

# Grand Lodge of Massachusetts

## Masonic Awareness Committee



## BLUE PAGES

*If it's in here, you can put it out there*



**Sixth Edition 2001**

M.W. Fred K. Bauer, Grand Master  
R.W. Herbert B. Kinney, MAC Chairman  
R.W. Stafford Sheehan, Editor

# **Masonic Awareness Committee Purposes & Duties**

## **Grand Lodge MAC Purposes**

- A. Provide information to help Lodges increase attendance and participation by their own members as well as other Masons at Lodge activities.
- B. Provide assistance in publicizing Freemasonry as well as Lodge activities within the community.
- C. Provide programs and suggestions to inform non-Masons of good moral character of Masons and about the tenets of the Fraternity.

## **Duties of the District Awareness Officer**

- A. Ensure that each Lodge in the District has an active, motivated MAC chairman.
- B. See that those MAC chairs form working committees to plan and implement Lodge awareness programs.
- C. Ensure that materials (i.e. video, brochures, Blue Pages, etc.) from Grand Lodge MAC are available and fully utilized.
- D. Coordinate awareness activities between Lodges and Districts.
- E. Promote the benefits of successful awareness programs and report periodically to the Grand Lodge MAC and to make recommendations for future program improvements and innovations.

## **Responsibilities of the District Deputy Grand Master**

- A. Appoint an effective District Awareness Officer.
- B. Be fully aware of District and Lodge MAC programs.
- C. Resolve problems and conflicts when they arise.
- D. Enthusiastically support all MAC events.
- E. Encourage support among Brethren for Lodge and District MAC activities.

# Table of Contents

## **INTRODUCTION**

Letter From The Grand Master . . . . .	I
MAC Chairman's Introduction . . . . .	II
Editor's Foreword . . . . .	III
Preamble To Constitution & Regulations . . . . .	V

## **MEMBERSHIP**

Membership Foreword . . . . .	2
-------------------------------	---

### **SECTION ONE:**

Grand Lodge Membership Recruitment Plan . . . . .	5
Introduction . . . . .	6
Implementation . . . . .	8
Grand Lodge Membership Program . . . . .	10
Planning & Evaluation . . . . .	10
Preparation & Execution . . . . .	12
Follow-up . . . . .	14
Grand Lodge Membership Award Program . . . . .	17
Instructions & Requirements. . . . .	21

### Appendices

1. Recommended Program Lodge Application Example . . . . .	27
2. Lodge Calendar Example . . . . .	30
3. Membership List Recruitment Example . . . . .	34
4. Final Report Example . . . . .	36
5. Ted's Tips for Achieving Award . . . . .	38

### **SECTION TWO:**

Retaining & Obtaining Members . . . . .	41
Increasing Attendance . . . . .	43
Impact of the Officers on Attendance . . . . .	45
An Officer's Greeting Example . . . . .	46
Impact of the Master on Attendance . . . . .	46
Attendance - Filling the sidelines . . . . .	46
Achieving Fellowship . . . . .	49

### **SECTION THREE:**

Awareness: a Personal Perspective . . . . .	52
---	----

### **SECTION FOUR:**

Tenets of Leadership . . . . .	56
Beyond Blue Lodge -MLI . . . . .	58

### **SECTION FIVE:**

Obtaining New members . . . . .	58
---------------------------------	----

Plan the Event . . . . .	58
The Proper Invitation. . . . .	59
Suggestions for Program Planning. . . . .	59
Recommended Program Format . . . . .	60
Introductory Talk (2 minutes) . . . . .	60
Videotope Presentation (15 minutes). . . . .	61
General Masonry Talk (5 minutes). . . . .	61
Example 1. . . . .	61
Example 2. . . . .	65
Example 3. . . . .	67
Wind-up Talk (5 minutes) . . . . .	71

**100 WAYS TO SERVE YOUR COMMUNITY**

Community Awareness . . . . .	2
What Part To You Intend to Play? . . . . .	2
Selecting a Project . . . . .	2
Ten Easy Steps to Community Service . . . . .	3
Volunteering on a “Free-lance” Basis . . . . .	4
Planning for Success . . . . .	5
A Recipe for Effective Planning . . . . .	5
Follow-through Requirements. . . . .	7

Community Programs

**New in this Edition:**

<b>Establish A Masonic Angel Fund™ Program . . . . .</b>	<b>8</b>
<b>Sponsor a Halloween “Haunted House” . . . . .</b>	<b>9</b>
<b>Sponsor a Seniors’ Holiday Dinner . . . . .</b>	<b>10</b>
<b>Recognize Youth for Community Service Efforts . . . . .</b>	<b>11</b>
<b>Establish Escort Service for Hospital Patients . . . . .</b>	<b>12</b>
<b>Establish Chapel Escort Service at Veterans’ Hospital</b>	<b>13</b>
<i>Plus 95 More Community Program Suggestions</i>	

Lodge Fund-raising Ideas . . . . .	106
Calling All Volunteers. . . . .	115

**MAC & GRAND LODGE RESOURCES**

Masonic Awareness Committee & Structure. . . . .	1
Purposes . . . . .	1
Organization . . . . .	1
Standing Committees . . . . .	1
Membership . . . . .	1
Community Service . . . . .	1
Communications . . . . .	1

MAC Video Team . . . . .	2
MAC Clothing & Merchandise . . . . .	2
Special Projects . . . . .	2
Masonic Awareness in the Districts. . . . .	2
Masonic Awareness in the Lodges . . . . .	3

**GRAND LODGE RESOURCES**

GL Service Committee . . . . .	4
Organization and Communications chart . . . . .	4
GL Service Programs . . . . .	5
Blood . . . . .	5
Hospital Equipment Loan Program (H.E.L.P.). . . . .	5
Hospital Visit Program . . . . .	6
Cardiopulmonary Resuscitation (CPR). . . . .	6
Widows . . . . .	6
Masonic Funeral Service . . . . .	7
Samuel Crocker Lawrence Library & Museum . . . . .	8
GL Citizenship Grants . . . . .	10
GL Lodge Matching Grants . . . . .	11
GL Scholarship Program . . . . .	13
Masonic Forum Guidelines . . . . .	20
Mission Statement . . . . .	20
Warrant to Hold Masonic Forum . . . . .	20
GL Masonic Forum Governing Structure . . . . .	20
Local Masonic Forum Governing Structure. . . . .	21
Installation of Officers . . . . .	21
Area Masonic Forum Requirements . . . . .	21
Masonic Forum Finances. . . . .	22
Format for a Masonic Forum Meeting. . . . .	22
Educational Guidelines for Area Masonic Forums . . . . .	23
Make-up Classes . . . . .	23
GL One Day Classes (Education Process) . . . . .	23
Requirements for Masonic Forum Printed Program . . . . .	24
Executive Committee. . . . .	25
Election of Officers . . . . .	26
Masonic Forum Officers . . . . .	26
Chairman. . . . .	26
First Vice-Chairman . . . . .	28
Second Vice-Chairman. . . . .	29
Secretary/Treasurer . . . . .	31
Suggested Meeting Agenda . . . . .	32

Sample Program Notice for Masonic Forums . . . . .	34
Grand Master's Annual Country Fair . . . . .	35
Lodge Chief Instructor Training Program . . . . .	37
DeMolay for Boys . . . . .	38
Rainbow for Girls . . . . .	40
Masonry on the Web . . . . .	44

**CHILD IDENTIFICATION PROGRAM**

Introduction. . . . .	3
CHIP Organization Protocol . . . . .	5
CHIP State Organizing Committee (SOC)	
CHIP Area Organizing Committee (AOC)	
CHIP Local Organizing Committee (LOC)	
Initiation of CHIP Events	
General Guidelines	
School Based Programs	
Community Events	
CHIP Operations Protocol. . . . .	11
Local Committee	
General Set up and Flow Patterns	
Pre-site Inspection	
Ordering of Supplies	
Additional Supplies	
Event Set up	
Station Operation	
Registration	
Toothprints®	
Fingerprinting	
Videotaping	
Monitors/Check Out	
Clean up/Breakdown	
Close Out	
Appendices	
Videotaping Suggestions	
Suggestion to Interviewers/Questions	
Camera Set Up / Operations	
Dental Protocol	
Equipment Lists	
CHIP Event Check List . . . . .	24

CHIP Publicity Protocol . . . . .	25
Introduction	
Opportunities for Publicity	
How to Prepare Effective News Releases	
How to Prepare a Public Service Announcement (PSA)	
Preparing Broadsides and Flyers	
Placing Promotional Materials and Editorial Contact	
Follow-up	
Sample Copy	
News Release	
Public Service Announcement	
Newspaper Calendar Listing	
Appendices. . . . .	35
CHIP Area Chairmen and other CHIP Contacts	
CHIP Areas Listed by Town	

**STRATEGIC MEDIA RELATIONS**

How Public Relations Can Help. . . . .	1
Opportunities for Publicity. . . . .	2
How to Prepare Effective News Releases . . . . .	2
How to Prepare Public Service Announcements (PSA). . . . .	4
Preparing Broadsides & Fliers. . . . .	4
Placing Promotional Materials & Editorial contact. . . . .	5
Follow up (You're Not Done Yet!) . . . . .	5
Samples:	
CHIP News Release. . . . .	6
CHIP PSA . . . . .	8
Copy for Newspaper Calendar Listing . . . . .	8
Lodge Installation News Release . . . . .	10
Veteran's Medal Presentation News Release . . . . .	12
Grand Master's Visit News Release . . . . .	14
Open House News Release . . . . .	16
Choosing a Lodge Publicist . . . . .	18
Setting Objectives & Goals . . . . .	19
Concentrate on What Press Needs . . . . .	20
Getting Started . . . . .	21
Outline of a Press Release . . . . .	22
Media Relations: Shake Hands with Your Target. . . . .	25
What Makes News. . . . .	27
Preparing News Releases . . . . .	29
Conclusion. . . . .	34

**LONG RANGE PLAN**

Overview: Our Fraternity 2000-2020 . . . . . 1  
Masonic Organization . . . . . 3  
    Grand Lodge . . . . . 4  
    Grand Lodge Organization Chart . . . . . 14  
    Districts . . . . . 15  
Facilities and Finance . . . . . 17  
    Asset Management . . . . . 18  
    Grand Lodge Building in Boston. . . . . 24  
    Masonic Facilities Outside Boston. . . . . 22  
    Financial Management. . . . . 28  
    Information Sharing: Lodges with Grand Lodge . . . . . 30  
Membership and Meetings . . . . . 33  
    Massachusetts Freemasonry: Member Demographics . . 34  
    Governance of Blue Lodges. . . . . 36  
Public Relations and Marketing . . . . . 43  
    Defining Freemasonry for the Public . . . . . 44  
    Public Awareness. . . . . 46  
    Public Relations . . . . . 47  
    Communication within the Fraternity . . . . . 48  
    Information Technology . . . . . 50

**APPENDICES**

MAC Executive Committee Roster . . . . . 1  
Recommended Books on Masonic Subjects . . . . . 3  
Print & Electronic Media In Mass.. . . . . 6  
Community Services . . . . . 23  
Social Service Numbers . . . . . 23  
Masonic Regalia . . . . . 28





**THE MOST WORSHIPFUL GRAND LODGE  
OF ANCIENT FREE AND ACCEPTED MASONS  
OF THE  
COMMONWEALTH OF MASSACHUSETTS**

Dear Brethren:

This Resource Book is an excellent compilation of ideas, information and practical hints on how to build membership, organization programs and excitement in Lodge and District operations. Many ideas featured here have been implemented over and over again in the past and have produced successful results.

I suggest that this Resource Book be made available to, and read by, all present and future leaders of Lodges and Districts. It should also be circulated among active and motivated Brethren who demonstrate a desire to improve the image and operations of the Fraternity.

This Resource Book will only be effective if it is read and utilized by as many Brethren as possible. Keep it circulating! Select those programs and activities that fit the goals, objectives and resources of your organization. Let your enthusiasm become contagious.

Begin your adventure in the pages that follow! May you have many successes by attracting worthy candidates, presenting engaging programs, involving Brethren in activities, practicing charity within and outside the Craft and promoting the Fraternity as a positive force in our local communities.

Fraternally,  
Fred K. Bauer

# MAC CHAIRMAN'S INTRODUCTION

Dear Brethren:

The purpose of Awareness is to get the word out: Who we are, What we do, and That for which we stand. We need to proclaim this message to our own brethren, to our families and to our communities at large. Masonic Awareness is first about Communication.

We as Masons for many years were excellent at keeping a low profile and doing our good works quietly. We were so effective that our communities forgot who we were. The work of Freemasonry became shrouded in a cloak of misunderstanding and many thought us to be some secret society.

We as Masons all know better, but the public at large is only now beginning to understand the good for which Freemasonry stands. In these days when terrorism haunts our world and moral values seem to be declining, our principles are needed more than ever. Our job as the Masonic Awareness Committee is to proclaim that goodness and we are committed to that task.

As our communities grow to understand us better, we believe that many worthy men will want to join with us. The second purpose of the Awareness Committee then becomes to increase our ranks with good people. As our numbers grow, so will we; and so will our ability to serve each other and our communities. Masonry has a long history of improving men and those men in turn improve their communities; we are committed to building upon that tradition.

The sixth edition of the Blue Pages is a means of continuing that process. Those Master Masons who use this book with skill and consistency will equally be a credit to the Craft and proud of their contributions. The Blue Pages is designed to guide activity and planning and to stimulate ideas as to how we can improve the work we do throughout our jurisdiction and beyond.

We hope that all will use this book to build and make stronger the fabric of Freemasonry. It is our goal that the suggestions given here when combined with personal effort and enthusiasm will form a strong foundation for the growth and influence of Massachusetts Freemasonry.

Fraternally,  
Herbert B. Kinney

## **EDITOR'S FOREWORD**

Brethren:

On behalf of the Masonic Awareness Committee, it is my pleasure to present the Sixth Edition of the Masonic Awareness Committee's resource book. The metamorphosis of the revised resource book is a result of many hours of effort on the Masonic Awareness Committee's part to provide you with the most updated, informed and user-friendly information, in order that you may impart exceptional educational and social programming to your Lodge and community-at-large. The longer title of this resources book is, "The Blue Pages If it's in here, you can put it out there."

The Sixth Edition features an expanded Membership Section including the requirements for the new Grand Lodge (GL) Membership award; more than the previous 101 Ways to Serve Your Community (including information on the exciting Angel Fund program); a concise overview of MAC activities and programs; descriptions of the many GL services and offerings to Lodges, Brethren and the public; an expanded, comprehensive look at the Child Identification Program; an updated manual on Strategic media Relations; the entirety of the proposed GL Long Range Plan; contact information for MAC leadership; a recommended reading list from the Grand Library; an update roster of the names and addresses of contact people at the print and electronic media outlets in Massachusetts; and non-Mason Community Service and Social Services personnel around the state.

This resource information is intended to assist Brethren in organizing, presenting and promoting Lodge programs both at Masonic gatherings and in local communities. It is a resource that is only useful when read and understood. Think of these programs and skills as the building blocks to success for Masonic Awareness programs and community activities. Brethren, this is your call to action. The future of the Masonic Fraternity is in your hands. You make of it what you do with it. Each of you CAN make a difference!

A special thanks to the Chairman of the Masonic Awareness Committee, Rt.Wor. Herbert B. Kinney, and the many other Brethren who contributed time, talent and experience to this project. Their efforts reflect their dedication and sincere willingness to give of themselves to improve the Fraternity.

The Masonic Awareness Committee welcomes your comments, suggestions, ideas, flyers, posters, etc. in order to update and improve the next edition of the Blue Pages. Please feel free to forward them to the MAC Chairman or to the Editor at the addresses given in Appendix A.

Best wishes and every success to each of you in your Masonic Awareness endeavors.

Rt.Wor. Stafford Sheehan  
Editor

# **PREAMBLE TO CONSTITUTION & REGULATIONS**

## **By the Grand Lodge of Masons in Massachusetts**

Freemasonry seeks to proclaim its principles as widely as men will hear them. Its only secrets are in its methods of recognition and a symbolic instruction.

Freemasonry is charitable in that it is not organized for profit and none of its income inures to the benefit of any individual, but all is devoted to the promotion of the welfare and happiness of mankind.

It is benevolent in that it teaches and exemplifies altruism as a duty.

It is educational in that it teaches by prescribed ceremonials a system of morality and brotherhood based upon the Sacred Law.

It is religious in that it teaches monotheism; a Volume of the Sacred Law is open upon the altars whenever a Lodge is in session, reverence for God is ever present in its ceremonials, and to its Brethren are constantly addressed lessons of morality; but it is not sectarian or theological.

It is a social organization only so far as it furnishes additional inducement that men may foregather in numbers, thereby providing more material for its primary work of education and charity.

Through the improvement and strengthening of the character of the individual man, Freemasonry seeks to improve the community. Thus it impresses upon its members the principles of personal righteousness and personal responsibility, enlightens them as to those things which make for human welfare, and inspires them with that feeling of charity, or goodwill toward all mankind which will move them to translate principle and conviction into action.

To that end, it stands for fraternity and philanthropy, truth and justice, reverence for God; and enlightenment in all spheres, civil, religious, and intellectual. It charges each of its members to be true and loyal to the government of the country to which he owes allegiance and to be obedient to the laws of any state in which he may be.

It believes that the attainment of these objectives is best accomplished by laying a broad basis of principle upon which men of every race, country, sect, and opinion may unite rather than by setting up a restricted platform upon which only those of certain races, creeds, and opinions can assemble.

Believing these things, this Grand Lodge affirms its continued adherence to that ancient and approved rule of Freemasonry which forbids the discussion in Masonic meetings of creeds, politics, or other topics likely to excite personal animosities.

It further affirms its conviction that it is not only contrary to the fundamental principles of Freemasonry, but dangerous to its unity, strength, usefulness, and welfare for Masonic bodies to take action or attempt to exercise pressure or influence for or against any legislation, or in any way attempt to procure the election or appointment of governmental officials, or to influence them, whether or not members of the Fraternity, in the performance of their official duties. The true Freemason will act in civil life according to his individual judgement and the dictates of his conscience.

In ancient times, the Brethren met in General Assembly for the ordering of the affairs of the Craft. With growth in number, however, it became necessary in 1717, to adopt a representative form of government, since which time the Brethren have met in Lodges, and each Lodge has sent its delegates to a legislative body known as the Grand Lodge.

The voluntary association know by the title of "The Most Worshipful Grand Lodge of Ancient Free and Accepted Masons of the Commonwealth of Massachusetts" obtained and accepted an Act of Incorporation from the General Court of Massachusetts, dated March 1, 1859, with power to make and ordain from time to time By-Laws, Rules and Regulations for the government and management of the Corporation, provided the same be not repugnant to the Constitution and Laws of the Commonwealth.

Now, Therefore, the following Constitutions and Regulations of the Most Worshipful Grand Lodge of Ancient Free and Accepted Masons of the Commonwealth of Massachusetts are hereby made, ordained and promulgated as the By-Laws, Rules and Regulations of the Master, Wardens and Members of the Grand Lodge of Masons of Massachusetts.

Written in 1902, Last Revised 1989

## FOREWORD

Masonic Awareness activities are here to stay. They are not merely passing fads. They will be on top of the Fraternity's agenda for the foreseeable future.

The reason is clear. For far too long, the Craft has expended little energy publicizing its tenets, programs and events. While Masons frequently state that theirs is not a secret organization, it might as well have been. Precious little information leaked to the public about what Brethren believed and accomplished. There was little incentive and even censure for those who dared to share their enthusiasm and Masonic information with family members and close friends. Communicating with the members of the community was contrary to institutional norms and just not done.

The impact was evident. Fewer eligible males had any knowledge whatever of the Craft. At one time, seven percent of all Americans were Masons. Success in business, society, military and even politics was often linked to one's affiliation with the Craft. Membership peaked after the two world wars as returning soldiers joined local Lodges. Since 1950, however, a downward spiral has occurred. In almost all jurisdictions, more Masons die than are Raised each year. The reason, in part, is that less and less men know much of anything about Masonry and, accordingly, have little cause to ask to join (even if they knew how to do so).

The answer is AWARENESS. Masons must individually and collectively begin to tell all who will listen: who we are, what we do and what we believe!

That message, geared to today's media and interests, must be competitive with all the other promotions of groups and causes. Masons know that their organization is founded on excellent tenets and worthy goals. They understand that the Fraternity is one of the best, if not finest, of such institutions in the world. So the story must be told -again and again. The message must be effectively stated in community media as well as by individual Brothers to relatives and neighbors.

The best antidote to ignorance is knowledge. The Masonic Awareness Program, through community activities and informational gatherings, transmits a key part of Masonry's message to the public.

This is why the Grand Master has asked each Lodge to conduct at least one Masonic Awareness activity each year. To organize such events, each Lodge has a Masonic Awareness Chairman and, hopefully, a committee of officers and other Brethren. Each Lodge Masonic Awareness Committee should annually write a plan of activities and seek total Lodge support for it. Planning promotes achievements.

Supporting the Lodge Masonic Awareness Chairmen are District Masonic Awareness Chairmen who are appointed by the District Deputy Grand Masters. District Masonic Awareness Chairmen are, in turn, assisted by the Grand Lodge Masonic Awareness Committee.