

## **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