

1.1 A MESSAGE FROM DONALD H. MUMBY, GRAND MASTER *

My Brethren,

It is a privilege for me to address you through the medium of this revised Brother to Brother Tool Kit. This Kit is the product of the efforts of a number of dedicated and learned Brethren. It contains a veritable treasure trove of material but it will only be of value **if it is used**. A judicious application of the principles and procedures contained herein will assist your lodge in the un-going struggle to **RETAIN, REVITALIZE and RENEW THE BRETHREN OF YOUR LODGE**.

The basic element in our great Fraternity is the Lodge. It is the place where members meet, where they learn, where they socialize and where they come together as Masons. Unless we are committed to keeping our lodges interesting and informative the members will lose interest and drift away. Once a member misses one meeting, it is easy for him to miss the second and a third and by then it is usually too late to get him back into the fold.

This Tool Kit provides the best of what we have to offer to keep Masonry strong and vibrant. It must be read, digested and acted upon if it is to be of use and benefit. I urge you to make good use of it so that your members may benefit from membership in a dynamic and strong lodge.

Since my Installation in July, 2003, I have stressed the theme taken from Matthew 5:16 wherein it states, "**Let your light so shine before men that they may see your good works...**". The judicious application of the contents of this Tool Kit will enable you to foster a strong and dynamic lodge wherein your members may indeed be able to bring the light of Freemasonry into the world.

Congratulations on accepting the challenge of **RENEWAL, REVITALIZATION AND RETENTION**. Enjoy the journey.

Donald H. Mumby

Grand Master

1.2 THE MISSION STATEMENT

The BTB Mission Statement

“Brother to Brother” is a **lodge driven program** to enhance the skills of all Masons to **RETAIN, REVITALIZE** and **RENEW** their lodge membership by empowering them with the right ideas and tools



Brother to Brother Program
The Grand Lodge A.F. & A.M. of Canada in the Province of Ontario

The "Brother to Brother" Program is designed to expand the interest generated in the individual Mason by the "Friend to Friend" and Mentor Programmes. It is aimed at better lodge management, better and more diverse programs in lodge, more participation by members, a better sense of belonging to a fraternity, more activities that include family and friends, and simply making all members feel that they belong and are an important part of the lodge.

The "Brother to Brother" Program is achieved by utilizing a Tool Kit created for implementation in each Lodge by a respected brother, who will have been trained through the developed program.

In essence, it is a program that will provide *challenge, recognition and support* in order to **RETAIN, REVITALIZE AND RENEW** our membership.

1.3 THE MEANING BEHIND RETAIN, REVITALIZE AND RENEW?

The key focus of “Brother to Brother” is to look internally at our fraternity. The theme to retain, revitalize and renew appears constantly throughout the program.

All brethren should know that “Brother to Brother” means these three things!

Why Retain, Revitalize and Renew?

- **RETAIN** - To retain the interest of brethren who have been Masons for less than one year.
- **REVITALIZE** - To revitalize and maintain the interest of those brethren who attend lodge on a regular or irregular basis.
- **RENEW** - To renew the interest of those brethren who no longer attend lodge.

1.4 WHAT IS "BROTHER TO BROTHER" - A PROGRAM OVERVIEW *

Brother to Brother is the next regular step in masonry to promote and encourage more involvement at the grass roots level, *Your Lodge!*

Brother to Brother is about people. It was developed by the grass roots, for the grass roots. Individual lodges will make it successful and enjoy the benefits.

Brother to Brother is based on a three word theme; **Retain**, **Revitalize** and **Renew**.

- To **RETAIN** the interest of those brethren who have been members for less than one year
- To **REVITALIZE** the interest of those brethren who attend lodge on a regular basis
- To **RENEW** the interest of those brethren who no longer attend lodge

The Mission Statement

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In essence, it is a program that will provide challenge, recognition and support in order to retain, revitalize and renew our membership. The key focus of *Brother to Brother* is to look internally at our fraternity. The theme to retain, revitalize and renew appears constantly throughout the program. All brethren should know that *Brother to Brother* means these three things.

The Facilitator

Each Lodge was asked to select a respected individual who will fill the role of a Facilitator. The Facilitator is a key person in the program. He was trained by a special training team and received the "Tool Kit" containing the latest reference material as a resource guide. He introduces the *Brother to Brother* Program and Tool Kit into the lodge through the Worshipful Master. He will work with the Worshipful Master, Officers and brethren to devise a lodge plan. The implementation of the plan will be up to each specific lodge, each dependant upon their specific needs, and document their results.

RETAIN - Retention of Active Members Less Than 1 Year

First impressions are extremely important. First impressions are established early in our new member's Masonic life. We have planted the seed. *Brother to Brother* discusses existing available programs, defines the role played by the Sponsor and Mentor, emphasizes the importance of early visitation and social programs involving family and friends.

Your Lodge can discuss and apply these programs where applicable. The benefits will lead to the retention of new members making them life long active Masons.

Always stress these points regarding a candidate:

- The candidate is the most important person in our organization.
- The candidate is not an interruption in our work - He is the purpose of it.
- The candidate is part of our organization - Not an outsider.
- The candidate is not a cold statistic - He is a human being with feelings and emotions.
- The candidate is not a face or a number - He is an individual.
- The candidate is a person who brings us his wants - It is our job to fill those wants.
- The candidate is the lifeblood of this organization.

REVITALIZATION - The Revitalization of Past Master, Officers and Members

The object of "Revitalize" in the Brother to Brother Program is to present ideas which make ALL members feel that they belong and are an important part of the lodge. The topics outlined for discussion in your lodge, where applicable are:

- Finding the Right Type of Lodge Management
- Coping with Change
- Better and More Diverse Programs in Lodge
- Ideas for more participation by members
- Conducting membership opinion surveys

Along with other ideas and tools, it's imperative that ALL members feel needed, wanted and welcomed. If you build it, they will come!

We should be using a number of the programs we currently have targeted for other groups. As an example, Mentor and Friend to Friend. These programs the average member could not explain, let alone understand the content of them. Is it his fault? This may be a fault in leadership whether lodge, district or Grand Lodge.

If the average member knew the strength of the fraternity of what he joined as it relates to him, then he would have reason to attend lodge. Until he can relate to Freemasonry on a personal basis and see how he can bloom spiritually, he will continue to compare going to lodge with going bowling or playing baseball.

Some possible examples of these hidden qualities include leadership, communication, public speaking, confidence, administrative, management and organization skills. Once a Mason understands the precepts and sees the value to him as a person, we can then explain the value of many other things we do that are needed in every day life.

RENEW - Renewal of Inactive Members

As of January 1, 1996, our membership in the Province of Ontario was 73,629. As of December 31, 1996 our membership reduced to 71,799 brethren, a net change of 1,830 members. During the same period of time we initiated 1,356 new Masons who joined our fraternity. 2,037 brethren past away in 1996. What happen to the other 1,882 brethren?

Brother to Brother will assist the interviewer to thoroughly investigate the reason(s) why a member is not attending lodge. We want to retain this membership.

- We want to RENEW a suspended member.
- We want to RENEW a potential suspended member.
- We want to RENEW a demitted member in good standing.
- We want to RENEW a demitted member with dues owing.

Brother to Brother will assist you to conduct a personal or telephone interview, and to utilize current Masonic Programs that are available to your Lodge.

The interviewer must be prepared. Research will be required to determine why the member stopped attending lodge. This information is usually available. We know what the problem is. Try to establish a cause.

Additional Educational Material

While there are many tools and programmes available through Grand Lodge with specific rules and guidelines for implementation, there are just as many pieces of literature, booklets, papers and writings with historic value which although useful to every Mason are not so well published.

Brother to Brother highlights these items and where to access the information.

Forms and Tools

Brother to Brother provides a series of tools that can be utilized in working with the lodge to solicit and collect feedback from it's members. The usage of the material is described within the appropriate sections of the Tool Kit. The tools are intended to be used as guidelines. They may be utilized as is, or modified to meet the needs of the specific lodge. If you have developed tools that work well in your lodge, please pass them along to us so they can be integrated into the Tool Kit for everyone to benefit from.

Conclusion

Brother to Brother Program is designed to facilitate the development and activation of suitable administrative and management styles that will retain, revitalize and renew the members of individual Lodges throughout our jurisdiction.

Your assistance and support would ensure the lodges in your district will have the opportunity to learn and understand the *Brother to Brother* program. Make it a point to recognize your District Area Co-ordinator and the Lodge Facilitators. Encourage the brethren to use the tools available to them, so that they can strive to retain, revitalize and renew their membership.

Together, we will overcome the obstacles of declining membership and transform them into exciting and rewarding challenges.