

SECTION 3: HOW TO IMPLEMENT “BROTHER TO BROTHER” IN YOUR LODGE

3.1 PURPOSE

Now that you have learned how to facilitate, the next step is to use what you have learned.

The purpose of this section is to define plan for implementing the “Brother the Brother” Program in your lodge.

Remember, it is not your role to force the “Brother to Brother” Program on the Lodge.

It is your role to use the program to help improve your lodge and to further strengthen your lodge if it is strong today.

A strong lodge does not remain strong without a dedicated effort.

3.2 SIX EASY STEPS OF IMPLEMENTATION

The steps that you should take when you return to your lodge are as follows:

1. Be familiar with the Tool Kit and its contents.
2. Brief the Worshipful Master by providing a program overview and gain his approval. As this process may extend multiple years, ask the Worshipful Master if the senior officers in the lodge can be included as well. This will help to ensure continuity and support in future years.
3. Develop a formal communication plan for the membership. This may include a short description of the program in the summons. If the summons is full, ask for some space in a newsletter or even develop you own letter and ask for it to be included with the summons in monthly mailing.
4. Survey the lodge and identify where the "Brother to Brother" Program can help and strengthen your lodge.
5. Apply the model to meet the needs of the lodge. See "Model" description on the next page.
6. Accept feedback and build that feedback into the model to improve the process. Remember, the process is driven by the members of your lodge based upon their needs and requirements, not by the sections in the Tool Kit.

Six Easy Steps of Implementation

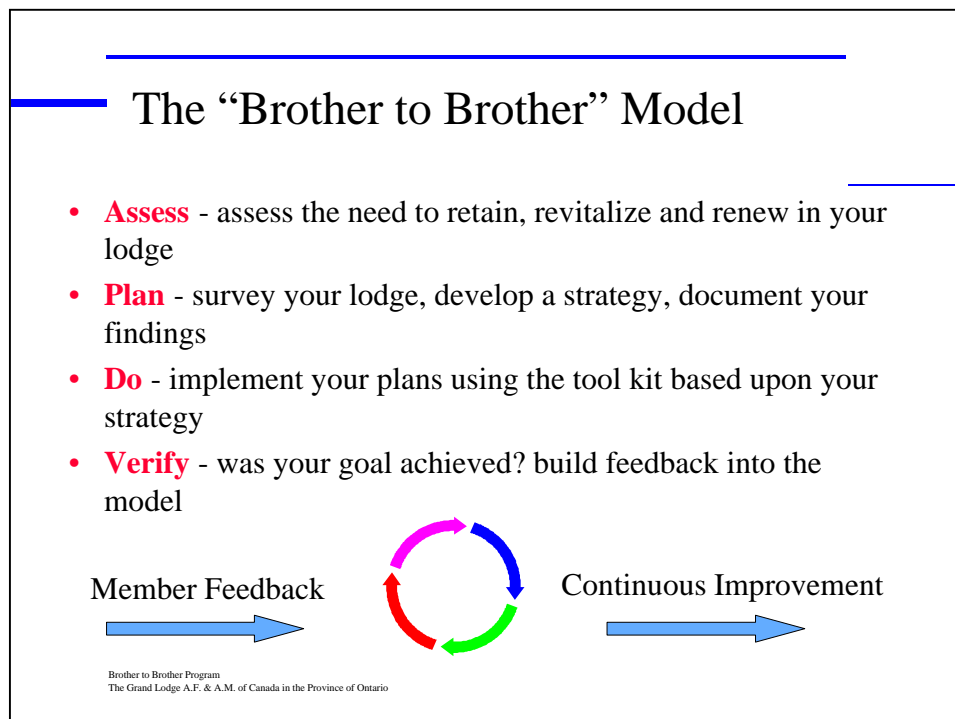
- 1) Be familiar with the Tool Kit
- 2) Communicate with the Worshipful Master & Senior Officers
- 3) Develop a formal communication plan
- 4) Survey the lodge. Identify where BTB can help
- 5) Apply the BTB model to meet the needs of the lodge
- 6) Accept feedback and build it into the process

Communicate - Communicate - Communicate

The “Brother to Brother” Model

1. **Assess:** Assess the need for retention, revitalization and renewal.
2. **Plan:** Use the Tool Kit, develop a strategy, survey your lodge and document your plans.
3. **Do:** Implement your plans using the Tool Kit based upon the strategy you defined. Work your plan!
4. **Verify:** Was your goal achieved? Document your findings against your goals.

Above all **communicate, communicate, communicate** each step along the way.



3.3 PUTTING YOUR TRAINING PLANS INTO ACTION

You are responsible for making it happen. What does each participant need in order to achieve their goals? Get each individual to assist in devising the plan. The result will be a personal prescription for success.

What is the future for development of officers and other committee members in your lodge. Put everyone in the "think tank". What is needed? Review the objectives, especially personal objectives to be sure they have been achieved.

You may wish to develop a plan that allows for top down training. For example, the Master trains his likely successor and so on down the line. This is one method that can be effective.

"The future belongs to those who prepare for it". After each session list future action you wish to take! Then plan the next session.

Check List:

1. You should do a one year follow-up on skills inventory for each individual.
2. Review this work binder frequently.
3. Use the training action section.
4. Master the learning process.
5. Think Success!

***This is a process that can be tailored to suit your particular needs.
As you gain experience you can personalize your format to gain the required
results.***

Once this is achieved stay with it.

Then you have a continuous process!

3.4 DOCUMENTING YOUR RESULTS

How do you know if your successful?

This question has been discussed many times throughout the development of this program. The criteria to determine if you are successful has been defined in Section 2.6.

Having answered this question, the next question becomes: How do you document your success?

In order to document your findings two forms have been provided to assist you. Form F, is a blank Facilitator Planning Form. It has been provided to help you plan your implementation. You can simply photocopy the form and fill it in or make your own form. What is important are the questions that it asks you in the order they are asked. If you follow this format, achieving your goals will be much easier. The form also provides a common format so that information can be summarized on a provincial level. To help you develop your first implementation plan a completed sample form has been included as Form E. Please pay special attention to Form E and F when you review the Tool Kit. Once you have completed Form F, please send a copy back to your Regional Co-ordinator. Your results will remain anonymous but your feedback will be used to help others.

Form J is called an Action Register. It can be used to help you plan the steps you will perform when implementing the program.

To help with the evaluation of the program on a provincial level Form G has been provided. This is a form that your Regional Co-ordinator will ask you to complete and return. It will help the "Brother to Brother" committee in the early evaluation of the program.

3.5 VALUE OF A MEMBERSHIP OPINION SURVEY *

A good barometer to measure the value of how the Lodge is performing and for improvements is through Membership feedback. This can be accomplished with a useful tool called a MEMBERSHIP SURVEY.

Its Benefits:

- It will convey Membership perceptions and interest at a point in time.
- It will assist in testing and developing new plans, maintaining existing good plans, and discontinuing plans.
- It provides a vehicle for getting feedback from all members.

Additional costs may be incurred via postage and stationery however obtaining meaningful feedback from the membership is money well spent. You may wish to include the survey and a prepaid addressed return envelope in the summons and ask for its return within 10 days.

The frequency of surveys will depend on need. It is suggested every 2-3 years.

A FRIENDLY TIP: IF YOU SURVEY WITHOUT ACTION, DON'T SURVEY AGAIN.

See Section 8 Form A, A1, A2, for an example of a Membership Survey. You can either use this survey as is or change it to suit your own particular needs.

3.6 HOW DOES A FACILITATOR GET STARTED? *

As the lodge Facilitator, one of the biggest challenges you will face is **HOW TO GET STARTED**.

After you have completed the Grand Lodge Facilitator training session and returned home, you will find it easier to do nothing at all than it will be to formulate a plan to get you started. The Lodge Facilitator is the most vital component to the Brother to Brother Program and its success in your lodge will be proportional to the effort you put into it.

Consider the following suggestions to help you get the Brother to Brother Program in motion at your lodge.

- Meet with your W.M. and provide him an overview of the Brother to Brother Program
- Form a small committee of 2 or 3 people that you can work with.
- Meet with your new committee and review the toolkit with them. Do some brainstorming and give some thought to the condition of your lodge. How has attendance been? What are your observations? You may want to include your W.M. in this meeting as well.
- At the earliest opportunity, speak to the lodge and give an overview of Brother to Brother Program to the brethren (See Section 1). If time permits, put some questions to the floor, ask the brethren what they like or dislike about lodge. If you are thinking of doing a survey, tell them. Ask for their suggestions and their feedback.
- Surveys, many lodges have tried them with varying results. Only a small percent of the surveys are returned. Give plenty of thought to what you hope to achieve and how you will get your brethren to complete and return this survey. You may get some ideas or an explanation from some of the brethren as to why they don't attend.
- Document your plan. (put it in writing)
- The key focus of Brother to Brother is to **RETAIN, REVITALIZE, RENEW**, so try to think of ONE thing you could do right away that might inspire someone to come back to lodge ... then focus on that one idea. Don't start a lot of different projects at once.
- If possible, avoid being placed on other committees.

Don't postpone the start-up of this important program. Like the NIKE commercial says,
... JUST DO IT!

Always Remember to

Follow

One

Course

Until

Successful

3.7 SOME PRACTICAL EXAMPLES

Case 1: “In the last 3 years we have had an abundance of new masons, however today they are not attending lodge. They seem to take their three degrees and leave.”

Use Tool Kit Section on retention. Using your facilitation skills develop a plan to retain membership.

Case 2: “Our lodge appears to be run by a single dominant figure or a small clique rather than a team. Why?”

Use tool kit Section on lodge management styles. Using your facilitation skills discuss with your membership why full participation by its members is beneficial.

Case 3: “Our lodge is running just fine. Is there anything in the Brother to Brother Tool Kit that we could use to enhance or improve the level that we are operating at.”

Use Tool Kit Section on additional materials. Using your facilitation skills discuss with your membership to enhance lodge activities. Prepare a list.

Case 4: “I am the Worshipful Master of the Lodge. There are 140 on our membership role and 20-25 regularly attend. How can we reach the others?.”

Use Tool Kit Section on Renewal. Using your facilitation skills discuss with your membership renewal strategies. Prepare a list.

Case 5: “The lodge closes and some members leave before the banquet hour starts. We have coffee and donuts. Why?”

Use tool kit Section on how to improve a night at lodge. Using your facilitation skills develop a plan with your membership.

Case 6: “Our lodge is experiencing 5 to 6 demits a year in good standing. What can we do to restore their membership and interest?”

Use Tool Kit Section on forms and tools. Using your facilitation skills discuss a plan to improve with your membership.

Case 7: “The only communications with our membership is the summons. How do we get a handle on all our members feelings about lodge and their interest?”

Use Tool Kit Section on forms and tools. Using your facilitation skills, design membership opinion survey with your group. What questions would you ask?

Case 8: “Our lodge’s social and family programs used to be great! Now they are non-existent with a lack of interest and participation. What can we do to re-ignite our social and family programs?”

Use Tool Kit Section on developing social programs for family and friends. Using you facilitation skills, work with your group develop a plan to improve social activity.