

INTRODUCTION

The Norwegian tradition of *friluftsliv* (outdoor life and recreation) promotes the value of an active, healthy lifestyle. The Sports Director embraces this tenet of Norwegian culture by promoting and planning activities with a sports and/or physical fitness focus.

Since quality programming attracts and retains members, the Sports Director makes a significant contribution to the success of the lodge and promotes a positive image of Sons of Norway to the local community.

RESPONSIBILITIES

The major responsibility of the Sports Director is to plan activities throughout the year that provide opportunities that promote physical, well-being and fellowship among members in the spirit of *friluftsliv*. Here are some tips for program planning:

Coordinate with other lodge officers, including Social, Culture and Youth Directors, to incorporate sports activities into the lodge programming schedule.

Coordinate with the lodge Publicity Director and Webmaster to make both the members and the local community aware of sports activities within the lodge.

Develop/coordinate recreational and sporting activities, to include:

- Educating and encouraging members to participate in the Sons of Norway Sports Medal Program.

- Organizing members' participation in community sports leagues.

- Offering common interest groups, with a focus on physical activity, such as walking, running, yoga, biking groups.

- Organizing lodge outings, such as orienteering, fishing, ski touring, hiking.

- Providing guest speakers for meetings who can offer insight on a particular sport, physical activity or health-related topics.

- Organizing group attendance at a sporting event, in coordination with the Social Director

- Promoting lodge sponsorship of team sports, to include providing uniforms and/or encourage members to coach

Sponsoring a sports tournament, either within the community or between lodges for fellowship and visibility.

CONCLUSION

By planning and promoting sports and related activities, the Sports Director develops and supports fellowship among members. An active sports program can contribute to a positive and energetic atmosphere within the lodge, which, in turn, can help attract and retain members. Equally important, promoting physical fitness and sports programming can be a great way to get your members involved in the community and create a positive image of your lodge and Sons of Norway.