

MISSION CONTROL

GET THEM THROUGH THE DOOR!

Membership Drive & Event Ideas

If someone is not already an Elk, the words “Membership Drive” may not be what gets them off the couch. Great food, live music, cars, mystery, a community challenge, or supporting a local cause gives them a reason to come.

The event gets them through the door. The Elks give them a reason to come back.

WASHINGTON LCB: PUBLIC MEMBERSHIP DRIVES

Under WAC 314-40-040(6), a Washington licensed private club may hold a public membership function where club liquor may be given or sold as part of membership-drive activities.

Advertising: The public function must be advertised as a Membership Drive.

Quarterly limit: A club may hold public membership functions for two days per calendar quarter.

Consecutive days: One Membership Drive may be held on two consecutive days once per calendar year.

Spacing: There must be at least seven days between membership events.

Planning note: *If an event is open to the public and club liquor will be served, given, or sold, plan and advertise it as a Membership Drive. Notify and confirm current requirements with the Washington State Liquor and Cannabis Board before advertising.*

Keep It Simple

A great Membership Drive does not need to be elaborate or expensive. Choose one good reason for people to come, make guests feel welcome, show them what the Elks do, and give them a reason to return.

Take an idea. Change it. Make it your own. KEEP IT SIMPLE!

Use the ideas in this guide as inspiration. Adapt them in a way that fits your Lodge, your members, your budget and your community.

Spotted Around Washington

Our Washington Lodges are already finding creative ways to connect with their communities. You do not have to copy an event exactly—borrow what works and make it fit your Lodge.

Vancouver #823 — Elktoberfest

Bands, brats, brews and vendors create a community festival experience that introduces people to the Lodge while they're having fun.

Forks #2524 — Cookin' for the Cause

A rib cookoff competition supporting Children's Therapy combines food, friendly competition and a great Elk cause.

Lakewood #2388 — Car & Motorcycle Show

Cars, motorcycles, live music, food, raffles, and a membership table. The event is the attraction — learning about the Elks happens naturally once guests arrive.

Puyallup #1450 — Veterans Stand Down & Resource Fair

Community organizations and Veterans come together at the Lodge for resources, services and support — showcasing the Elks through service.

Everett #479 — Clause for a Cause / Festival of Trees

A fun holiday experience wrapped around charitable giving and community involvement.

Ocean Shores #2581 — Veterans Community Lunch

Creating a recurring community tradition that brings Veterans and guests into the Lodge.

Burien #2143 — Community Car Club Partnership

Partnering with an established car club brings an entirely different audience to an event at the Lodge.

Forks #2524 — Elks Riders

Meeting people where they already are by participating in established motorcycle and community events outside the Lodge.

Steal This Idea!**Who Stole the Golden Antler?**

Host a mystery night, scavenger hunt or interactive challenge with an Elk twist.

Back-to-School Family Night

Welcome families with simple food, children's activities, and displays featuring scholarships, Hoop Shoot, Drug Awareness, and other youth programs.

Community Tailgate & Membership Drive

Use the start of football season as the theme. Offer tailgate-style food, games, and a relaxed opportunity to tour the Lodge and meet members.

Hometown Showdown

Police vs. Fire. Mayor vs. Principal. Teachers vs. Coaches. Chili, burgers, wings, trivia, cornhole — whatever fits YOUR town. Their friends, families, and supporters become your audience.

The Secret Elk

Transform the Lodge for one night only. Speakeasy. Western saloon. Tiki night. Disco. Après-ski. Pick something your community would have fun experiencing.

Community Gives Back

Invite several local nonprofits. Guests receive a token and vote for a participating organization to receive a donation. Your community partners now have a reason to invite THEIR supporters into YOUR Lodge.

The Great Community Challenge

Local businesses, first responders, teachers, nonprofits or community groups compete for the coveted Golden Antler. Make it as big — or as small — as your Lodge wants.

Hometown Heroes

Ask your community to nominate its unsung heroes — teachers, Veterans, volunteers, coaches, caregivers and neighbors. Invite nominees, families and friends to a celebration at the Lodge.

Borrow Someone Else's Audience!

Partner with a Chamber, brewery, car club, school, nonprofit, sports league, Veterans organization, pickleball group, running club or local business. They already know people who may have never walked into an Elks Lodge.

Create the reason. Open the doors. Show them who we are.