order of Eagles Constitution and Statutes
Officers Handbooks
Club Management
The Fraternal Order of Eagles International Directory

b) *Other media* –

- The Internet – many Aeries have websites now, and the features available on the Grand Aerie site, www.foe.com, have never been better.
- Video Recordings – “People Helping People”, “We Are the Eagles”.



Enthusiasm

“Nothing great was ever achieved without enthusiasm.”-- Ralph Waldo Emerson

There is never any one more attractive than the individual who smiles and looks forward. We all have been encumbered with those who recalled their past speeches and their resumes. Winning new people requires that part of us which is still open—the corner of the mind that still wants to learn. Such people are perennially young and therefore appeal to the young. We need the young and then you—these features are our complimentary tickets to the future, for if we do not grow and change we will stagnate and ultimately die a slow and unnecessary death.

Every good idea enthusiastically spearheaded must be endorsed; in fact, is our duty to do so.

Taking chances is simply the only way we ever discover anything—and discovery feeds our enthusiasm.

At times, particularly it can be very hard to maintain a positive attitude and stay motivated.

- have organized activities to force you to manage your time and to do something every day
- give yourself positive feedback for tasks you do complete
- Set daily/weekly/monthly goals and, if possible, use a “buddy system” where you and another new Aerie worker meet at regular intervals to review your progress. In the planning stages especially, things go much easier if you have someone to bounce ideas off of and to give you feedback.
- The *divide-and-conquer* strategy works on a day-to-day level as well. Identify tasks that you can do in an hour or less; then you can come up with a realistic daily schedule. Remember, every step you complete gets you closer to the goal of a new Aerie.



Resolve

“If history teaches us anything, it is that man, in his quest for knowledge and progress, is determined and cannot be deterred.”

-- John F. Kennedy

- All of us feel frustration when our goals and purposes are interfered with. Enough frustration can trigger enough hurt so that we experience anger. This is energy which can be used for motivation.
- We tend to feel anger when we are hurt and focus on what is being done to us instead of what we can do about that situation. When we are frustrated or angry, and when we begin to pay attention to what we can do to make things better, we can become determined. Ultimately, frustration and anger give us energy which can be used as motivation.
- Motivation + What we can do to make improvements = Determination
- When we are determined, the universe seems to come to our aid, and other persons often willingly co-operate with us. There will be opportunities for you to back off, but just absolutely refuse to be moved. Many people try very hard but they are not determined to win.
- You can live with faith, but not by it. Trying won't get it done--trying again will.
- Adversity brings something out of the winner that losers never experience, and that something is courage.
- When you're on the brink of a breakthrough, the pressure always intensifies. Commitment, however, builds spiritual and mental toughness. It enables you to persevere no matter how impossible your circumstances may be.

Always remember: achievement comes from people who are frustrated, not from those who are content. The more dissatisfied you are, the more energy you have to make things better.

- **(YOUR) GOALS minus (YOUR) DOUBTS = (YOUR) REALITY**



Idealism

“Ideals are like stars; you will not succeed in touching them with your hands. But like the seafaring man on the desert of waters, you choose them as your guides, and following them you will reach your destiny.”

-- Karl Schurz

Idealism, by definition, is an antonym of materialism. Given the chance to do things to raise money, an idealist can be found to be raising that money for others, not he. To be a true idealist, you have an inherent belief in a concept of achievable perfection.

Ideals are nothing, however, without a code of ethics behind them. Based on many sources, the following is a list of ethics attributable to an idealist. See how many are your own...

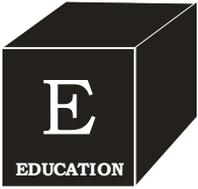
- To not purposely cause harm to any other human being.
- To promote and demonstrate my ideals through my actions not through enforcing them on others.
- To respect the ideas, lifestyles, religions, and ideals of others.
- To abide by the rules, codes of conduct, and laws of the community around me as long as they are not in conflict with my higher principles.
- To be honest and trustworthy, and to honestly disclose my feelings.
- To respect the property of others.
- To promote better understanding of the world around me.
- To give proper credit to others.
- To honor confidentiality.
- To promote a higher quality of life for all people.
- To live a healthy lifestyle and do things that will aid others in healthy living.
- To not have others fear me--in any way, for any reason.

Sound familiar? The above twelve can be reduced by two-thirds into an all-encompassing quartet:

The Four Tenets of the Fraternal Order of Eagles

- *To Preserve Liberty* -- to maintain the power of choice for the positive enjoyment of various social, political, or economic rights and privileges.
- *To Insist on Truth* - keeping statements true.
- *To Demand Justice* - to establish rights according to the rules of law or equity and to have the qualities of being impartial and fair.
- *To Promote Equality* - regarding or affecting all objects in the same way for each member of a group, class, or society.

We are certain you have heard of these—you ***idealist*** you!



Education

“The direction in which education starts a man will determine his future life.”-- Plato

- a) For all present: by-laws, officers’ duties, motto, dues (explain where they go) (make certain you mention that every dollar goes to charity: all administrative costs are covered by dues).
- b) For potential charter members: history, great causes, great deeds (incl. social pioneering – Mother’s Day, for instance).

The Formal

The Ritual
Aerie Meetings
Conventions

The Social

Dances
Raffles
Picnics
Sporting events

The Causes

Nationally, we raise over \$10 million per year for:

The Max Baer Heart Fund
The Art Ehrmann Cancer Fund
The Jimmy Durante Children’s Fund
The “Doc” Dunlap Kidney Fund
The Diabetes Fund
Golden Eagle

Locally, we regularly contribute to:

Little League
Boy Scouts
Meals on Wheels
DARE
Community improvements

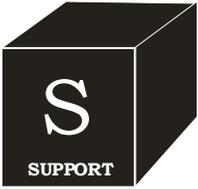
WELL-KNOWN EAGLES

Max Baer
John F. Kennedy
Bob Hope
Theodore Roosevelt
Lyndon B. Johnson
Jimmy Durante
Harry S. Truman
Danny Thomas
Jimmy Carter

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### **Members of the F.O.E. HALL of FAME**

Wayne Newton  
Don Newcombe  
Bart Starr  
Billy Ray Cyrus



## ***Support***

“We must cultivate our garden.” -- Voltaire

**Support** includes three keys:  
**Technology, Teamwork and Troubleshooting**

### **Technology**

Correct training regarding reports, forms and various other communications between Aeries and the Grand Secretary is necessary, as well as all required information about faxing, computerized record keeping, and available e-mails.

### **Teamwork**

The Dynamics of Working with Others  
Pulling the Team Together on Committees  
Functioning as a Unit during Ritual

### **Troubleshooting**

Aeries can get into trouble if their strongest personalities begin to supercede their authority and the Constitution. Shortcuts taken and one-man committees are just the start of a pattern, which if allowed to go unchecked, can bring about disaster in any Aerie. This cannot happen if organizers and neighboring Aerie members make more than just a few visits to the new Aerie following its institution. Never being more than a phone call away is the paramount responsibility of the organizer. If proper procedures are followed at all times, there is no chance for abuses to occur. All Aeries in jeopardy of being lost can be saved—every one of them—and it is our duty to give existing Aeries, whether new or old, equal respect and equal effort.

## **Appendixes: Checklists and Examples**

### *DO NOTs and DOs*

#### ***DO NOTs***

Do not make rash promises that cannot be kept—always state facts.

Do not become entwined in local politics or favor one political side over another while selecting the people for your charter list

Do not favor one labor union over another

Do not give any ground to charges that you favor any particular religion

Do not promise any applicant an office in the Aerie because all officers are appointed and installed by the instituting deputy

Do not borrow money from your prospective members

Do not be impressed by your own importance

Do not paint a flowery picture regarding the duties and responsibilities of Aerie officers and committeemen—each has a job to do and, if the Aerie is to succeed, they all must work equally hard

#### ***DOs***

Do be well groomed

Do be willing to accompany an applicant to talk with another prospective applicant

Do be interested in local civic affairs

Do be sure to have plenty of application forms with you

Do be sure to visit any sick candidates

Do be sure to visit each businessmen weekly who have signed applications—they will refer you to other possible applicants

Do always know the total number of candidates you have signed for the charter

Do advise of your intentions when soliciting cooperation

Do at least one of the following (preferably both):

➤ **“Add a Link to the Chain”**

Use the various Aeries closest to the site of proposed Aerie to supply personnel who can work together to establish it—this cuts the work in half and provides the prospective Aerie and its members numerous experienced people with experience who will help them take both their first steps and their future steps.

➤ **“Add a Prize to the Pot”**

Establish and maintain an inter-regional award for the entire region to which you belong. A plaque or trophy promotes both competition and results. The award itself can physically travel to all the new Aeries within the state/province during the term following its presentation at each year’s Regional Conference.

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## EPILOGUE

It has been our wish to aid anyone who has considered the opportunity of taking an active hand in establishing a new Aerie of The Fraternal Order of Eagles. If we have made the decision or process any easier—or the steps any simpler—then we are gratified by the knowledge. Our hope is that others will read, use and add to the content here so that each new year we can expand our Order through more activity while employing newer members. We all build the future of tomorrow through our actions today.

Fraternal regards,

Joseph G. Millette & William B. Heigh, May 31, 2002.