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MEMBERSHIP FOREWORD

For many years membership in Freemasonry has been declining. This trend has not been unique to Masonry, but consistent throughout all fraternal and service oriented organizations. Some may consider it just a “sign of the times”. I would disagree.

It is true that life today with its break-nick pace and computer networking is a different place. One can sit at home and be well connected with the world through media and the Internet, but technology cannot replace the social interaction of meeting fraternally with others who share similar goals and aspirations. Man was created as a social creature and personal interconnections still remain the strongest bonds of our society.

The reason for declining membership is that Masons as well as members of most “social orders” have not maintained the strong fraternal connections so necessarily relevant to their vitality. We have not kept pace with the rapidly changing world around us. We have not effectively trumpeted the message about who we are and what we do. We have become mired in “tradition” which has become a drag instead of a heritage to which we should aspire. And we have allowed our ranks to deplete themselves of men who are the leaders and visionaries of our society. Apathy, sloth, and paralysis to growth and change have become our demons; and our communities have forgotten the prominence of Masons and Masonic principle in their communities.

That is all changing. The principles of Freemasonry are even more pertinent today than they have ever been before. Our Lodges are waking up to the position they should hold in their communities. Masonic service and visibility are on the rise. Freemasonry is becoming more open as it faced the challenges of a new Millenium and is learning that to grow we must get to the public the message of that for which we stand.

Masonry is still the oldest of all fraternal organization and can boast of heritage of service to society unmatched by anyone. The core principles of Freemasonry still are a beacon of light to our society, and Masons still practice them before the world that surrounds us. Masonry still extends around the globe, and Masonic charity still contribute in excess of two and a half million dollars a day to the benefit of mankind.

Membership growth is a grass roots challenge, ultimately to the level of a Mason extending a heartfelt hand of welcome to a potential

Mason. Remember, a lodge is a group of Masons. Grand Lodge can only create a skeletal structure upon which to develop a plan unique to every lodge. Each lodge must develop a plan to build itself from the materials found in their own communities.

Each lodge must develop a program suited to their own unique situation. They must build a strategy tailored to their communities and the potential Masons who make up those communities. Then they must implement with organization, commitment, energy, enthusiasm, and faith in themselves and their goals. Positive action is infectious and Masonic Lodges need to infest their communities with the best that is Freemasonry. Everyone will prosper in the effort and our communities will become better places in which to live.

To be successful in Membership Growth, each Mason must be committed to the principles of our Fraternities. Lodges then need to approach the challenge in a well-organized and well-planned strategy. Goals must be long range and the effort sustained consistently over a period of years. Instant success in Membership recruitment does not mean long-term success in membership growth.

This section of the Blue Pages is devoted to helping lodges develop long term strategies for Membership growth: Recruitment and Retention. It is divided into four sections:

The Grand Lodge Membership Plan and Membership Award This is an overall blueprint for development of membership strategies.

Ideas for increasing Attendance and Fellowship These ideas set down by RW Stafford Sheehan in previous Blue Pages are intended to stimulate Fraternalism within Freemasonry

Awareness: A Personal Prospective This is an essay written by RW Richard Johnson and expressed his experience and hopes in Masonic Awareness.

Suggestions for holding a Recruitment Event This section a adjunctive to the Membership Plan and should assist lodges in developing a planned event for Membership Recruitment

The importance of the Membership Challenge cannot be understated. If we fail to rebuild the ranks of Freemasonry, we shall diminish the potential we have to help others. If we fail to rebuild the ranks of Freemasonry, we shall deprive others of the personal growth we have received as a result of our exposure to Masonic teachings. If we fail to rebuild the ranks of Freemasonry, we shall

fail to forge that strong link between the heritage that is our past and the potential that is our future. If we fail, a dynamic force for good in our world will be lost. If we succeed, our world will become a better place in which we and our posterity will long enjoy those manifold blessings which surround us.

Fraternally,
Herbert B. Kinney, Chairman

**The Most Worshipful Grand Lodge
Of Ancient Free and Accepted Masons
of The
Commonwealth of Massachusetts**

Membership Recruitment Plan

Distributed By

The Grand Lodge Masonic Awareness Committee

Subcommittee on Membership

**Complete Program and Membership Award with
Instructions**

May 8, 2001

Introduction to: The Most Worshipful Grand Lodge of Masons in Massachusetts Membership Plan April 28, 2001

Membership in the lodges of Massachusetts as well as nation wide is at a crisis. If this Fraternity is to survive as more than a ceremonial anachronism, our membership situation must be turned around. The survival of Freemasonry and what we stand for in today's world is too important to let slide. **We must rebuild and successfully rejuvenate our ranks.**

The Grand Lodge membership program is designed to help lodges rebuild their membership. Some lodges have very successful programs; others have none at all. **Most lodges in our jurisdiction are losing, not maintaining, membership numbers.** This crisis will be overcome and it is the mission of the Masonic Awareness Committee to help those lodges seeking assistance.

Our purpose is to assist lodges establish, rebuild or improve their membership skills. We do not wish to detract from successful programs. We do seek to motivate and assist programs that are weak; we offer assistance to programs that are marginal; and we strive to give input to relatively successful programs hoping that they will gain something from what we have to offer. **Above all we wish to inspire and motivate - Membership is everyone's challenge.**

The program is divided into three sections:

1. Planning and evaluation
2. Preparation and Execution
3. Follow through

The nuts and bolts of this program are best pursued through seeking the Membership Award. If a lodge follows the planning and implementation contained in that award, they will be successful in developing a membership program. The requirements

for the award are presented in Section 3. The instructions for the award, found in Section 4, serve as a guide to implementing the tools needed for an effective membership program.

It is our desire to be of assistance to all lodges who desire our help. Each lodge is independent and unique; and for a membership program to be successful in a given lodge, it must be tailored to that Lodge's individual needs. Many needs are common that is where we hope to be of greatest assistance. Please, evaluate this program carefully and use it to develop a program suited to your lodge. **Together we can meet this challenge.**

MAC Subcommittee on Membership

Grand Lodge Membership Program

General Jurisdictional Plan Implementation

The Grand Lodge Membership Plan is designed to be a grass roots effort. Grand Lodge will provide a skeletal outline and suggestions, but each Lodge, District, Area, or group of Lodges must develop their own program geared to their specific needs.

Grand Lodge and the MAC Membership Subcommittee is happy to provide support to the membership effort. Here are some of the ways in which support will be offered:

1. **Grand Lodge Membership Award** - The membership award serves as a planning tool and a means of recognition to Lodges who wish to promote membership. All Lodges who desire to increase their membership are strongly encouraged to participate. **All Lodges that participate will be recognized.** All Lodges that successfully complete the requirements will be recognized by a certificate presented by the Grandmaster. The true beneficiaries of the Grand Lodge Membership Award, however, will be the participating Lodges.
2. **Public Relations Support** - The Grand Lodge Public Relations Committee will be conducting training seminars to help Lodges receive community recognition for their accomplishments. **Community service and Lodge Programs are newsworthy and should be recognized.**
3. **Membership Seminars** - The Grand Lodge MAC Committee will be conducting membership training seminars in conjunction with the PR committee to answer questions, share ideas, and help stimulate membership programs. These will be announced through the District Awareness Officers.
4. **MAC Membership Subcommittee** The MAC Membership Subcommittee is organizing a cadre of individuals to help counsel Lodges who are seeking advice on their membership programs. Internally we call this mentoring team "Force One" and the individuals involved MAC EMT's (Emergency Membership Trainers). **Their job is to assist, advise, promote, and administer "First Aid" to ailing membership programs that seek help and assistance.** Force One may be contacted through your District Awareness Officer.

The Masonic Awareness Committee cannot force any Lodge to incorporate a membership program. We can and shall assist any Lodge who asks for help. We shall rebuild the membership of this Fraternity from the grass roots with those Lodges that wish to participate.

We can and shall meet this membership challenge.

The Most Worshipful Grand Lodge of Masons in Massachusetts Membership Program

Phase One: Planning and Evaluation

The secret to success is Planning, Planning, Planning, and more Planning. In order to be successful in obtaining and holding new members or to be successful in converting inactive members to active ones, there must be a reason for these men to become involved. This means having a consistent lodge program that gives its members a reason and a desire to participate. Overall lodge program becomes the key to success.

The Lodge program must be one that attracts people. Boring meetings, ritual alone especially done poorly, and unfulfilling activities do not accomplish a desire to participate. The first key is a Lodge's monthly meeting. Masters should plan those meetings to attract members. Innovation, recognition, quality, and fun all enter into this equation. The ideas are infinite (note the MAC Blue Pages on Membership pages 3-9). Sideline participation in ritual, recognition of brethren for a host of reasons, and interesting and fun family nights are always good. Sociability is always desirable.

Beyond regular meetings a Lodge Calendar of Events should include social events, community service events, visitations, and other events which promote Fraternity and build sociability among the brethren. Have fun; include wives and family; be appropriately innovative in considering new ideas and new twists on old ideas. Build on past successes. **Active lodges are healthy lodges. Even if a lodge is small, when the brethren are enjoying themselves, the strength of the lodge will increase.**

The Lodge Calendar is a key tool in planning lodge program. A lodge calendar as used by the officers and individuals involved in planning should contain planning goals and deadline dates in addition to events. **The lodge officers should be able to glance at the lodge calendar in any given month and know exactly what is expected of them.** The lodge calendar also requires

advance planning at least two years- and therefore must be done in conjunction with upcoming officers and with programs anticipated by future Masters as well as the current one. This process must also include planning dates and deadlines as well as coordination of application and balloting procedures for future degree work. (Note: Membership Award Instructions Lodge Calendar)

The lodge's standing within the community, which we refer to as Awareness, is also important in attracting good citizens to our Fraternity. **The best way to build community awareness is through community activity and presence.** From CHIP to a host of other projects, Masons can demonstrate who we are and what we stand for. Don't be afraid to put the Lodge out in the community and don't be afraid to seek publicity. As long as community programs are well planned and properly implemented, they will do nothing but enhance the image of Massachusetts Freemasonry.

When the lodge program and community awareness programs have been evaluated and implementation is in place, the next step becomes the development of a Membership Recruitment List (MRL). There should be at least three MRL's: 1) Active recruitment of new members, 2) Active reinvolvement of inactive members, 3) Passive list of potential members for which the timing of recruitment is not yet right. These lists and their proper maintenance are key to success. **Without these lists a coordinated effort is impossible. (See p. 14: Membership Award Instructions Membership Recruitment Lists)**

Finally, a Lodge must have a plan by which to involve new and reactivated members after they have entered the lodge. Experience has shown a window of about six-weeks to three-months for a new member to become involved. If this does not happen, chances are the new member will be lost from the active membership of the lodge. All lodges should have activities planned for the purpose of engaging these members. Specific committees, participation in ritual, participation in community events, and involvement in lodge service are all strong possibilities. **Match the needs of the lodge with the needs and desires of the individual members.**

When this preliminary planning and evaluation has been

completed, a Lodge is ready to beginning planning a membership event.

Phase Two: Preparation and Execution

Membership can be promoted at any open Masonic function. Lodges and brethren should always make appropriate invitations to both prospective and inactive members to attend open events that are appropriate to that individual. Our preparation as presented here is for an event specifically targeting recruitment as the primary activity.

Membership Event: There are many forms that a membership event can take. The MAC Blue Pages (especially Membership pages 16-28) is an excellent resource book for ideas and suggestions. **Above all the membership event must put forward the best possible scenario for recruitment.**

Our primary suggestion is for a social hour type party to be held at a nice restaurant or in someone's home. Institutional dinners in Lodge basements do not often afford the best social atmosphere. The event should be as elegant and formal as the lodge deems appropriate; most importantly it should create an atmosphere most conducive to close personal contact. The atmosphere should cater to wives as strongly as it does to the prospective Mason. This is where our pitch for Freemasonry is best delivered.

Potential members should be invited with their wives. Individual members of the Lodge should be assigned to help the prospective candidates mix within the group. They should be introduced to the leadership of the lodge and to individuals deemed important for an individual prospect to meet. **There is room for spontaneity, but careful planning will yield the best results. Promote an atmosphere of fun and congeniality.**

It is expected that Masons will make personal contact with prospective members long before any invitations go out. If a candidate accepts a cold turkey invitation, it is probably because of family history or some type of personal contact with Masonry. It is much better to carefully plant seeds and then nurture them for the successful harvest.

The invitations should be sent out or hand delivered by specific

members assigned to each candidate. The candidates should know that this will be a fun party but be clear as to its intent. If a candidate does not know the purpose of the evening, they may feel ambushed and be turned off or intimidated. **Thirty invitations properly delivered should yield about ten positive returns.**

In the course of the evening a brief formal talk on Freemasonry should be delivered. A member who is capable of expressing the spirit of our Fraternity in a very positive and inspiring way should do this. There are several MAC Blue Pages examples of introductory speeches - the most effect ones will be adaptations that are positive, sincere, and speak from personal history as well as from fraternal history and values. Time should be allowed to answer questions.

After the formal talk, materials should be available to sign up members. Again, personal contact and sensitivity are key elements. If a potential member is not ready, it is seldom wise to apply high pressure. If preparation has been done properly, the results should be successful and obvious.

After the party those potential candidates who sign up should be kept in constant contact prior to and during their degrees. They along with their wives should be included in all open functions of the lodge. Those members who do not sign up should be evaluated and either retained on the Active MRL or placed on the Passive list with proper follow-up notes. Just because a potential candidate does not sign immediately does not mean he is not a good prospect for future recruitment. By the same token each candidate must be carefully evaluated so that an uninterested party is not badgered by zealous members seeking to enroll them in the Fraternity.

The Degrees: Personal contact, personal contact, and more personal contact. **The importance of personal contact throughout the degree process cannot be overstressed.** These candidates are building a relationship to the members of the lodge. If that relationship is successfully nurtured, a candidate is most likely to become a strong active member of the lodge.

One of the most important Masons for personal contact is the candidate's sponsor. This is an individual who already has a close relationship to the candidate. The sponsor should make sure that

the candidate is informed as to what is expected, that he be present for all the degrees if possible, and that he act in between degrees to support his candidate.

It is also important that a candidate make an investment in the Lodge to cement his relationship. That is sometimes secured through learning the cipher, sometimes from active involvement in Lodge programs, and sometimes in the planning of lodge activity. Personal contact is key to determining the niche that new members can best play in the lodge. It is extremely important that through personal contact a new member is made to feel welcome and an important member of the lodge. **Leave nothing to chance plan for success and success will happen.** Remember that the window to create an active Masons is usually about six-weeks to three-months.

Reactivation of Inactive Members: The reactivation of inactive members is more challenging than that of recruiting new members because the structure of degrees and the lure of the unknown are not present. Personal contact is again the key. Establish contact with the inactive member, discover his needs and interests, and plan a program for his rehabilitation. Remember lack of time is usually an excuse. We always find time for activity that is a priority. Personalize the approach to the inactive member and log it on the MRL. **Remember planning is the most dependable key to success.**

Phase Three: Follow - up

It has been shown that there is about a six-week to three-month window in which to make a new member an active member. The window is much smaller (i.e. instantaneous) for a reactivated brother. After that time, if a member is not actively participating in some aspect of Freemasonry that they enjoy, they will probably become inactive. It is therefore imperative that these new members or reactivated members be followed closely to make them feel a strong active part of the Fraternity. Everyone's needs and interests vary. **A successful lodge will continue the evaluation process for each new member long after initiation is completed.**

The candidate's sponsor is again important in the follow-up process.

All new Masons need to be shepherded into an active role in the lodge. The sponsor should maintain a close relationship to that candidate throughout his Masonic career.

Again, in follow-up as with initial planning overall Lodge program cannot be emphasized enough. Integration of candidates requires active shepherding in appropriate directions and activities. This does not just happen and requires constant planning and evaluation.

Miscellaneous:

One Day Classes: One-day classes where all three Masonic degrees are conferred on the same day present a special set of challenges and pitfalls. They also present tremendous opportunity. On one hand, they are essential to bringing in many members who would not otherwise take the time to enter through a regular three-month schedule. By the same token, it is a greater challenge to integrate and activate the one-day candidate into routine lodge activity. Again, personal contact and planning are key. **The thought that once a man is made a Master Mason the work of membership is finished is erroneous.** Integration into the lodge is a process that takes time and effort. If it is not done properly, the best recruiting programs will fall flat.

MAC Blue Pages as a Resource: There is a wealth of information contained in the MAC Blue Pages. Becoming familiar with its content in all its areas especially membership and community service will be a huge plus for any program.

Role of Community Service: Community service projects offer a tremendous opportunity to put Masonry into the community in a positive light. Such events also provide an excellent opportunity for recruitment. It was noted that Lodges with active CHIP participation are also Lodges with active and relatively successful membership programs. This is not a coincidence for two reasons: **(1) Activity is key to the vitality of a Lodge that is necessary to attract new members, and (2) Community activities such as CHIP put us out into our communities in a positive light.** Potential members who might develop or who already have a favorable inclination towards the Fraternity notice such activity. This is “win-win”; serving our communities while growing our Fraternity.

Resources: Grand Lodge is committed to doing everything possible to help lodges with membership programs. Contact should either be made directly with the MAC Membership Subcommittee or through the District Awareness Officer or his assistant for membership. MAC is developing a group of Masons who have had experience in areas of membership to serve the lodges as advisors if requested. Grand Lodge would also encourage lodges to work together or in districts or areas to pool resources and make programs more effective. Again, **each lodge must customize their approach to membership to serve its own needs.** There will be similarities among programs, but each will be unique unto itself. It is win-win when community service translates into productive membership growth.

Lodges should give serious consideration to participation in this program.

Summary:

Membership is a critical issue for the survival of Freemasonry. It is easy for those of us who love the craft to generate enthusiasm for it. To stimulate membership we must focus that enthusiasm on membership. Planning and personal contact are the keys to success.

Together we can make this happen; we shall rebuild this Fraternity.

**The Most Worshipful
Grand Lodge
of**

**Masons in
Massachusetts**

**Membership
Award
Program**

Grand Lodge Membership Award **For the year September 1st, 2001, through** **August 31st, 2002**

The Grand Lodge Membership Award is presented to Lodges that show outstanding success in their membership programs. Its purpose is to help Lodges prepare and then implement programs designed to increase their active membership. It is designed to recognize lodges that plan and implement successful programs to reactivate inactive members and recruit new men to the Fraternity.

To receive the Membership Award a Lodge must successfully complete the requirements as presented. The award is based on the Grand Lodge fiscal year beginning on September 1st and ending August 31st the following year. Events in preparation for a given year may be held prior to the September 1st beginning date. Upon completion of the award a Final Report must be submitted to Grand Lodge, MAC Committee, for review by September 30th, 2002 following the completed year. Please refer to the instructions for completing the application.

Requirements: To receive the Membership Award a lodge must:

- 1) Appoint a membership committee to oversee its membership program
- 2) Submit a letter of intent to pursue the Membership Award for the year commencing September 1st through August 31st to the Grand Lodge MAC Committee through the District Awareness Officers. The completed application to follow should include the following areas:
 - Give Lodge statistics: number of members, number of members usually attending Lodge, number of candidates raised in the previous year
 - On a scale of 1-10 rate the level of awareness that your lodge holds in the community. Develop suggestions for improvement
 - On a scale of 1-10 rate the effectiveness of lodge programs

(meetings, activities, speakers, social functions, etc. in enrolling the membership and creating a spirit of enthusiasm. Develop suggestions for improvement.

- Determine the approximate number of inactive members who could potentially be active and consider the reasons why they are inactive.
- Develop appropriate Membership Recruitment Lists
- Develop a Lodge Calendar showing planning deadlines as well as events
- Develop a plan for reactivation of inactive members
- Develop a plan to recruit new members
- Develop a plan for retention of active membership

The written application should be brief time should be spent planning, not writing long proposals or descriptions. See the section “Instructions For the Grand Lodge Membership Award” and “Sample Application” in the Appendix.

3) Conduct a minimum of one Masonic Awareness Event aimed at securing new members

4) Conduct a minimum of one Masonic Activity geared at reactivating inactive members.

5) Conduct a minimum of one family oriented event geared at increasing active membership.

6) Record an average of 10% of the Lodge membership at regular communications

-or-

Increase average attendance at regular communications by 10%

7) Raise ten new members during the year

-or-

Raise two additional new members over the number raised during the preceding year.

8). Keep 50% of the members raised during the current and

previous year active within Freemasonry and/or your lodge.

9) Submit a final report detailing the lodge's achievements of the goals set out in the application. That report is to be submitted to the District Awareness Officer following the completion of a year's program (by September 30).. The report is to be signed by the chairman of the Membership Committee and the Master of the Lodge. Finally, the report will be forwarded to the MAC Membership Subcommittee by the District Awareness Officer with his recommendation and the recommendation of the District Deputy Grand Master.

Note: The Grand Lodge Membership Award is designed as a planning tool for Lodges who wish to develop, expand, or improve their membership programs. It is to be used as a guide to develop a plan that will be unique according to the needs of a given lodge, district, or group of lodges or districts.

We strongly suggest that the instructions be followed in applying for this award. They give important suggestions as to the nature of the requirements and means for implementation. This award is not designed to create a lengthy paperwork quagmire. The sample application will show that brevity is preferred and that the greatest energy should be placed in creative thinking, planning, and implementation.

Membership Awards will be presented in Grand Lodge.

Instructions for the Grand Lodge Membership Award

August 1, 2001

These instructions are designed to help guide a Lodge applying for the Grand Lodge Membership Award. This application is designed to be a planning tool. It is designed to stimulate thoughtful discussion and planning in solving the problems of membership recruitment and revitalization. It is not designed to become a paperwork quagmire that consumes undue time in preparation and execution.

In addition to the instructions are appendices to show examples of an application, Membership Recruitment List, Lodge Calendar, and other useful items. We hope this information will be useful in helping each lodge prepare for this most important Masonic challenge.

Masonic Awareness Subcommittee on Membership

Requirements:

- 1) **Appoint a membership committee:** The Lodge Membership Committee (LMC) is charged with the responsibility of creating and implementing a lodge membership program. Membership operates under Grand Lodge MAC; therefore, the LMC should operate under or work closely with the Lodge MAC Committee. If not acting directly under MAC, the Lodge MAC chairman should be a member of the LMC.

The membership committee should be composed of individuals who are enthusiastic about Masonry and their home lodge. Diversity of opinion and talent is important, but above all these individuals should be dedicated to the healthy growth of the Lodge.

- 2) **Complete a Written Application:** The written application for the Grand Lodge Membership Award is important as a working tool and as a standard by which to gauge progress. It should not be a lengthy document as such energy would divert resources away from the task at hand. Basically each category

for evaluation should include a baseline assessment of status quo, goals to be achieved, and a plan to attain them. Each category for development simply means to develop the documents needed for the task. (Note the sample application in Appendix I)

- **Statistics:** these give a standard for comparison. If numbers are not available (e.g. the number usually attending meetings), approximate as accurately as possible.
- **Rate level of Awareness** Use a scale of 1-10 as a starting point. Most importantly, consider improvements and a plan to achieve them.
- **Rate Lodge Program** Use a scale of 1-10 as a starting point. Consider improvement and new ideas and develop a plan to achieve them. Remember this covers areas such as meetings, activities, speakers, social functions, etc.
- **Numbers of Potentially Active members** To activate members they must first be identified and targeted. Membership lists should be scrutinized for potentially active members among those who are inactive. A program to reactivate members cannot be formulated unless the reasons for inactivity are understood.
- **Develop appropriate Membership Recruitment Lists (MRL)** The formulation of MRL's is essential to success of any ongoing lodge membership program. Though the MRL potential candidates, brethren to be reactivated, and the efforts to recruit them are documented and tracked.

Three separate lists are suggested giving names of candidates, inactive brethren, and the primary contact person involved in their recruitment:

- Active recruitment of new members
- Active reinvolvement of inactive members
- Candidates (prospective members) for whom timing is not right for recruitment

It is recommended these three lists be placed in a three ring binder. Following each list should be a blank page for each candidate, which tracks the activity and contact made on behalf of this individual. Included in these notes should be recommendations for further or future contact or activity

including those individuals through which contact will be made. (A sample membership recruitment list is included in Appendix III)

The importance of the MRL's cannot be overemphasized!

For the purposes of the award a simple statement saying that the MRL's have been set up is sufficient.

- **Develop a Lodge Calendar showing planning deadlines as well as events:** Many lodges develop calendars to show the plan of events for the upcoming year. For purposes of membership, planning dates and deadlines must also be shown. For example: If a lodge plans a 1st Degree in October then applications must be voted in September. If the lodge is dark in the summer then the applications must be read in June. That means a recruitment night must be set in May for which invitations should be sent out in April. It takes at least two months to plan a recruitment event including arrangements, list preparation, etc. Bottom line-planning for the 1st Degree to be held in October must start in February. (See a sample of a lodge's annual calendar in Appendix II)

The lodge calendar must reflect such planning deadlines whether they are for community service projects, lodge events, CHIP programs, or recruitment programs. The calendar will also extend beyond the scope of one year so the upcoming officers as well as those who may currently occupy the East or West must formulate it. A copy of the lodge calendar should be included with the application. this is not to say that calendar cannot later be altered.

- **Develop a plan for reactivation of inactive members:** To reactivate inactive members it is necessary to identify potential prospects and the reasons for their inactivity. Such information should be made a part of the individual pages on the MRL for reactivation. Personal contact is absolutely essential for reactivating these members. If a large reactivation event is planned, all dates and deadlines for planning should be included on the lodge calendar. A brief statement containing these plans is essential for the purposes of application.

- **Develop a plan to recruit new members:** Planning is the key to successful recruitment. Goals and deadlines in planning should be carefully planned out allowing sufficient time to plan events well. MRL's are essential in guiding and tracking potential candidates. For the purposes of application a brief description of goals and the recruitment plan are sufficient.
- **Develop a plan for retention of active membership** Once a candidate is initiated there is a window of six-weeks to three-months in which they must become active. Otherwise statistically they will be lost. The process of involvement must begin the day a candidate enters the lodge, whether it is a new candidate or a returning inactive brother. It is important to tailor the needs of the lodge to the desires and needs of the member. Advance planning should include identifying potential committees, projects, and tasks in which the new brother may wish involvement. Lodges need to formulate a plan by which this process will take place. For purposes of application a brief description of that process should be included.

Note: The written application should never have to be more than two pages. Less is fine, more if more written detail is desired for the purposes of the lodge. The purpose of the application is to show planning has gone into the membership program. The purpose is not to consume excessive time and energy in paperwork.

- 3) **Conduct a minimum of one Masonic Awareness Event aimed at securing new members:** This requirement is self-explanatory. While it is anticipated the event will follow the guidelines and plan already presented, if the situation requires, the plan may be changed to accommodate changing situations without placing the award in jeopardy. The MAC Blue Pages, Membership pages 16-28, are a valuable resource.
- 4) **Conduct a minimum of one Masonic Activity geared at reactivating inactive members:** This requirement is self-explanatory. While it is anticipated the event will follow the guidelines and plan already presented, if the situation requires, the plan may be changed to accommodate changing situations

without placing the award in jeopardy. The MAC Blue Pages, Membership pages 3-9, are a valuable resource.

- 5) **Conduct a minimum of one family oriented event geared at increasing membership:** This requirement is self-explanatory. Guests are always welcome at open Masonic events.
- 6) **Record an average attendance of 10% of the lodge membership at regular communications OR increase average attendance of the membership at regular communications by 10% over the previous year:** Lodge attendance is an important measure of lodge health and vitality. Secretaries should record the number of members present. If those figures are not available, they should be estimated in the application for the preceding year to give a goal in achieving the award. For the purpose of tracking progress, the Secretary should keep appropriate records. For suggestions on increasing attendance note the MAC Blue Pages, Membership pages 3-5, for suggestions.
- 7) **Raise 10 new members during the year OR raise +2 new members over the preceding year:** This requirement is self-explanatory.
- 8) **Keep 50% of the members raised during the current and previous year active within Freemasonry and/or your lodge:** New members are of far less value if they are inactive. The key is to activate them. As has been earlier explained, there is usually a six-week to three-month window for activation. For the purposes of reporting a simple statement as to general activity should suffice.
- 9) **Submit a Final Report outlining the lodge's success in achieving goals as set out by the application process and in fulfilling the requirements:** The final report as with the application should be brief and to the point. It should outline the success achieved in meeting the requirements. In addition this report may include suggestions how to better approach the challenges of membership.

Such report is to be submitted to the District Awareness Officer

by August 31, 2002, following the completion of the year's program. This report is to be signed by the Chairman of the Membership committee and the Master of the Lodge. The District Awareness officer with his recommendation and the recommendation of the District Deputy Grandmaster shall submit said report to the MAC Membership Subcommittee. (See the sample of a final report in Appendix IV)

Note: The Grand Lodge Membership Award is designed as a planning tool for Lodges who wish to develop, expand, or improve their membership programs. It is to be used as a guide to develop a plan that will be unique according to the needs of a given lodge, district, or group of lodges or districts. When a group of Lodges or District work together the group will be recognized but the award will be given individually to each Lodge.

Membership Awards will be presented in Grand Lodge

**We Believe the planning involved in
The Grand Lodge Membership Award
Is the best way to increase
Lodge Membership**

Appendix I - Lodge Application Example Grand Lodge Membership Award

To: Grand Lodge Masonic Awareness Committee - Membership

From:

Washington Lodge, Wor. Hiram Excel, Master
51 South Gate
Johnsonboro, MA 00357

Date: September 8, 2001

It is a pleasure to inform Grand Lodge that Washington Lodge will be pursuing the Grand Lodge Membership Award for the year September 1, 2001, to August 31, 2002.

Washington Lodge is a relatively inactive Lodge with an aging membership. We have an incomplete officers' line but a nucleus of five individuals who are interested in rebuilding the membership of the Lodge. The following is a brief summary of the nine areas requested in the application:

1) Vital Statistics:

Membership - 94 members
Average attendance previous year - 10 members
Candidates raised previous year - 1 Candidate

2) Awareness: We currently rate our lodge as a 2 out of 10. - As a Lodge we have been virtually inactive in our community. We did participate in a District CHIP event. Our goal this year is to hold a CHIP Event at our Johnsonboro Heritage Days Festival for which we have asked the assistance of lodges in two neighboring towns. We are also planning a dinner to honor an inactive member of our Lodge who has been a pillar in our community and has made outstanding contributions to Johnsonboro. We plan to invite numerous civic leaders and prominent residents to this dinner.

3) Lodge Program: We currently rate our lodge program as a 4 out of 10. We enjoy meeting together, but our program has been limited to ten monthly meetings, usually either business or degree work. We hold a Christmas party each year that is usually attended by twenty

brethren and their wives. Our goal is to hold one series of degrees at regular meetings. Our other meetings will be used for more social type events including ladies at several, one outside visitation, and one joint meeting with Hamilton Lodge in Bauerville. We are also planning a Table Lodge to recognize our two most senior past Masters. This plan should increase sociability and enthusiasm.

4) Evaluate inactive members: many of our inactive members are older and unable to actively participate. We have set up a program to visit these members. We have also identified eighteen members who could and should be active. We shall be targeting these members for reactivation.

5) Develop Membership Recruitment Lists: We have developed two MRL lists as per the award guidelines. The new member list currently contains 22 names. Our reactivation list contains 18 members. The third suggested list will be set up pending the results of our efforts.

6) Lodge Calendar: A Lodge Calendar has been developed as per award guidelines. It is a work in progress but a copy is enclosed.

7) We have developed a program to reactivate members. Our plan is to hold a meeting particularly built around rusty brothers where we expect to show items related to the Lodge's history as well as its future including CHIP. We are also planning an outing together to a Providence Bruins game. Hopefully this will build to the Table Lodge mentioned in Section 2. We then hope to utilize several of these brethren in the degree work as well as in the community CHIP Program as they become more active in lodge affairs.

8) We are developing a new member recruitment program built primarily on contacts of the active membership as reflected in our MRL. We are reaching out to the rest of our membership as well. We are planning a candidates' reception at the home of one of our brethren at which we hope to entertain ten candidates and their wives. We have asked RW Jacobs Thrills, Past Senior Grand Warden and an inspiring speaker, to give a brief talk about Freemasonry. If we have more candidates available, we expect to repeat that event the following month.

9) Our plan for retention of both new candidates and reactivated brethren is built around an active MAC committee, a membership committee, our service committee, and participation in degree work.

We are committed to rebuilding Washington Lodge and hope that our efforts will not only begin that process but give recognition to our Lodge by receiving the Grand Lodge Membership Award.

Respectfully submitted,

Wor. Hiram Excel, Master

Wor. Arnold Ataboy, Chairman
Membership Committee

Appendix II - Lodge Calendar Example Grand Lodge Membership Award

Washington Lodge AF and AM
Regular Meeting Night - 2nd Tuesday

September 2001:

- Regular Meeting: Annual Steak/Homefry Dinner
- Final Plans for Rusty Brother Program
- Introduction of Membership Programs
- Closed Installation of Officers

October 2001:

- Regular Meeting: Rusty Brother Night
- Main Speaker: Wor. Ben Arund , Lodge Traditions
- CHIP Presentation: Guest Wor. David Harte
- Report: Committee on Community Recognition Banquet

November 2001:

- Regular Meeting: Guest Speaker, RW Arthur Sharpe on Lindeberg
- Push new candidates list
- Work on shut-in brother and widows lists
- Final push for Community Service Banquet
- Community Service Banquet to Honor Mayor and Bro. Jacob Milling,
- November 17th at 6 PM at Hoskin's Restaurant

December 2001:

- Regular Meeting: Annual Christmas Party with ladies and widows
- At Rehearsal:
- Final Planning for Membership Recruitment Night
- Final Planning for table lodge in January
- Final Planning for shut-in brothers and widows
- Visitation of shut-ins and widows on Saturday 15th
- Prepare letters of invitation to new candidates for January mailing

January 2002:

- Regular Meeting: Table Lodge to honor past Masters

- Membership Recruitment Night, January 13th
- Home of Bro. Ataboy
- 6 PM Social Hour ladies invited

February 2002:

- Regular meeting: 1st reading on new applications from Candidates Night
- Games night and fellowship hour to follow meeting
- Major dessert with social hour
- 1st Meeting of CHIP Local Organizing Committee (Initial contact GL)
- Ladies' Night February 16th, Hoskin's Restaurant (Candidates welcome)

March 2002:

- Regular Meeting: Ballot on candidates
- Visitation by Hamilton Lodge
- Emblems by Wor. Snyder, Washington Lodge
- Canadian Charge by RW Mac Gregor of Hamilton Lodge
- Providence Bruins Hockey, Thursday, March 18th, 8 PM

April 2002:

- Regular meeting: 1st Degree
- Progress Report on Johnsonboro CHIP Event
- Final register CHIP Event with Grand Lodge

May 2002:

- Regular Meeting: 2nd Degree
- Final report and recruitment of volunteers for CHIP Event

June 2002:

- Regular meeting: Annual Meeting and election of officers
- 3rd Degree
- Committee report on CHIP
- Committee report on August family picnic
- Flyers for schools and press releases ready for CHIP Event

July 2002:

- CHIP event: Johnsonboro Festival Days, July 18th-21st

- Final plans for family picnic
- Final review of MRL's for recruitment invitations at Picnic

August 2002:

- Family picnic: August 17th at Kirkbine Reservoir
- Follow-up on potential candidates

September 2002:

- Regular Meeting: Steak/Homefry Dinner
- Candidate exemplification of 3rd Degree Cipher
- Read applications from summer
- Announce plans for 2nd annual Community Service Award Dinner
- Semi-Public Installation of Officers, September 14th
- Dinner to follow at Hoskin's Restaurant

October 2002:

- Regular meeting: Masonic speaker to be announced
- Ballot on Candidates
- Rusty Brother Program
- Courtesy 1st Degree at Hamilton Lodge, October 10th

November 2002:

- Regular Meeting: 2nd Degree with Hamilton Lodge Visit
- Push new Candidate List
- Push shut-in brother and widow list
- 2nd Annual Community Service Award Banquet: Guest of Honor, time, and place to be announced

December 2002:

- Regular Meeting: Ladies Night Christmas Party
- Special Communication: Third Degree Night with Hamilton Lodge (date, place, and time to be announced)
- Visit to shut-in brothers and widows
- Final planning for Table Lodge
- Final planning for Recruitment Night
- Letters prepared for new candidates for January mailing

January 2003:

- Regular Meeting Table Lodge

- Candidate's Recruitment Night (date, time, and place to be announced)

February 2003:

- Regular Meeting 1st Reading of Candidate applications
- Annual Fellowship Night to follow
- Annual Valentine's Day Ladies Night (date, time, and place to be announced)
- 1st Meeting of CHIP LOC for Johnsonboro Festival Days (Contact GL)

March 2003:

- Regular Meeting Ballot on Candidates
- Tentative visitation by Hamilton Lodge
- Providence Bruins Hockey or Celtic Game to be announced

April 2003:

- Regular Meeting: 1st Degree
- Progress Report on Johnsonboro CHIP Event
- Final register CHIP Event with Grand Lodge

May 2003:

- Regular Meeting: 2nd Degree
- Final Report and recruitment of volunteers for CHIP Event

June 2003:

- Regular Meeting: Annual Meeting and election of officers
- 3rd Degree
- Committee Report on CHIP
- Committee report on August Family Picnic
- Flyers for schools and press releases ready for CHIP Event

July 2003:

- CHIP event Johnsonboro Festival Days: dates to be announced
- Final plans for family picnic
- Final review of MRL's for recruitment invitations at Picnic

August 2003:

- Family picnic: August 17th at Kirkbine Reservoir
- Follow-up on potential candidates

**Appendix III -
Lodge Membership Recruitment List
Example
Grand Lodge Membership Award**

Membership Recruitment List - New Candidates

Candidate	Telephone	Contact	Telephone
Tom Jenkins	781 678 7946	Oscar Romaine	781 587 9902
Henry Perkins	617 890 5840	Tim Goldman	617 790 5832
Thomas Adams	781 986 5490	Oscar Romaine	781 587 9902
Daniel Fenster	781 34.....		

This Membership Recruitment List (MRL)
is set up for new members.
MRLs for Inactive Members
and candidates not ready for
Recruitment should be set up similarly

**Lodge: Membership Recruitment List
Example (cont.)
Grand Lodge Membership Award**

Membership Recruitment Information Sheet

Candidate's Name _____

Address _____

Phone Number: Home _____ Business _____

Email Address _____

Contact Brother _____

Phone Number: Home _____ Business _____

Email Address _____

Sponsor (list if different from contact brother) _____

Phone Number: Home _____ Business _____

Email Address _____

Contact information notes: (include times and dates)

Appendix IV - Final Report Example Grand Lodge Membership Award

To: Grand Lodge Masonic Awareness Committee

From: Washington Lodge
51 South Gate Rd.
Johnsonboro, MA 00357
Wor. Horatio Wedidit, Master

Date: September 16, 2002

Washington Lodge respectfully submits the following report in successful completion of the Grand Lodge Membership Award

Requirements:

- 1) A membership committee was appointed under the competent leadership of Wor. Arnold Ataboy, PM.
- 2) An application was submitted on September 8, 2001, as per the award guidelines.
- 3) A MAC event for the purpose of recruiting new members was held on January 12, 2002. Eight candidates were recruited for the degrees.
- 4) At the regular communication on November 7, 2001, a successful event was held to recruit inactive members. A good time was had by all. That and subsequent events have brought six brethren back into active participation in the Lodge.
- 5) A family oriented event picnic was held on July 5, 2002, at the Kirkbine Reservoir and was attended by 8 brethren and 16 members of their families. A good time was had by all
- 6) During the year we averaged fourteen members at our regular communications. That represents an increase of 40% over last year and 13% of our overall membership.

7) We raised eight candidates in the previous year representing +7 over the previous year.

8) All but one candidate have remained active far exceeding the 50% requirement.

9) This represents the Final Report as required.

Washington Lodge appreciates the opportunity to apply for this award and believe we have successfully achieved all the requirements.

Respectfully submitted,
Wor. Horatio Wededit, Master

Wor. Arnold Ataboy, Chairman
MAC Membership Subcommittee

Appendix V - Ted's Tips
(Prepared by Ted Huguenin, Lodge
Awareness Officer for Marine Lodge and
District Awareness Officer for the Hyannis
32nd Masonic District)

LODGE MEMBERSHIP ENHANCEMENT
"MUSTS"

- The Master **MUST** fully support the program. This support **MUST** be more than token.
- There **MUST** be a clearly identifiable person responsible for membership at the Lodge level.
- Membership enhancement efforts **MUST** be focused.
- The Master and membership person **MUST** be in frequent and effective communications.
- The Master **MUST** be able to plan and provide guidance sufficiently ahead of time to provide the proper lead-time required for membership enhancement planning and activities.
- The creation and maintenance of the "LIST" of potential new candidates and affiliates **MUST** be a long-term continuous high priority Lodge wide effort.
- Membership initiatives **MUST** be "local" in character (Lodge & District) to allow for accommodating the specific circumstances of each situation.
- The key element for success **MUST** be personal contact.
- There **MUST** be "follow-up" to each initiative at the Lodge and District levels.

There **MUST be an effective system to measure and evaluate membership performance and trends at the Lodge and District levels.**

RESPONSIBILITIES OF SPONSORS

This is to "bullet" the "suggested" responsibilities of sponsors as contained in the draft letter to sponsors of 9/6/99 and in various discussions since that time.

- Regularly contact candidate, especially before and after each degree.
- Accompany candidate to Lodge functions including the "Forum" (required by new dictates from Grand lodge)
- See that the candidate is introduced around the Lodge.
- Specifically invite the candidate & wife/girl friend to Lodge social functions.
- Specifically invite the candidate to Lodge activities (CHIPS, Xmas Parade, etc).
- Do NOT abruptly terminate doing the above as soon as the candidate is raised.
- Ascertain the new Mason's interests and situation in regards to any constraints (time, health, job, etc.)
- Assist the appropriate chairmen and Master in finding suitable Lodge responsibilities for the new Brother (ritual, committees, Lodge jobs, etc)
-

**The bond between a sponsor
and his
candidate should be for life.**

SOURCES OF NAMES For POTENTIAL NEW CANDIDATES

(In approximate order of importance)

- From current Lodge Members (family, friends, neighbors, business contacts, etc)
- From wives and girl friends (a surprisingly good source if asked, many have strong Masonic family backgrounds)
- Order of the Eastern Star, verbal announcements & in Notices (variation of wives & girl friends but reaches wider group)
- From Masonic Awareness Events (CHIPS, blood drives, etc)
- From “card trick” carried out in Lodge
- Walk-ins at Open House during town events (Christmas Parade, street fair, etc)
- Grand Lodge or out of District referrals
- Grand Lodge postal zip code printout to ID unaffiliated Masons in area

**Potential Sources of New
Candidates are everywhere. The
challenge is to create opportunities
and take advantage of them
regardless of the source**

RETAINING & OBTAINING MEMBERS

In examining the growth pattern of Masonic Lodges throughout the State of Massachusetts, one learns that many lodges are not increasing their membership. Wherever that situation is of concern, Masons ask themselves, "Why?" For many years Masons have searched for answers. The Masonic Awareness Committee believes that some of the answers are due to a lack of knowledge about the Fraternity, the actual programs and practices engaged or not engaged in, and the level of community recognition of the lodges and fraternity.

The question that should be put to each Mason is, "What are the tenets of your profession as a Mason?"

Very few members of the Masonic fraternity are able to answer that question with any degree of accuracy and understanding of the significance and importance of the tenets. The tenets are Brotherly Love, Relief and Truth.

When reviewed carefully, the words describing these tenets and application of their meaning to activities in the lodges, in the communities and in the world, may find that they are not practiced as they are taught. New and seasoned Masons may not understand the message contained in the lessons of the tenets.

It is written in the tenets that Masons should reach out to all mankind and endeavor to promote relationships among those who might otherwise remain at a perpetual distance. One needs only to examine their own lodge and their own activities to determine if they are practicing the ideas contained in the tenets of Brotherly Love.

Masons are instructed that they should extend themselves toward their fellow men who are in need of assistance, whatever that assistance may be, i.e. companionship, conversation, support, direction and Relief, another tenet of the Masonic profession.

It is written that Masons understand the importance of Truth. To be good and true is one of the first lessons they are taught. Members are taught not to be hypocrites or deceitful. They are taught to promote each other's welfare and rejoice in each other's prosperity. Reach out first to fellow members, make them feel the strength of friendship and the importance of working together. Get to know one another, develop the anticipation of going to Lodge and being with friends - fellow members. Get to know each other's families, their names, their interests, the things that can be done together. Build stronger relationships with each other and each

other's families. When this is done, a true human connection is established. These connections become relationships of strength and are ever lasting.

Reach out to the community. Become recognized as someone who is a helper, a doer, someone to depend on and a clear example of the kind of citizen that everyone admires. Give and do, practice the tenets while improving the public image of men who are Masons. Inform the world that Masons and Masonic lodges are interested in their fellow man and do help in every way possible. Involvement with other human beings creates the opportunity for prospective members to reach out and ask, "How do I become a Mason?"

Inform the world of the good works our Masonic fraternity and its members are involved in. They need to know about the blood program, the Shrine hospitals, scholarships for the young, charitable contributions to worthy organizations, hospital visitor committees, community help programs, schizophrenic programs, the eye bank, dental programs, food programs, etc.

They need to know that Masons throughout this country are contributing at the rate of two million dollars per day and are increasing that figure each year. They need to know that the membership and their families contribute millions of man-hours each year.

Expose the fraternity in a positive way. Talk about it. Write about it. Show it to friends, families and the community. Every Mason who is publicly active is a positive public relations force. What Masons do and how they do it makes an impression on the world around them. Pictures, articles and commentary that relay Masonic works in newspapers, on radio and on TV describe their efforts and help present the Masonic image to the non-Masonic world in a positive way.

The Masonic Fraternity has an opportunity at this time to impact the public and raise the level of consciousness about Masons - who they are, what they do, what they stand for, and what they have done. The story of the contributions to society by the members of the fraternity is a big story to tell. The story needs to be told. Every lodge, every officer, every member, and every Masonic family can tell the story. Each lodge, and its membership, has the ability and resources to set in action the ideals of the Fraternity.

The Masonic story is in two parts. First, the basic principles of the fraternity and for what it stands. Second, what Masons do about it. The basic tenets are Brotherly Love, Relief, and Truth.

Masons are taught that by the exercise of *Brotherly Love* they are regarding the whole human species as one family. They are taught to conciliate true friendships among those who might remain at a perpetual distance. To *Relieve* the distressed is a duty incumbent on all men. That *Truth* is a divine attribute and to be good and true is the first lesson taught.

Throughout the fraternity one can find Masons involved with all mankind, contributing to their needs and maintaining a strong degree of justice and truth to everyone. Throughout the years Masons have distinguished themselves in every walk of life. The fraternity can proudly point to presidents, members of Congress, defenders of the country, explorers, and scientists, who have put forth the great principles of the fraternity. These men and others came from Lodges where the great lessons were communicated to all of its members. Each lodge demonstrated in their communities that Masons were concerned citizens willing to help aid and assist in every worthwhile project or undertaking. Masons can always be found involved. Their basic tenets remind them of their responsibility to their fellow man. Make it clear to the public that Masons are, indeed, more active in their contributions to mankind in today's world than ever before. That job lies in the hands of the lodges and their membership.

INCREASING ATTENDANCE

An active, organized, well-trained and well-supported membership committee should be appointed in every lodge. This committee should provide direction for the effort and the craft should be set at work! The support and assistance of every Mason in every lodge is required to make this operation a success. There is no single magic answer. Many programs must be implemented and supported. Membership improvement is gained one member at a time. All Masonic bodies in your area should be encouraged to assist in this effort as Blue Lodge membership is the foundation on which all of Masonry is built.

Some of the techniques currently being used in lodges throughout Massachusetts to increase attendance and ultimately to attract new members are good ideas. The most successful lodges have found a need for better communication among their membership.

Current members who do not attend Lodge are the first group requiring attention. These names can be easily identified by taking the Lodge membership list, deleting active members, non-resident

members and infirm members.

This work should be done by a cross section of brothers who are familiar with the members. The Secretary is usually a good addition to this group.

This will leave you with a list of lodge members, living in your area, who do not regularly attend, perhaps for some of the following reasons:

Dues: They may be in arrears or even suspended. A personal call from the Master, Secretary or one of his close Brothers could clear this up, help the treasury and GET HIM BACK!

Upset: They may be upset about something or someone in the Lodge. Unfortunately this happens more than we may think. Again, personal contact from the Master or a close Brother to hear him out may solve his problem and GET HIM BACK!

Away at Meeting Time: On the road for work, away for the winter or has some other conflict at the regular meeting time. A note or call reminding this Brother of a special meeting or event held at another time may help. At least this contact will let him know he is missed and may GET HIM BACK! At least once.

Ill or Confined: Here is a perfect opportunity to do some truly Masonic work! If your research identifies a Brother in this category, immediately inform your Service Committee and set them at work!

Out of the Habit: This is the case with too many of our Brothers. However, with a bit of effort several of them can be brought back into the fold. Match friends, co-workers, fellow churchmen, neighbors and so forth with this list and have them make personal contact. Invite them to dinner, offer them a ride, maybe it is their Masonic birthday, perhaps a special event is planned, there are many possibilities. Be specific in your request, not general. Frequently all you have to do is ask! Be persistent, don't take "no" for an answer. GET HIM BACK!

Non-member Masons who live in your area are the second group to work on. One group on this list can be identified by procuring the Trowel Magazine mailing list for your zip codes, delete the members of your lodge and nearby lodges, leaving you a list of Massachusetts Masons who live in your area who are not members of your lodge.

To work this list again, assemble a good sized group of Brothers who represent a broad cross-section of the community. First, match up men who know each other. Then match up by job, neighborhood, church, and so forth. Place these men on the lodge mailing list and enclose a special letter of welcome from the Master. Follow this up

by personal contact either by phone or in person. As before, be persistent, be specific, and don't take "no" for an answer! GET HIM IN!

Masons in your community from other jurisdictions take a little more work to find. This is one place where all brethren are needed on the committee, particularly those with a lot of contact with the public. They should be trained to keep a watchful eye and an attentive ear. They will discover Brother Masons at work, in church, in shops, on the street, at meetings, anywhere and everywhere! Be on the lookout for lapel pins, tie clips, bumper stickers, belt buckles, hats and the like and comment on them. At that point, "Our Lodge right here in town meets on <Day, Date and Time>. Can I pick you up and have you meet some of the brethren?", is one possible way to start. Also make note of his name and address and have him put on the mailing list. Follow up this meeting with a call or a note. Keep in touch!

A frequent comment from a prospective visitor is fear of working his way into lodge. Make sure his dues card is current then assure him that your Lodge is encouraging visitors and will do all possible to assist them. Set up a "Rusty Brother Program" to help in this area. There should be no reason to fear an investigation and make this clear in your conversation.

It is not unusual for a Mason moving to a new community because of a job change, retirement, or whatever, to have very few acquaintances in the area. Here is a place where his Masonic affiliation may be of great help. He may not have been active recently in his mother lodge, but perhaps in his new situation an interest will be rekindled. He may not realize this on his own, but with a word from a new friend and Brother, anything can happen. GET HIM IN!

To this point we have discussed the encouragement of current Masons to become more active in lodge. Many people may not think of this as a membership function, but it is most important to take good care of what you already have before you even think of expanding.

IMPACT OF OFFICERS ON ATTENDANCE

Each and every visitor or returning brother at your lodge must be warmly welcomed every time he attends. Shake his hand, introduce yourself, introduce him to other brothers, make sure he has someone to sit with at the meeting and at dinner. If you go out

afterwards, invite him along. Make him feel a part of your great lodge.

All Officers can have a good effect on their fellow members by the contact method of shaking hands, saying hello, asking about the brother and what is he doing. Then, in lodge, during the business meeting, they can report good or sad news that a brother might not express because of his inhibitions.

AN OFFICER'S GREETING EXAMPLE

Greet members in a warm and friendly fashion.

1. Smile.
2. Reach out and shake hands.
3. Say, "Hello Brother, how are you?" or "I'm happy to see you." If you know his name use it! If you do not know his name ask him for his name, give him your name.

IMPACT OF THE MASTER ON ATTENDANCE

Masters of lodges can encourage members to participate in the lodge's business meeting, during dinners or just before closing by asking them pertinent questions, obtaining a response and then giving them positive reassurance by asking the membership to applaud the member who just spoke.

ATTENDANCE - FILLING THE SIDELINES

1. Start a phone program. An organized phone program is very effective because it is direct contact. A personal invitation shows interest and caring. Written communication is also very important. Writing a note shows that you took the time to care.

2. Make the monthly communication interesting. Take time to write it so the membership will take time to read it! Solicit new ideas.

3. Send birthday cards. For some of the brethren, this may be the most important card they receive.

4. Send Masonic recognition cards. Recognize an honor that a Brother recently received.

5. Send get well cards. Most people are not mind readers. Stress the importance of communicating the illness or distress of a brother. The only way to wish a Brother well is if you know. If you know a brother is in distress, your contact is an important part of his recovery. A minute of caring lasts an eternity in the memory of one who knows you care.

6. Arrange special events. Make events exciting and send

notes inviting the brother and his family.

7. Send thank you notes. If you appreciate the efforts of your workers, thank them. They will work again.

8. Assist with arranging car pools. As many lodge members age, their night vision becomes impaired and rather than ask a brother for a ride to the lodge, they just gradually drop by the wayside. The lodge needs to be aware of this and sensitive to other changes we go through as we age. Assisting brethren in this condition can provide a meaningful opportunity for abrother who prefers to remain on the sidelines. He can contribute in a very positive way by bringing these members to lodge or by arranging transportation for them. And what better way to get to Lodge? You can set up van or car pools, or try the 'buddy system'. You might even try a "Big Brother Program", with the little brother helping out by picking up an older member who doesn't wish to drive at night. It could be a program, which someone is just waiting to organize.

9. Feed your members "three" times. The number three alludes to providing your membership good ritual, a good program and good food. You need not provide all three every time you meet, but when you provide any of the three, you must do your utmost to see they are provided with care and consideration. With care, so that those taking part will know you do, and with consideration, for the time and efforts of those who do take part.

10. Provide good ritual.

a. Master and Ritualist: It starts here. A member will not comment that the work of the evening was not good. They just won't come back. To build Masonry within your lodge, it is necessary to work, perfect the skill and present it with precision.

b. Officers: There should be a rehearsal, and each Officer should know his ritual prior to the rehearsal so only floor work and candidates names need be rehearsed.

11. Provide a good program. A good program is very important to the success of a Master's year. The Grand Master's Award is an excellent guideline to use in organizing goals and objectives. We recommend that every lodge work to attain its plan. Aim high. A specific duty of the Masonic Awareness Chairman is to assist the Master by suggesting programs in the pre-planning of the Masonic year. Finally, the wardens can suggest ideas, and under the direction of the Master, coordinate at least one program during the year in preparation for their years as Master.

a. Ladies Night: Family involvement is very important and the

inclusion of our ladies is important to the growth and understanding of our Fraternity. Many of these Ladies Nights have been successful. e.g. dinner, "Mothers Degree" (DeMolay), guest speaker, dance, special event, etc.

b. Lodge of Table Instruction: If properly planned, this event can be the highlight of a year. In an active lodge, there is an abundance of workers. This is the perfect opportunity to honor your workers and enjoy a good meal as well.

c. Blood Donor Night -Honor your blood donors during the business meeting, and invite them as guests of the Lodge for dinner. Your donors give the "Gift of Life," why not give a dinner?

d. Visitation to Charlton Masonic Home: Make a morning or afternoon trip to visit the Masonic Home. Bring the family, have a picnic, join in with residents in a game of Bingo or another of the events planned at the Home. You'll feel great and bring many smiles to the faces of those you visit.

e. Instructive Courses: CPR Course, a lifesaver! It can be as basic as cooking, or as important as taxes, there are many varied topics, which are of interest to the membership. Be creative.

f. Sponsor Night: Honor those members who have sponsored a new brother in the previous year. What better way to thank a brother for spreading the Masonic ideals? Don't take your sponsors for granted.

g. Speaker Events: Use your resources. Have a member speak on his specialty, or get an outside speaker who would interest the membership.

h. Historical Sketch Night.

i. Hayride.

j. Dance Party: square dancing, 50's and 60's music, ballroom dancing, etc.

k. Halloween Party.

l. St. Patrick's Day Party.

m. Oktoberfest/German Night.

n. Christmas Party: Invite the family, invite Santa, present little gifts to the children.

o. New Years Party: Usher in the New Year with your brethren. This is a safe and fun evening.

p. DeMolay Activities: Mother's Degree, Father-Son Dinner, a joint sponsored fundraiser

q. Rainbow Activities: Parent's Degree, fundraiser.

r. Camping Weekend.

s. Sporting Event: A softball game versus DeMolay, games day with a cookout, games night at lodge, etc.

t. Old Timers Night: Thirty year members or over 65 can be the guests of the lodge for dinner.

u. Past Masters' Night: The ritual work of the evening is performed by the past masters.

v. Sideline Members Night: The members on the sideline perform the work of the evening.

w. Mystery Ride: Plan an event, but tell no one where you are going or what you are doing. Many lodges have done this very successfully. Borrow or rent a bus, caravan or use cars. Do something interesting and mysterious.

x. A Night In Boston: There are many “happenings” in Boston. Plan a group activity to travel to a play, sports event, comedy show or dinner. Needless to say, this could be a “Night in New York”. The important thing is to enjoy the company of your Brethren and friends.

y. Valentine's Day Party.

z. Birthday Party.

aa. Masonic Birthday Party.

ab. Awards Ceremony.

ac. Class Reunion: Ask those members raised 5, 10, 15, etc years ago to be guests of the Lodge for dinner. Complete the evening with photographs.

..The list does not end here. See Chapter 2, “*100 Ways To Serve Your Community*” or come up with your own programs. Creative ideas never end. The key to any successful program is in the planning and organization. It should be well coordinated so those attending will enjoy themselves, and look forward to the next program. It is better to have good ritual and no program, than to do a mediocre job with both.

ACHIEVING FELLOWSHIP

Here are a few suggestions you might use to promote and enhance fellowship.

The committee should discover as much as it can about a new member during the home visit and make this information available to the other members. If the brethren know what a new member does, his interests and hobbies and his reason for joining, they will have something to discuss with him.

A member of your lodge must feel important and that he is a

vital part of your Lodge. This should begin when he is a candidate and never end. While he's learning his ritual, assign him a mentor who will take over where the Senior Deacon leaves off. His mentor should act as his guide and resource as he discovers the treasures and beauty of Masonry.

Not every man will become an officer. Those who do should be guided and not pushed into the lodge's officer line. You should set up a support network to assist them. Changing times have put more demands on all of us. In many homes both spouses have to work and share household responsibilities. The time that a man, in the past, could once dedicate to his lodge has been reduced because of today's demands. Reducing an officer's time from his family, because officers have to do everything, will only build resentment on his and his spouse's part. And if an officer's wife or significant other doesn't support him, you are in trouble.

Those who choose to sit on the sidelines should be encouraged to help the lodge out in their own way. Opportunities need to be provided for the sideline Mason to find an area of involvement that fits his time and interest. He can help out as a greeter, retention with membership, in the kitchen service, arrange a visit to brethren or their spouses or widows who reside in the Masonic Home, or create his own committee.

Encourage those who attend regularly to share their ideas about fellowship. Stress the importance of good fellowship and get their suggestions on how to make improvements.

Give someone or several brethren the job of greeting all members as they enter the lodge. Make sure they know it is their job to make the Brethren feel welcome when they enter and to steer any new member or guest to another member so that he is not left alone. New members and visitors should be given name badges. It is also a good idea for each member to have a name badge. One very successful method of getting your new members known rapidly is to have an officer, the Junior Warden for example, and the newest Master Mason(s) as the greeters.

The Worshipful Master and his officers should circulate among the members before Lodge is opened. This is not the time for officers to meet and finalize the plans for the evening. This should be done before arriving for the meeting. The Worshipful Master should never allow a new Mason to sit alone in the Lodge room or to fend for himself.

Make all introductions during lodge warm and personal. All

the brethren in lodge should be reminded to welcome warmly new members and guests. Everyone feels good when he is greeted with gracious sincerity.

Lodge officers, both elected and appointed, should use the time after closing lodge to reinforce the fellowship that was present before opening Lodge. Thank the members for attending.

Ask for feedback. See how satisfied the members and guests were with the quality of fellowship they received. Should any adjustments be made? What could be done to make it lasting? The Worshipful Master might consider appointing a fellowship committee to help the lodge officers.

Follow up with a personal note to the new member or guest, thanking him for being with you in lodge. Your fellowship committee could handle this important task.

Consider including the names of new members in lodge communications with a brief summary of their interests and the names of their wives and children.

Let the members know you are working to improve fellowship and why. Inform members of the important role they can play.

Keep member satisfaction as the number one priority. Remember fellowship is an important reason why a man becomes a Mason. It's something we can all provide free of charge.

R. W. Richard E. Johnson, P.D.G.M., gives an excellent perspective in *Masonic Awareness: A Personal Perspective* of an active Lodge with innovative programming that involves Brethren and their families as well as the community-at-large.

AWARENESS: A PERSONAL PERSPECTIVE

To make Masonic Awareness work, you must possess two things, a commitment and a type “A” personality.

Many years ago, I developed the commitment, not knowing what a type “A” personality was. I recognized the need for Masonic Awareness as a new Master Mason. My lodge, United Brethren Lodge of Marlboro, had fallen on hard times after a devastating fire. All the newspaper articles and radio and TV coverage talked about the loss of businesses on the block and how many hundreds of thousands of gallons of water were poured on the ruins. Not one mention was made of the antiquities, artifacts, traditions or memories of the Masonic Lodge that went up in heat, fire and smoke.

My inner self was desperately screaming to accomplish this mission. I volunteered to serve on the building committee and was promptly rejected. Just who did I think I was, being a Mason for only 9 months? They really didn’t know me. It only fueled my determination. I asked to become a line officer only to be refused again. Another year went by and finally, an opportunity to become Inside Sentinel came to fruition. One would think I had been offered the presidency.

The formative years of being an appointed line officer were great. Three years had passed since the last children’s Christmas party. One thing about being a line officer, you can always be the first to volunteer. Notices were sent, entertainment arranged, and volunteers were gathered to make refreshments. Line Officers’ wives were recruited to do the shopping and a wrapping party was held. Everything was so successful, I realized solidarity in the line was a complete requirement before Masonic Awareness could become a reality.

The next item was to have the Line officers’ wives go out for dinner together on 3rd degree nights. Again - success. The line officers rallied and we started to sponsor and promote dances with live bands in our newly dedicated banquet hall. We encouraged all Masons to bring non-Masons and their wives. Resounding successes were evident by the number of candidates, -averaging 12-14 per year. The next major accomplishment became an annual tradition. Every line officer and spouse or lady friend went out to dinner as a group. This evolved to the point that it became the responsibility of the Senior Warden to organize the event. This gave him the opportunity to introduce his appointment to the slate of officers for

the next year, also more importantly, the new officer's wife or lady-friend could get to know the other wives. Now, the wives were talking, "Wouldn't it be great fun to get together and put on dinners for our 3rd degrees?" Yes! It was a smashing success and has continued for many years.

Installation of Officers evolved to a social event and quickly became a dinner-dance after the ceremony and non-Masons were requesting to attend. Rummage sales were held; auctions conducted; a fishing show and exhibit were put together. People were talking and saying -"those Masons are really busy guys." Each time a member dies, or a local official or police officer or fire fighter passes on, our facility is offered to the family so they may have the gathering there rather than at home. Now, we are an integral part of the community. One of the local churches lost their facility. For a janitorial fee, the lodge room became a chapel on Sundays.

The local Lions Club approaches us and wants to hold their meetings at our banquet facilities. Can we accommodate them? Sure, we just get volunteers to cook, serve, clean and oversee each meeting. Things go so well, the Lions request to hold their ham & bean dinner for the elderly in our facility. A light clicks on, why don't we rent our hall for wedding receptions? It quickly spreads to testimonials, bar mitzvahs, socials, reunions, jack 'n jills, dog shows, dances and fashion shows.

All the while, Masonry goes on. My term begins as Senior Warden. My predecessor approaches me after two months and informs me he has a job offer in California. Am I ready to assume the balance of his term before starting my own? You bet! How many other Masters have the opportunity to serve 2 glorious, wonderful terms in a vibrant, active lodge? Not many. Attendance at this time is running about 40-50 per meeting. Plans are laid. I coerce a brother to become public relations director for the lodge. Degree notices are put in the Community Activities section of the local paper. Special events are conducted. Pictures of the candidates and personnel conferring the degree are also put in the paper. Attendance is hovering around the 80-85% mark. A new Communication is designed and printed. The print is now larger, and in contrasting color so our older members can read them clearly. Times are good. Momentum must be capitalized on.

I discover that if you want a committee to function, find a chairman and have him select his workers. Works very well. A telephone calling chain is devised to inform brethren of important

events, blood drives gather extra pints. Attendance at Masonic funerals quadruple. Investigation committees are hand picked and asked if they would mind doing the work. They seem to appreciate being asked by the Master. Conflicting schedules are eliminated and the work flows smoothly.

I look around and see the fruits of our labors. Am I satisfied? No, I have garnered so much good will and good feeling, I feel I must share the euphoria. I want to do something of a charitable nature on behalf of my lodge. Almost every day, I drive by a facility for homeless men run by a retired RN and aided by a Catholic Priest. They have nothing but a place to live and await the “scythe of time”. Their stories are varied. Most with no families or familial ties; reformed alcoholics, refugees from skid row, broken burned out shells of men. No place to go, nothing to do. All their clothes are hand-me-downs. Not even fit to be wards of the state social services. I stop and introduce myself. I am greeted warmly by “Alice” and “Father Joe.” I attempt to create small talk with the men. I received vacant, cold stares and no acknowledgment. They walk by with their heads and eyes down. They just don’t see me. I am hurt. I really felt they would be all smiles and welcome me. An idea comes, could we have the entire compliment of residents for Thanksgiving Dinner? Sure! The turkeys are bought. Wild rice stuffing, real mashed potatoes, yams, black olives, cranberry sauce, green peas and Spanish olives, giblet gravy, dinner rolls, real butter, pumpkin pie & whipped cream, cranberry juice, fruit cup, stuffed celery, milk and coffee are purchased in quantities sufficient to sustain “Hannibal’s Army”. We arrange for a bus and transport 25 of the residents to the lodge banquet hall. Several have brought “doggy bags” in case of leftovers. Some of them are picking up pats of butter and eating them. I am devastated by the reality of it all. The men are uneasy because they feel they are on display. We try to impart the familial atmosphere. One Brother runs home and comes back with a flute and a concertina and begins to play Irish folk songs and selections from the 30s and 40s. I see smiles and watch toes start to tap. I realize now, the youngest one is probably 65 or 70. One frail, smiling old man shuffles over to me and says, “Thank you Noble.” Not being a Shriner, I am embarrassed. The embarrassment quickly fades and I am elated. We have succeeded. All the leftovers go back to the home. Whereas in the beginning, they rode in silence, now they are chattering like school children. This has now become an annual event and the volunteers outnumber the recipients.

Sadly, my term ends. We were on a roll and the merry-go-round must continue. I watched with sheer delight as the programs continued and some even gained momentum. One enterprising Master convinced the local community playhouse company to perform an extra night and we bought the house. We sold tickets as a fundraiser and sent money to the Burns Institute. He also organized and hosted a Barbershop Chorus competition and we sold ads and tickets. Enthusiasm abounds and we are a success. We look around and other Lodges are faltering. What can we do?

God has smiled upon me and I am appointed District Deputy Grand Master for the Marlboro 24th Masonic District. I reflect on the occasion. Was I rewarded for my past accomplishments? Did I earn the position? What does this recognition mean? It's quite elementary. I was selected so I could do more work!

Quarterly meetings are held with the presiding Masters along with the Senior and Junior Wardens. Each Master is tasked with conducting a civic event or activity during his term at least once. Wardens are primed for their turn. One lodge runs an ad book & proceeds are spent for charity. They conduct a "Man of the Year" banquet with the proceeds going to his favorite charity. Another lodge participates in a downtown revitalization project in their community, a Mason-Elks dinner-dance is held, another lodge participates in a heritage days festival and erects a Masonic information booth along with pictures of past masters and members from years gone by. Still another participates in a Labor Day Festival by selling clam chowder. With proceeds, they buy fire alarm and smoke detectors for the city hall offices. Community blood drives are conducted. Masonic Sunday is now a District-wide event and all widows are invited to attend breakfast and church services. The ladies are presented Widow's Pins obtained from Grand Lodge. Table Lodges are conducted. Each lodge participates in Grand Master's Country Fair Day. Lodges are sharing work. My predecessor, as District Deputy, implemented a Traveling Gavel within the district. Lodges have been active in retrieving it on a regular basis.

Masonic Awareness has been evident for sometime now. We as Masons must come out of the closet. When someone asks, "What do the Masons do?" How many times have you heard someone say, "I can't tell you, it's a secret!" Put the decals on your car, wear a ring or tie tack proudly. Stand up and be counted! You are affirming your acceptance of the tenets of Masonry: Brotherly Love, Relief and

Truth.

Will all the ideas and suggestions heretofore listed work for your lodge and your district? It's all up to you.

General Robert D. Russ provides an excellent discussion about four of the qualities a successful leader should have in Tenets of Leadership. While originally aimed at the United States Air Force, the message equally applies to the Craft.

TENETS OF LEADERSHIP

We spend a lot of time and effort in the Air Force to ensure we pick the right people for leadership positions. We treat them special-and we should-and we try to give them the tools to do a good job. But inherent in any successful leader are the “must haves” of INTEGRITY, DISCIPLINE, DEDICATION, and SENSITIVITY.

Integrity is a must! It's the most important quality a leader can have. Simply stated, integrity is being honest-honest with your people, your superiors, and yourself. There is a very predictable phenomenon that occurs without honesty-that is, dishonesty breeds dishonesty. Good leaders nurture the climate that fosters integrity at all levels. They don't “shoot the messenger” when presented with bad news. They accept bad news gracefully.

No one likes bad news, but those in charge cannot expect their people to bring the kinds of news needed to solve problems if they don't control their emotions and provide the proper environment to rationally resolve the crisis.

Likewise, good leaders do not cover up the small things to their boss. If they do, their people will see it and accept it as the way of doing business. Remember, the boss needs a great deal of information, so give it to him-honestly.

It's equally important to be honest with yourself and do what you think is right. No one is expected to be perfect, but good leaders recognize their mistakes and earnestly try to correct them. If they don't, they are sending the wrong signal.

The second tenet is discipline-personal and unit discipline. People look to their leaders to set high standards in public and private. Moderation and self-control are keys to personal discipline-strive for a proper balance.

Units must have high standards as well, but they have to be realistic, attainable, and sustainable. When the standards have been defined, they must be met by everyone, including the leader. Any individual who chooses to test the system by pressing the limits

must be corrected. Believe it or not, they expect it-and so do their contemporaries, who are assessing the leader's every reaction.

The third tenet is dedication. Being a leader at any level is a great responsibility and a calling. It's useful to remember worthwhile things come from hard work and careful planning. The great leaders always work toward the organization's shared goals rather than simply for promotion or self-glory.

An important part of dedication is loyalty. A successful system runs on loyalty, both up and down the organization. Being loyal to the boss doesn't mean blindly accepting everything he or she says-good leaders expect you to question ideas you don't agree with. They also expect you to support decisions after all the inputs have been weighed.

Being loyal down the organization doesn't mean blind loyalty to people who will be, or are, detrimental to the organization. If 95% of the people do the right thing and 5% don't, you don't have to be loyal to those 5%. They're not the ones who deserve your loyalty. The 95% deserve your loyalty.

Be aware of overprotecting people-when they're right, support them all the way. But when they're clearly wrong, it serves no purpose to "fall on your sword." under the pretext of loyalty.

Finally, good leaders are sensitive and sincerely care about their people. It has been said that "no man stands so straight as when he stoops to help someone." Leaders are in a position to impact the lives of every man and woman under their command and, therefore, must recognize what motivates their people. Quality treatment begets quality performance.

Being sensitive also means being approachable by providing a clear channel to get the straight word. Whether it's a recognized and used "open door" policy or trusted individuals who act as spokespersons, people must have an avenue to provide the information a leader needs to make the organization a success. Once a successful channel has been opened, a good leader LISTENS!

The four tenets-integrity, discipline, dedication, and sensitivity form the foundation for a good leader. From these the leader instills pride in the organization, and with them the system will perpetuate itself with a genuine eagerness to work for the benefit of all.

BEYOND BLUE LODGE - MLI

Do you have an active member interested in other leadership opportunities within the fraternity? Refer them to the Masonic Leadership Institute. Contact the Dean through the Grand Secretary's office, the editor of this publication or any member of the Masonic Awareness Committee.

The Masonic Leadership Institute is sponsored by the Grand Lodge of Massachusetts and its appendant bodies to strengthen leadership within our fraternity and to contribute to the personal growth of Massachusetts Masons.

The Masonic Leadership Institute employs Masonic Leadership Institute graduates and leadership development professionals to provide an interactive program designed to strengthen leadership and interpersonal skills important at lodge, work and home.

The program is open to all men belonging to a Massachusetts Masonic body and is limited to sixty participants. Masonic bodies are encouraged to sponsor Masonic Leadership Institute attendance by promising officers.

OBTAINING NEW MEMBERS

Ready to do something about Masonic Awareness? Ready to help prospective members find a path to Masonry? The following will provide the guidelines for planning a successful Masonic Awareness event from a synopsis of each step to program talks.

PLAN THE EVENT

1. Form a committee. Contact members by writing or calling and ask for their participation in promoting Masonic Awareness. Request that they attend a special planning meeting. Form a New Member Committee from those in attendance. Obtain from each member who attends the planning meeting five names including addresses and telephone numbers of non-Masons.

2. Establish a budget.

3. Determine the type of program (e.g. dinner, open house).

4. Invite each guest in person or by phone.

5. Organize the event. Plan the program and sequence. Line up key speakers. Prepare materials (include name tags for guests and members and handouts e.g. SHOULD I ASK?, Trowel Magazine, etc. for guests).

6. Send written invitations to each personally invited guest as

a reminder. If you have an invitation with you at the time of a personal invite, you can hand it to them. Ask if a ride is needed to the event.

7. The day of the event, arrive early. Make sure all guests are taken care of properly. Brethren should greet guests and see to their needs: seating, conversation, etc. It is important that each guest be in the company of a lodge member at all times. Keep the program moving, light and concise!

8. Thank you notes should be sent to all who attended the event. Give a call within a week for feedback.

THE PROPER INVITATION

The Masonic Awareness Committee would like to stress the importance of a personal invitation to the program. Any of us who have ever received a form letter or invite without explanation should understand how impersonal it feels. The committee has made a sincere effort to establish the guest list. The invited guest will appreciate a sincere invitation. Remember, not all invitations will be answered with a yes, but you will be remembered for your invitation and ... that you are a Mason.

SUGGESTIONS FOR PROGRAM PLANNING

Present subject matter that will provide a greater understanding of the tenets of our Masonic Fraternity. Familiarize yourself with Masonic Awareness talks available through the Masonic Awareness Committee. Refer to actual programs that have been presented by a variety of lodges throughout the jurisdiction of our Grand Lodge. Utilize material contained in the Masonic Awareness Committee's "*Blue Pages*".

Arrange to visit Masonic Forums and lodges where Masonic Awareness programs are taking place. When selecting a speaker for your Masonic Awareness program, be sure that he has an adequate understanding of the tenets of our profession as Masons.

For his own preparation, the speaker should know and understand the approximate number of those who may attend the event as well as the average age of members. He should have proven fraternal or public speaking experience with the ability to encourage the audience to participate in a give and take dialogue. The speaker should utilize the technique of positive reinforcement, which is to ask the audience to applaud each participant no matter how big or small their contribution.

Finally, you should be aware of the kind of presentation your speaker will give before you engage him for your program.

RECOMMENDED PROGRAM FORMAT

Timing of any event is critical. The recommended program includes a 2-minute introduction, 15-minute videotape presentation, 8-minute general Masonry talk (Contact Grand Lodge for speaker's list) and 5 minute wind up. This total program is 30 minutes. It should be no longer!

It is suggested that the Masonic Awareness Chairman, Event Chairman, or Worshipful Master give the brief (2-minute) welcome, and then introduce WHAT IT MEANS TO BE A MASON.

The videotape or speaker presentation is 15 minutes in length.

A selected speaker should then give a brief (8 minute) talk on Masonry. There may be instances where you desire an outside speaker to assist in presenting the program. On request, the Masonic Awareness Committee will provide a speaker for the event. Don't hesitate to request a Masonic Awareness Committee speaker.

Following this talk, the Event Chairman should then conclude the program with the brief (5 minute) wind up talk discussing the individual lodge and in particular: meeting nights, total time requirements for degrees, lodge of Instruction requirements, suggested dress, fees for the degrees, and annual lodge dues.

Questions and answers may follow.

Your audience is there because they want to know WHAT IT MEANS TO BE A MASON. But please remember time is of value. Let the people know you value their time by keeping all parts of your program concise and to the point. Your audience will appreciate it.

INTRODUCTORY TALK (2 MINUTES)

1. Welcome all who are present. e.g. ladies and gentlemen, friends and family. Do not use Masonic titles for they will confuse the public.

2. If you have a meal preceding the talk, be sure to thank the staff.

3. Most importantly, tell the audience what you are doing, what they will spend the next 30 minutes hearing, and let them know you are excited they are there.

(SMILE)

Ladies and gentlemen, on behalf of <Name of Lodge> Lodge, I would like to welcome you here. I would like to thank those people

who worked so hard to prepare this program and dinner. (PAUSE) Many people do not know what it means to be a Mason. It is our hope to answer that question for you. We begin with a videotape presentation that provides a good deal of information. This video precedes a brief talk on Masonry, after which we will be happy to answer any questions. Again, thank you very much for coming. I hope you will enjoy the program.

VIDEOTAPE PRESENTATION (15 MINUTES)

NOTE: The Masonic Awareness Committee of the Grand Lodge of Masons in Massachusetts is pleased to present WHAT IT MEANS TO BE A MASON for your use.

This informative videotape on Masonry in Massachusetts was produced to be viewed by the public. You are encouraged to make use of it. Among suggested viewing possibilities are: Masonic Awareness events, lodge meetings, lodge of Instruction meetings, lodge installations, open houses, fair booths, membership events, blood drives, ladies' nights, and local access cable television. The videotape would also be appropriate for viewing at a pre-application interview. You may wish to bring this along on an investigation visit and show it to an applicant and his family in their home. It is for all to see. Much effort has gone into this videotape production. The more people who view it, the more people who will know WHAT IT MEANS TO BE A MASON.

GENERAL MASONRY TALK (5 MINUTES)

1. Be excited and interested in your topic.
2. Stick to the talk. Try not to wander. It is important to keep the audience's attention by being concise and interesting.
3. At the conclusion of the talk, introduce the closing speaker.
(SMILE)

GENERAL MASONRY TALK (EXAMPLE 1)

Probably all of us at one time or another have seen men wearing aprons or Shrine clowns at a parade, a group working to clean up a park or even a pack of runners crossing the state ... you may have wondered at that time ... who are these guys?

You see, Masons come from every walk of life, in every shape and size. It is a Brotherhood of millions of men worldwide. When we welcome a man of good character, we do so with the hope that in our ceremonies and teachings, we can make him better - a better family man, a better churchman, a better citizen. He must have a belief in a

Supreme Being. Masons worship in churches and temples to show their belief in God and meet in lodges to celebrate the Brotherhood of Man.

A man must want to join us in our charitable, educational, and spiritual endeavors. Our number includes men of every faith, the Moslem, the Jew, the Buddhist, and the Christian. We are men of every color and every creed. It's a true brotherhood, where one-time strangers become lifetime friends. The three degrees teach a system of morality through allegory and symbolism, which has been passed down for hundreds of years.

Freemasonry's formal organization commenced in England in 1717 with the formation of the United Grand Lodge of England. The Grand Lodge of Massachusetts was formed in 1733. Since that time, the principles of Masonry - Brotherly Love, Relief, Truth, Charity, Integrity, Justice, and Unity - have been handed down from Mason to Mason. There are over 300 Lodges that meet in Massachusetts. As a Mason, when you visit a lodge, be it in the next community or halfway around the world, you join with men who share the same ideals. A Mason may enter a Lodge room full of unfamiliar faces, yet he knows he's among friends.

There are lodges in every free country in the world. There are 51 Grand Lodges or jurisdictions here in the United States, namely the fifty states and Washington, D.C. Of these, Massachusetts is the oldest. It is the third oldest Grand Lodge in the world, preceded only by England and Ireland. There is a lodge in Edinburgh, Scotland - Canongate Kilwinning No. 2 which has been meeting in the same building continuously for over 500 years . . . you may have heard of Bobby Burns and Rudyard Kipling . . . they served as Poets Laureate for that lodge.

(PAUSE)

As individuals, Masons have religious and political differences, but these differences are transcended by like thinking and a shared philosophy. That philosophy is that men of totally different backgrounds, education, and interests should meet on common ground. George Washington was an active Mason. He served as Worshipful Master, or head of his lodge, while in office as President of the United States. One of the great treasures of the Grand Lodge of Massachusetts is a lock of George Washington's hair given by his widow, Martha. For safe keeping, it is encased in a golden urn that was crafted by Paul Revere.

(PAUSE)

One of our greatest strengths is the men who preceded us ... Gen. Joseph Warren, who fought and was slain at Breeds Hill, and Paul Revere both served as Grand Master of Masons in Massachusetts. You may recognize a few names of Masons in the public eye ... There have been thirteen presidents ... (at this point, you may want to name a few Masons)

George Washington
Franklin D. Roosevelt
Theodore Roosevelt
Harry Truman (*served as Grand Master of Missouri*)
Andrew Jackson (*served as Grand Master of Tennessee*)
Gerald Ford... to name a few.

Massachusetts Masons such as...

Milt Schmidt	Red Auerbach
Curt Gowdy	Elliot Richardson
Norm Crosby	Leverett Saltonstall
Russ Francis	Roscoe Pound
Ron Burton	Lowell Thomas
Former Chief Justice Robert Steadman	
Gregory Adamian, president of Bentley College	

Nationally, men such as...

Scottie Pippin	John Wayne
Arnold Palmer	Ernest Borgnine
Will Rogers	Danny Thomas
Mark Twain	Roy Rogers
Red Skelton	Henry Ford
Mel Blanc	Walter Chrysler
Astronauts John Glenn, Alan Shepard, Gordon Cooper, and Gus Grissom	

Doctors such as Fleming, Jenner, Mayo, and Menninger
Supreme Court Justice Potter Stewart
Jack Kemp (*former Cabinet Secretary*)
Robert Dole (*former Senate Majority Leader*)
Winston Churchill

Musicians such as Mozart, Sibelius, Liszt, and Haydn

These are but a few of the names familiar to all.

Speaking of familiar names . . . how many people here have heard of the Shriners? Well, something you may not know is that all Shriners are Masons. As members of a Blue Lodge or local Lodge,

you may channel your interest to different areas. This can be done through the activities and efforts put forth by Shrine Masons, Scottish Rite, and York Rite Masons. Why is this important? Well, Masons are men from all walks of life. One of our basic teachings is ... charity to all mankind. We practice this daily and accomplish our goals in many different ways. Masonry is a 5-year-old child with extensive burns being flown to the Shriners Burns Institute in Boston, from Calcutta, India and through the assistance of Shrine Masons, being treated -at no charge. Masonry is a 3-year-old child from Maine, born with deformed feet, having them corrected at the Shrine Children's Orthopedic Hospital in Springfield. Masonry is the 13-year-old girl who can now see clearly for the first time because of the work of the Knights Templar Eye Foundation. Masonry is the nursing student whose expenses are being paid through a special scholarship fund.

Masonry supports . . . (at this point, name a few of the listed programs)

- * 19 orthopedic hospitals and 3 burns institutes, including an orthopedic hospital in Springfield and a burn center in Boston, giving free care to children from all over the world.

- * Schizophrenia and Alzheimer's research.

- * Cerebral Palsy clinics.

- * Dentistry for the handicapped.

- * Juvenile substance abuse programs.

- * The eye foundation.

- * Scottish Rite hospitals.

- * The Veterans' Hospital visitation program.

- * The Illinois Masonic Medical Center, one of the largest medical centers in the world. It serves as a treatment center and is a key in research of aphasia. It has developed a premier program for dyslexia that is used by many states.

- * Over 21,000 blood donations annually.

- * Child Identification Programs offering parents free videotaping and fingerprinting of their children.

- * Scottish Rite Learning Centers to assist dyslexic and other learning disabled children to achieve their full potential.

- * Over \$200,000 in scholarships to children in Massachusetts.

These are just a few ways Masonry touches the lives of so many people. In all, nearly 2 million dollars a day is donated for the benefit of mankind.

How do you become a Mason? The video mentioned that to

become a Mason, you must ask. One of our strengths, I feel, is that we do not solicit membership. This remains a long held tradition. We do certainly suggest your consideration.

Thank you for your interest. I would now like to introduce <Name of Closing Speaker> to complete the program.

GENERAL MASONRY TALK (EXAMPLE 2)

Speaking on behalf of our Fraternity I welcome you to this all-Masonic evening. I congratulate those men who prepared and worked to bring this program together. My role is to tie the loose ends, explain some of the facts regarding our Fraternity and to make sure that if you have a question, it is answered. Masons teach in their philosophy that we should practice Brotherly Love toward all mankind, provide Relief to those in need and to be good and True in all our actions. We understand that everyone is different and knowledge of those differences could enrich our lives. We strongly believe that each of us should be contributing towards common understanding and knowledge so that all people can benefit. We feel that the family is the primary area of importance. We believe that each of us should try our very best to improve ourselves in every way. If you were to ask any Mason what he gets out of our Fraternity, I think he would say wonderful relationships with other members. All of us have developed strong friendships with our fellow members and their families. Some of the things you should know about our great Fraternity are:

- * We voluntarily donate over 21,000 pints of blood each year to the Red Cross.

- * We support 22 hospitals throughout the United States which provide medical treatment and care to handicapped and burned children at no charge. In Massachusetts there is a burn center in Boston and an orthopedic hospital in Springfield.

- * We support Schizophrenic and Alzheimer's research programs.

- * We support Cerebral Palsy clinics and dentistry for the handicapped.

- * We support programs fighting juvenile substance abuse.

- * We support a national eye bank program.

- * We provide thousands of dollars in scholarships to deserving young people in Massachusetts preparing for college.

- * We participate in providing uniformed units to march in community parades.

* We provide a comprehensive Child Identification Program offering parents free videotaping and fingerprinting of their children.

* We as individuals support community projects. In this room tonight are men who are active citizens, fathers, sons, husbands, and grandfathers.

For each of you who wish to join our Fraternity you need to know:

You must ask a Mason to sponsor you.

We are a non-sectarian group. All religions are represented among our membership. Once you ask to join, your sponsor arranges for you to meet with a pre-application committee who ask you questions and answer any questions you may have. Then you are checked out. You are presented to the Lodge for their approval. Then you are presented to the Lodge to take three degrees. Finally you become a Mason eligible to visit Lodges every where. Once you become a Mason you will be invited to join all of the collateral bodies of our Fraternity, The Scottish and York Rites and the Shriners.

When you become a Mason all doors are opened. You and your family will be invited to participate in the public events of our Fraternity. If you desire you will be able to become active as an officer or as a practicing Mason, which is a member who works on various committees or Lodge projects. When you choose to join, when you ask to be sponsored, you will join the ranks of great men. Your heroes, men we all admire and respect. From the early days of our country men like Benjamin Franklin, George Washington, Lafayette, Joseph Warren, Paul Revere to men of our years Harry Truman, Douglas MacArthur, Red Auerbach, Scottie Pippin, Bob Dole, Gerry Ford, Arnold Palmer. Yes, you will find your hero even if he was John Wayne.

Friendships, pals, strong relationships, good works, wonderful satisfying activities.

Personally I was a young, shy, bashful man who learned how to stand up and talk. I learned to give more and do more. I became a better husband, father, citizen and friend. I found plenty of work, plenty of fun, lots of respect, dignity and satisfaction in giving of myself to help others.

Ladies and gentlemen we hope you have enjoyed your visit to this Masonic building. We hope we have given you a good look at our Fraternity. Thank you for coming. I would love to meet you all again some time soon. God bless you and have a safe journey home.

GENERAL MASONRY TALK (EXAMPLE 3)

On behalf of the Lodge, its officers and members, we would like to welcome you and thank everyone for attending this evening. As we are sure you can imagine, this is an important day for all the officers and members of this Lodge. It is also a unique event in Massachusetts Masonry.

In another way, it is an important day for Freemasonry as an institution. This certainly is unrelated to any individual present today, but is intended more in the sense that we rarely have the opportunity to share our Fraternity with the public at large. We thought it might be appropriate to edify some of what you will see today and to perhaps offer some broad explanations of what this is all about.

Freemasonry is an institution with roots that stretch far back into history. Its modern day origins can be traced back to the Middle Ages and indeed, some say back to Biblical times. During the Middle Ages, Masons were among those very few privileged classes that were permitted to travel from country to country in pursuit of a living wage. Thus the term - Freemason. These were, of course, actual or operative Masons. Their skills were unique and their talents much in demand for the construction of the great cathedrals of Europe. The secrets of this trade were carefully guarded and passed along, verbally and only through a strict program of apprenticeship. The path to becoming a Master Mason was zealously guarded by those whose well being depended upon its carefully preserved exclusivity.

Over time, membership in this exclusive guild was expanded to include intellectuals, academics, and other prestigious members of society who had an interest in joining. The process was especially prevalent during the 17th and 18th centuries. These were obviously non-Masons in the operative sense and so the organizations eventually became to be known as Free and Accepted Masons.

And so, when we invite you to join us at the Lodge, and you see the letters A.F. & A.M. at the end of its name, we are in fact abbreviating Ancient Free and Accepted Masons.

The Fraternity has been quite active over the course of American history. Many of the Founding Fathers were Masons. George Washington, Ben Franklin, Paul Revere, and John Hancock are all examples of early Masons. In fact, Paul Revere was the second Grand Master of the Commonwealth of Massachusetts. You may be certain that much of the history of America and the recent

history of Freemasonry are closely interwoven. This was true in the beginning and has remained true through modern times. Brothers Harry Truman and Gerald Ford bear witness to this fact.

Today's Masonry is completely lacking in the notion of exclusivity. Lodges welcome members of every race and social status without qualification based on religion or political leaning. In fact, religion and politics are explicitly excluded from discussion in Lodge.

The organization of Masonry today may be of interest to you. The fundamental unit of Masonry is called a "Blue Lodge." The Lodge that invited you here today, as well as the Lodge in your hometown, are all Blue Lodges. It is within these Lodges that an initiate enters the Fraternity and becomes a Master Mason. This is a necessary step to his going on to join any of the associated bodies such as the Shrine or the Scottish or York Rites. While these appendent bodies offer additional opportunities for study and service, there is no higher degree or standing than that of Master Mason. The presentation of degrees as well as all the other Masonic ritual is performed with solemnity and dignity, as it has been for many, many years.

Each Lodge has a structure of officers. The head of the Lodge is the Master and is called "Worshipful Master." The word "worshipful" is derived from the old English word "worchyp" which means "worthy of respect." It is the Master's responsibility to govern his Lodge for the period of his election. His authority is subject only to that of the Grand Master and in some cases the vote of the Brethren (Lodge members). His mandate is to govern his Lodge with fairness and Brotherly Love, and always with the best interests of his Lodge as his guide. He is charged with insuring conformity to the ancient ritual and customs of Freemasonry as well as the rules and Constitutions of the Grand Lodge of Masons. A man is elected to be Master of his Lodge by his Brothers after he has served in the offices leading from the entry level office position of Inside Sentinel to the upper levels.

The Master is assisted by the Senior and Junior Wardens. The Junior Warden acts as a kind of "executive officer" for the Master. He works closely with the Master with respect to planning meals, and is exposed for the first time to the actual running of the Lodge from an administrative standpoint. The Senior Warden has a varying degree of responsibility based on those tasks assigned to him by the Master. His primary purpose is to prepare himself as

thoroughly as possible to act as Master in the Master's absence and to ascend to the Master's position in his turn. These three Senior Officers are supported by each of the Junior Officers. Each has a specific set of responsibilities associated with his position and each is charged with preparing himself to assume the next position up the line.

The supreme governing body of Masonry is the Grand Lodge. Each state has its own Grand Lodge that functions autonomously within its boundaries. There is however an informal hierarchy based upon the age of each Grand Lodge. The Grand Lodge of Massachusetts was chartered by the Grand Lodge of England in 1733 with what is now Saint John's Lodge in Boston, and is the third oldest in the world. Each Grand Lodge charters the Lodges within its jurisdiction and ultimately controls all rules and regulations governing these Lodges. The head of the Grand Lodge is called the Grand Master and he is supported by other Officers bearing the title "Grand." For example there is the Senior Grand Warden, and a Grand Secretary, etc. The Grand Master is elected by the Grand Lodge which consists of the Masters and Wardens of the constituent Lodges in the state. He is referred to as "Most Worshipful" Grand Master. Only the Grand Master and Past Grand Masters are referred to in this way. The Grand Master has unique and very broad authority governing the Fraternity during his term, which is for three years. The Grand Master of Massachusetts is the third ranking Mason in the entire world.

Other Grand Lodge Officers are referred to as "Right Worshipful." As an example, there is a body of officers called District Deputy Grand Masters. These are district representatives appointed by the Grand Master to act on the Grand Master's behalf in administering the laws, rules and regulations among the constituent Lodges. Lodges are divided into districts and each district has its own Right Worshipful District Deputy Grand Master. We are very proud of the history of these districts and their reputation for maintaining a very high level of integrity and perfection in the performance of all Masonic ritual used in the Lodge.

The only remaining question is... so what's this all about? Well, lets start by saying that Freemasonry is the world's oldest and largest Fraternity. Its membership is composed of men who have expressed a belief in deity. There is no consideration of religion -- only a belief in a supreme being. The process of becoming a Master

Mason consists of three steps called degrees. The First Degree is called the Entered Apprentice Degree, the Second is the Fellowcraft Degree and the Third is the Master Mason Degree. Each of these Degrees is composed of a Ritual provided by the Lodge to the candidates for the Degrees. The Ritual itself is the “secret” part of Masonry. No one but a Mason may know this ritual. Suffice it to say that it is ancient, based on principles of morality and is very beautiful both in language and content. No one who has had the privilege of becoming a Mason will forget the impressiveness of the Ritual and the ceremonies in achieving this station.

The purpose of the Lodge itself is to ensure the growth in character of its individual members and to support charities within the community. The various Masonic Bodies have particular charities with which they support. You are probably familiar with the Shrine Burns Institute and Shrine Children's Orthopedic Hospitals. These institutions are completely free to those who need them and are 100% supported by Masons. The Scottish Rite is the world's largest contributor to Schizophrenia research. There are eye banks and blood banks that are actively supported by Masons. The Massachusetts Masonic Blood Program is the nation's largest and over 20,000 pints of blood are donated by Massachusetts Masons annually. Masons also support an old age home for our members and their wives in Charlton, MA. Additionally, each Lodge has a responsibility to assist its own members in times of crisis. In Massachusetts, we support the D.A.R.E. Program which is a drug education program designed for elementary school children. These, as well as an integration of scholarship and other programs, comprise the essence of our purpose. We sincerely believe that by participating in these activities and keeping in heart the lessons of our Ritual we can act to improve our communities, and our world.

But there is another thing going on here. We always think of it as the hidden but perhaps the most important benefit of our Masonic labors. Masonry provides a common structure which we share among ourselves. By working on the Ritual, and sharing common goals, we form true and lasting friendships among ourselves. Despite varied backgrounds, occupations and interests, we are presented an opportunity to develop a true and very real Brotherhood. For each of us, today, this lodge room holds some of our dearest and closest friends.

So in conclusion, on behalf of our brothers and friends, we again welcome you to this special presentation and to introduce you to the

Masonic Fraternity. There are over 250 years of traditions and history to be served and supplemented by the Brother who was elected to serve as Worshipful Master of his lodge. His brothers expect nothing but the highest level of dedication and performance from him and all his officers. The careful preservation of our principles, ritual and traditions is our inheritance and at the same time it is the legacy we will leave for the Worshipful Master who will preside in the East 200 years from now. It is our privilege to serve this history, our Brothers and our Fraternity.

We sincerely thank you for the friendship your attendance indicates, and hope you enjoy this evening.

WIND UP TALK (5 MINUTES IN LENGTH)

1. Be concise and to the point.
2. Answer the remaining questions of importance -in other words, what the audience needs to know if they are interested in becoming a Mason.
3. At the conclusion, ask if there are any questions, then thank them for their time and participation.

(SMILE)

Ladies and Gentlemen, I would like to tell you a little bit about <Name of lodge> Lodge. The lodge was founded <Date> and has flourished for over <Number of Years> years. You heard mention made of the charities that Masons support. Locally, we are involved in <Name Programs and Charities>. Our lodge meets on <Day of Month>. This is when we do business and initiate candidates. To become a Mason requires completion of three degrees, as discussed in the videotape. After each Degree, the candidate is invited to attend a Masonic Forum, where he meets other candidates and discusses the Degree he has just completed. This takes place <Day and Time>. The time commitment to become a Master Mason is the three lodge meetings that usually take place over a three-month period. It is requested that the candidates wear jacket and tie for meetings. The fee for initiation is <Amount>, <Amount> payable with the application and <Amount> payable with each degree. The annual dues are <Amount>. Again, thank you all for coming this <Time of Day>. Are there any questions I can answer?