

## Chapter II

# Membership and Attendance

Which situation best describes your Lodge?

- A. At each Lodge meeting we have at least 60% of the membership present, with at least 80% of the membership attending at least one Lodge activity per year.
- B. At each Lodge meeting we have 30 to 50% of the members present, with at least 65% of the membership attending at least one Lodge activity per year.
- C. At each Lodge meeting we have 10 to 20% of the members present, with at least 40% of the membership attending at least one Lodge activity per year.

If "C" best describes your Lodge, don't lose heart you are not alone, there are many Lodges throughout the State like yours. The good news is that there are also Masonic Lodges that closer resemble situations "A" & "B".

Which is more important to address, Membership or Attendance? While it is true that without the membership there is little chance for great numbers who attend, it is also true that most Lodge rooms could not easily handle 80% attendance.

The "Membership Development Program" and "Brother Bring A Friend Night" are both excellent programs geared to increase Lodge membership. Both programs can also be adapted to promote public knowledge of Freemasonry. While these programs deal with increasing membership, without recognition of attendance needs and responsibilities, the "M" in Membership may result in the "M" for Missing.

The main reason most members no longer attend Lodge meetings, is that they have gotten out of the habit going to Lodge. Sure there are those who have moved out of the area and those that don't like to go out at night or leave their wife at home and there are those who are physically unable to attend. It is a good idea to do a survey of your Lodge to find out who can't, won't, could or would attend Lodge meetings. Once you learn why absent members are not attending, you will be able to offer programming or special considerations, e.g.: transportation, family oriented events, day or weekend activities etc..

Members who have been away from the Lodge for an extended period of time also face the problem of not knowing any of the officers. When they were active in the Lodge, they truly enjoyed the fellowship of their peers. However, most feel or have found, that they can't regain that same sense of fellowship without having their old friends present as well. It is important to remember these brothers through newsletters, cards, phone calls and personal visits.

Lack of attendance gives new or prospective members a poor impression of the Fraternity. This is why membership and attendance go hand in hand. Constant good programming, personal contact, recognition of personal effort and living by the principles of Freemasonry will help increase both membership and attendance. New members by their enthusiasm and sense of pride, will relate that feeling to others and bring new members into our Great Fraternity.

## **"THE LITTLE LODGE THAT COULD AND DID"**

### **A SUCCESS STORY**

*By R \ W \ Richard Friedman*

On Wednesday, September 28, 1988, the people of Rochester, NY who watched their ABC and CBS affiliates were introduced to Ancient Craft Lodge #943: "The Little Lodge That Could." On that evening, a full summer's worth of Masonic labor came to fruition as the brethren of Ancient Craft dedicated a 9-hole miniature golf course for emotionally disturbed children of the Convalescent Hospital for Children in Rochester, NY. It is estimated that 300 children a year will enjoy this fruit of their labors.

In itself, this story is just one more example of Masonry in action. But what is of even greater interest to all of us is that this lodge was on the verge of disbanding in 1985 due to a lack of membership, funds, purpose and commitment. The story of how that lodge was turned around to accomplish such a feat will hopefully inspire brethren in similar "hopeless" situations to "summon to their aid all of their fortitude".

Shortly after Richard Friedman moved to Rochester in 1985 to become the director of an adolescent day treatment center, he became friends with a man named Art Mason. Upon discovering that Art is not only named "Mason," but is an actual Freemason, Richard became interested in joining the fraternity. After some stalling, Art explained that his lodge was on the verge of disbanding, but that still did not deter Richard from petitioning for membership.

Upon being raised to the sublime degree of Master Mason in June, 1985, Richard soon discovered that if the lodge were to survive, the burden for it would be on the shoulders of his friend Art, the Senior Warden, W.: Robert Lauth and him alone. The other brothers, all older, would back them up, but they were too tired and discouraged to do anything more.

Then it happened! The "Singer Doctrine", promoted by M.:W.: Robert C. Singer, inspired them with its simple message to: Communicate, live Masonry, get out into the community, put Masonry in the path of prospective members, involve the widows and ladies and communicate the "good news" about the Craft.

After consulting the Officers' Training Guide and a book entitled "Key to Freemasonry's Growth" by Allen Roberts, they held a meeting designed to find out the level of commitment among the brethren. Ten brothers attended the meeting on a snowy and frigid evening, ironically held, in the chapel of a funeral home owned by one of the brethren. Although the mood of the group was not exactly electrifying, there was an impassioned plea to give the lodge a chance to live. They planned a course of action centered on two twin pillars: membership and community service. Too often, when asked by prospective candidates: "What does your Lodge do?" they had been loath to describe meetings of ten men who opened, closed and went home.

**"A Lodge which  
once was dying has  
become  
truly vibrant with  
new life."**

Their first program was "Brother Bring a Friend Night," in preparation for which they contacted their long-absent brethren. All of their phone calls succeeded in bringing back only one brother, who had no interest in sitting in the chairs but was a good salesman for Masonry and really loved the craft. This little band of brothers, now 11 strong, began inviting their friends to attend the "Brother Bring a Friend Night" to learn more about Masonry. The result was one petition to join, a cause for great rejoicing in a lodge once scheduled to die!

The Lodge officers next decided to get involved in the Masters and Wardens Association, which they found helpful in providing practical suggestions and support. They attended various courses and visited other Lodges to get new ideas. Soon, they planned a second "Brother Bring a Friend Night," which resulted in two petitions and the return of three inactive brothers. Interesting programs were planned for Lodge meetings, calling committees were instituted, dinners were held. When they held their third "Brother Bring a Friend Night," they brought in five new Brothers. At that point, they turned to the second phase of their plan: Community Service.

While looking for a community project, one of the Brothers ran into the Recreation Director of the Convalescent Hospital for Children. He was looking for something to enrich the lives of the emotionally disturbed children with whom he worked and thought that a miniature golf course would be a great asset for them. The Lodge consulted the "Key to Freemasonry's Growth", which directed them to first take stock of their available resources. They had very limited funds, but several Brothers possessed some useful skills that would make such a project feasible. Excitement about getting involved in something so worthwhile began to build. At their next "Brother Bring a Friend Night," they finally had an answer to that once dreaded question: "What do Masons do?" From their thirty-two guests, eight petitioned for membership. Five of them got involved in building the golf course, which was done on weekends during the summer of 1988. Their most recent "Brother Bring A Friend Night" resulted in ten more petitions.

Ancient Craft Lodge's final goal was geared toward Masonic Education. A Lodge manual was written so officers would know their role and function. Masonic speakers were invited to educate the brethren. Eight Brothers signed up for the Grand Lodge Correspondence Course. Pride in the performance of Lodge rituals was inculcated within the brethren. A Lodge, which once was dying, has become truly vibrant with new life.

# MENTORING PROGRAM

(Formerly the "Shepherding Program")

## I'M THE GUY

"I'm the guy sitting by himself on the side. I asked to join, I paid my dues, and I promised to be faithful and loyal.

I've come to the meetings but hardly anyone pays attention to me. I've tried to be part of the group, but everyone seems to talk to and sit with their own buddies.

I want to get involved, but I'm just not sure how to do it. The same guys always seem to do the work, but they don't seem interested in having anyone new join them.

I missed a few meetings after joining, and no one asked me at the next meeting where I had been. Everyone says, "Hi," but no one really seems interested in me.

I want to get involved, I want to know more, I want to be part of the group, but right now I'm thinking about the game I'm missing on TV."

**If the Brother in "I'm the guy" sounds familiar, we urge you to read this program. Something good can be done.**

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*W\ David Flight received the "Robert R. Livingston Medal" in 1994 for his work on the "Shepherding Program." The program is dedicated to his wife, Cheryl, for her support and understanding of his Masonic pursuits. Very little, other than the*

*name of the program, has changed from his original "Shepherding Program."*

*Brother Flight also wrote the "Mentoring Program," the April 1995, "Short Talk Bulletin."*

## Introduction

*The Mentoring Program consists of assigning a well-informed Brother, to act as a candidate's Masonic mentor, educator, and companion. The assignment should be for at least one year or longer to assure the development of an active, educated, and working brother.*

The Mentoring Program together with the Lodge System of Masonic Education provides the necessary methodology to guarantee that every candidate and/or brother is properly instructed in the fundamentals and workings of the Craft.

This Mentoring Program consists of FOUR PHASES.

- Phase I** is considered the formal training, whereby the Candidate meets with the Mentor and Education Team on four occasions for the purpose of reading and discussing the LSOME booklet.
- Phase II** is a recommended meeting that can be held as part of a Lodge program or as a Mentor and Brother program. It provides material every new Mason ought to know.
- Phase III** provides suggested information for a continuing Masonic Education Program as part of a Lodge Communication.
- Phase IV** is an extra added bonus. It contains suggestions for "The Masonic Minute," a 5 to 10 minute Education segment for every Lodge Communication.

Each brother in each lodge should COMMIT himself wholeheartedly to fulfilling the task of educating his fellow brothers. A Master must emphasize the importance of a training program, not only for his Officers but also for all the brothers. The need for continued education and knowledge of the Craft is essential for developing Future Leaders.

## FOUR KEY QUESTIONS ABOUT MASONIC SURVIVAL

- 1) Are we allowing newly raised brothers to pass through the three degrees uninformed and uninstructed?
- 2) Do we fail to encourage special meetings to continually educate the regular attending brethren and re-educate brethren who have drifted from regular lodge attendance?
- 3) Is my lodge allowing the Line Officers to advance to the East unprepared for the task, thus resulting in SELF-DESTRUCTION?
- 4) Have we failed to recognize that Leadership qualifications are unobtainable if we continue to ignore the vital need to become Masonically Educated?

If you answered YES, to any of these questions, your Lodge needs this Mentoring Program.

## **Mentoring Program and The Lodge System of Masonic Education**

**PURPOSE:** To ensure that every Candidate is properly instructed in the fundamentals of the Craft.

### **MECHANICS:**

**Option A:** Upon receipt of a petition, the Master appoints an investigating committee consisting of one current Officer, one New Brother, one Past Master, and one experienced Brother. Either the Past Master or experienced Brother will continue as the Lodge Mentor. The investigating committee meets with the candidate and his family at the candidate's home. The suggested procedure is to show the first segment of the LSOME videotape and answer any questions they may have regarding Freemasonry. Consider the following in discussions with the candidate:

- \* Does the petitioner believe in God and the immortality of the soul?
- \* Are his moral and mental standards satisfactory?
- \* Would his acceptance create financial or domestic problems?
- \* What is his motive for petitioning?

The Candidate and his family will get their first impression of the Craft from the Investigation Committee.

**Option B:** Upon election of a petitioner for the Degrees of Freemasonry, the Master appoints the Lodge Mentor for a ONE YEAR term to serve as part of a Lodge Masonic Education Team. In the event a Lodge does not have an education team, the Mentor may work alone to enact the program.

### **METHOD:**

The Lodge Mentor will contact the candidate and advise him of the tentative Degree schedule and invite the candidate and his lady to any open lodge function. The Mentor will maintain contact during the candidate's progress through the Degrees and will assist him in preparing for each Degree. The Mentor will ascertain if the candidate has any particular Masonic friends or associates who would like to be invited to attend or assist in the conferral of the Degrees (particularly the Third Degree).

Above all, the Mentor will make the new brother a part of the Masonic Family.

### **The Candidate meets with the Mentor a minimum of FIVE times.**

- 1) Prior to the First Degree. View LSOME videotape (Part One), review LSOME booklet (Part One).
- 2) Following the First Degree and before the Second Degree -- view LSOME videotape (Part Two) -- review LSOME booklet (Part Two).
- 3) Following the Second Degree and before the Third Degree -- view LSOME videotape (Part Three) -- review LSOME booklet (Part Three).
- 4) Following the Third Degree. View LSOME videotape (Part Four), review LSOME booklet (Part Four).
- 5) One Month after the fourth session -- conduct a continuing Education Program as designed by the Lodge. (*May include Grand Lodge Home Reading Course, Leadership Development Course, or Lodge of Instruction*)

A Continuing Program of Support (through Fraternal Lodge Visitations, Mentor Counseling, and Lodge Participation) is encouraged for the New Brothers in their First Year as Master Masons.

## **PRIOR TO THE FIRST MEETING**

- 1) Upon the election of a Candidate for the Degrees of Freemasonry, the Lodge sends the Candidate a congratulatory letter. (*Sample Letter, page 46*) Include a copy of Short Talk Bulletin No. 8-54, "Tell the Applicant," available from the Masonic Service Association.
- 2) Assign a Mentor to the Candidate. Preferably a seasoned member who is knowledgeable about the Craft and who has read the LSOME Booklet. The Mentor will serve as one of four members of the Lodge Masonic Education Team or he may work alone.

## **RATIONALE**

Every candidate is a stranger to Freemasonry and Freemasonry is a stranger to him. It is more than a lodge that he joins. It is a great Fraternity with a history stretching back over many centuries. It is an intricate system of laws; with ideals and obligations; a set of rights, privileges and duties; a set of landmarks to be preserved. It is a fraternity that provides a variety of programs and activities.

It is too much to expect of any man, that without guidance, he shall be able to make himself at home in such a society, or that, unaided, he shall be able to take his own proper place in the lodge's work. He has the right to expect that the lodge will give him much of the information he needs. It is because so many brethren never receive this information, and are permitted to come uninstructed, that they either cease attending Lodge at all, or, for lack of knowledge, blunder and humiliate themselves. This weakens to the Lodge.

For years responsible Craft leaders have realized that the failure to properly prepare a candidate for his new duties and privileges is a failure on the part of the Craft to discharge its just obligations to the candidate. It is a weakness in the fundamental system of Initiation that weakens the whole structure. We cannot build enduring walls with rough ashlar and untempered mortar. It is necessary that each new candidate become imbued with the spirit of Freemasonry. He must believe in, as well as understand, its purposes and ideals. Our Fraternity does not rest on compulsion or military rule.

It is not only the candidate who profits by the "Lodge System of Masonic Education" and "Mentoring Program." The lodge itself is strengthened from having new members who, from the beginning are able to contribute its activities. They are likely to become regular attendants; and will quickly grasp the aim and purpose of the lodges' endeavors. They come already prepared for work! And, as a result, the Master has a larger staff of trained members with whom to work.

**PHASE I**  
**MEETING NUMBER ONE**

*(Either as an Investigation Committee or Education Team)*

**SETTING:**

Preferably in the Candidate's home with the Candidate's family present.

**DRESS:**

Dress appropriately for the setting of the meeting.

**RECOMMENDED TIME LIMIT:**

One Hour, not to exceed 1½ hours including discussion.

**MENTOR AND EDUCATION TEAM:**

Introduce Section One of LSOME Booklet by giving an overview for his or their (if family is included) consideration, appreciation, and discussion. View Part One of the LSOME videotape (if not previously viewed). Engage in open discussion; encourage the Candidate and his family to ask questions.

Indicate to the Candidate that he will be clothed in traditional garments for his initiation -- garments that have been worn by all Masons on the occasion of their Initiation. Prepare him for leaving his valuables in the preparation room. Inform the Candidate of the Initiation date and offer him transportation.

Indicate to the Candidate that you will contact him and inform him where the next meeting will be held following his Initiation Ceremony.

**SUGGESTED HAND-OUT MATERIAL:**

Short Talk Bulletin No. 9-24, "What is Masonry?", and No. 5-83, "Diligent Inquiry," available from the Masonic Service Association.

Give the Candidate a copy of Chapter One of the LSOME booklet.

**KEY POINTS:**

CONGRATULATIONS -- ENTHUSIASM -- CONCERN. This first impression is a lasting one. IGNITE MASONIC PRIDE.

## MEETING NUMBER TWO

Prior to Meeting Number Two the lodge sends a copy of "To The New Mason's Lady" (page 48) to the lady of their new brother. The Lodge also informs the new brother of the time and place of Meeting Number Two. (*Sample Letter, page 46*)

### SETTING:

The Lodge Room or the home of the Mentor. You may wish to use the lodge room if there is a large number of new brothers.

### DRESS:

Dress appropriately.

### RECOMMENDED TIME LIMIT:

One Hour -- not to exceed 1½ hours including discussion.

### MENTOR AND EDUCATION TEAM:

Welcome the Entered Apprentice -- put him at ease.

Outline the information covered in your First Meeting. Introduce Section Two of LSOME Booklet by giving an overview for his consideration, appreciation, and discussion. View Part Two of the LSOME videotape and present the topics in Section Two of the LSOME Booklet. Engage in open discussion; encourage questions, use the Lodge Room to illustrate.

### DISCUSS:

- 1) Words, Grips, and Signs.
- 2) Ritual material and help the new brother learn the Lectures.
- 3) The Working Tools and their meaning.
- 4) What did the First Degree mean to the Entered Apprentice? What did he personally get out of it?

Indicate the next Mentoring Session will follow the Fellow Craft Degree. He will be notified of the time and place of the meeting.

### OPTIONS:

- 1) Review the Entered Apprentice Quiz from the "24-Inch Gauge."
- 2) Take the Entered Apprentice to see a First Degree.

### SUGGESTED HAND-OUT MATERIAL:

- 1) Short Talk Bulletin No. 10-27, "The Northeast Corner," available from the Masonic Service Association.
- 2) Give the Entered Apprentice a copy of Chapter Two of the LSOME booklet.

## MEETING NUMBER THREE

Prior to the Third Meeting the Lodge sends an appropriate letter explaining the date and time of Meeting Number Three. (*Sample Letter, page 47*)

### SETTING:

The Lodge Room or the home of the Mentor. You may wish to use the lodge room if there is a large number of new brothers.

### DRESS:

Dress appropriately.

### RECOMMENDED TIME LIMIT:

One Hour -- not to exceed 1½ hours including discussion.

### MENTOR AND EDUCATION TEAM:

Welcome the Fellow Craft -- put him at ease.

Outline the information covered in your Second Meeting. Introduce Section Three of LSOME Booklet by giving an overview for his consideration, appreciation, and discussion. View Part Three of the LSOME videotape and present the topics in Section Three of the LSOME Booklet. Engage in open discussion; encourage questions, use the lodge room to illustrate.

### DISCUSS:

- 1) Words, Grips, and Signs. Review Ritual Material and help the new brother learn the Lectures.
- 2) Working Tools and their meaning.
- 3) The Middle Chamber Lecture and its significance.

Indicate the next Mentoring Session will follow the Master Mason Degree. He will be notified of the time and place of the meeting.

### OPTIONS:

- 1) Review the Fellow Craft Quiz from the "24-Inch Gauge."
- 2) Take the Fellow Craft to see a Second Degree.

### SUGGESTED HAND-OUT MATERIAL:

- 1) Short Talk Bulletin No. 3-60, "Fellow-craft," available from the Masonic Service Association.
- 2) Give the Fellow Craft a copy of Chapter Three of the LSOME booklet.

## MEETING NUMBER FOUR

Prior to the Fourth Meeting the Lodge sends the new Master Mason an appropriate letter explaining the date and time of Meeting Number Four. (*Sample Letter, page 47*) They also send an appropriate letter of welcome to the new Master Mason's Lady.

**SETTING:** The Lodge Room.

**DRESS:** Dress appropriately.

**RECOMMENDED TIME LIMIT:** One Hour -- not to exceed 1½ hours including discussion.

### MENTOR AND EDUCATION TEAM:

Welcome the Master Mason -- put him at ease.

Outline the information covered in your Third Meeting. Introduce Section Four of LSOME Booklet by giving an overview for his consideration, appreciation, and discussion. View Part Four of the LSOME videotape and present the topics in Section Four of the LSOME Booklet. Engage in open discussion; encourage questions, use the lodge room to illustrate.

Inform the new Master Mason that the Mentor will be his guide for the next year and will continue to communicate further light as he progresses.

### DISCUSS:

- 1) Words, Grips, Signs, and the Five Points of Fellowship.
- 2) The Working Tools, By-Laws and Lodge privileges.
- 3) Grand Honors, the Sign of Fidelity, the Masters Carpet, the Ballot Box and the use of the Gavel.
- 4) The Duties and Responsibilities of the Master and explain that ALL lodge discussion goes through the Master.
- 5) The Duties and Responsibilities of the Officers of the Lodge.
- 6) The different Aprons of Masonry.
- 7) The relationship and organization of Grand Lodge.
- 8) Discuss the use and meaning of the Bible.
- 9) Talk about the Masonic Funeral Service.
- 10) Answer all the new brothers' questions.

### REVIEW:

The "Standard Works and Lectures" ritual booklets, the Monitor and Masonic Etiquette booklets, and the Masonic Service Association's Short Talk Bulletins.

Although it is part of the Standard Work, it is rare that we hear the Questions and Answers of the Third Degree. This is an ideal time to review and discuss this section.

### SUGGESTED HAND-OUT MATERIAL:

Short Talk Bulletin No. 5-62, "Master Mason," available from the Masonic Service Association, PLUS a subscription form for the Short Talk Bulletins.

"The Craft and It's Symbols" by Allen E. Roberts. Available through Macoy or Anchor Communications.

Give the Master Mason a copy of Chapter Four of the LSOME booklet.

- OPTIONS:**
- 1) Review the Master Mason Quiz from the "24-Inch Gauge."
  - 2) Take the Master Mason to see a Third Degree.

**KEY POINTS:** Warmth of Friendship - Congratulations - Enthusiasm - Concern

## **MENTORING PROGRAM**

### **FOLLOW-UP**

### **AFTER THE FOURTH MEETING**

#### **MENTOR:**

Stress Mentor and Lodge's support in following year.

Stress importance of participation.

Stress importance of Lodge visitations.

Stress importance of attendance at Lodge of Instruction, Seminars, and Conventions.

Stress importance of attendance at Memorial Services.

Offer the new Mason rides to Lodge, sit with him whenever he is in attendance, call him directly if he misses a meeting and express concern, secure some job for the new Mason.

#### **RECOMMEND:**

Full participation in all Lodge and District Functions.

#### **ADVISE:**

Continued support of Mentor and all brethren.

#### **KEY POINTS:**

WARMTH  
FRIENDSHIP  
CONGRATULATIONS  
ENTHUSIASM  
ASSURANCE OF CONTINUED INTEREST  
SUPPORT and ASSISTANCE.

**PHASE II**  
**MEETING NUMBER FIVE**  
**FOR THE BENEFIT OF ALL LODGE MEMBERS**  
*Within one month of Raising new Brethren.*

**SETTING:** .....The Lodge Room.

**DRESS:** .....Dress appropriately.

**RECOMMENDED TIME LIMIT:** .....One Hour -- including discussion.

**MENTOR AND EDUCATION TEAM:**.....After the new brother(s) receives the Third Degree, he needs to know and understand his duties as a Master Mason, what his rights and privileges are, and the customs and practices of our Craft. The Ritual of the Third Degree is interpreted by the Lodge Mentor and Education Team. Lodge Organization and Lodge Etiquette are also presented at this time.

**Purpose:** To ensure that the new brother does not drop from sight after he has received the Third Degree. The Lodge must retain his interest during this most critical period of his Masonic career. He needs proper guidance and encouragement until he has had time to form habits of interest and activity for himself. Thus he will develop into a working, active Mason. Otherwise, he is likely to stop attending after a few meetings and lapse into chronic indifference, or find his way to some concordant body which he believes will prove more attractive.

The new Mason needs to know and understand his duties as a Master Mason and what his rights and privileges are. He should be TAUGHT how to visit other Lodges. He needs information about the traditions and work of the Craft as a WHOLE.

- TOPICS TO COVER:**
- \* MASONIC ETIQUETTE
  - \* LODGE OFFICER DUTIES
  - \* OUR RIGHTS AND PRIVILEGES
  - \* PROTOCOL
  - \* LEADERSHIP SKILLS

**THE MASTER MASON:** With Rights, we assume *Responsibilities*.

- ❖ Living according to our Obligations and adhering to the principles of the Square and Compasses.
- ❖ Answer and Obey all Due Signs and Regular Summonses and uphold the Five Points of Fellowship.
- ❖ To abide by the Constitutions of our Fraternity and the By-Laws of our Lodge.
- ❖ To preserve our Ancient Landmarks and Customs.
- ❖ To Ballot with integrity. If used thoughtlessly, it becomes an injustice to the Petitioner.
- ❖ To assist the Worshipful Master to the best of ones ability in the duties he assigns.
- ❖ To be generous with gifts in particular to Benevolence and Charity.
- ❖ Visit sick and shut-in Brethren, their Widows and Orphans. Make inquiries and offer comfort to those who cannot attend Lodge.
- ❖ Help, Instruct, Inspire and Support all New brothers. Encourage them as you have been encouraged. You will ignite their Masonic Pride, and in helping them, you will ignite your own Masonic Pride.
- ❖ Enjoy Freemasonry. Be a part of it. Ask questions.

The new brother brings with him -- ENTHUSIASM, UNIQUE SKILLS, and INTEREST. It is the duty of the Lodge and its members to Ignite his Masonic Pride. In doing so, the new brother will achieve even Greater Accomplishments within our Mystic Circle. The lodge must be aware of those activities that interest the new brother. And when he is ready, assign him to a function that he enjoys. All lodges have Administrative needs, Officer needs, and Program and Planning needs. Every new brother brings new ideas and skills to a lodge.

## PHASE III

### FOR THE BENEFIT OF ALL LODGE MEMBERS Within six months of Raising new Brethren.

#### You are entitled to receive...

**STILL FURTHER LIGHT** - Light is knowledge and knowledge is education, and education is the study and comprehension of the History, Philosophy, Philanthropy, Protocol, Etiquette, Law, Lodge Government, Science and Drama of Freemasonry.

Failure to seek light, in all reality equals stagnation. Failure on our part to educate equals failure to develop effective Lodge Leaders.

#### SETTING:

The Lodge Room. Preferably as a program for a Stated Communication.

#### RECOMMENDED TIME LIMIT:

One Hour -- including discussion.

#### Options:

1) Masonic Quizzes. (*Several are available in the "24-Inch Gauge"*)

2) EXAMINE AVAILABLE SOURCES OF MASONIC LIGHT:

- 1) "24 - Inch Gauge"
- 2) Leadership Development Course (LDC)
- 3) Lodge System of Masonic Education (LSOME)
- 4) Recommended Reading List (24-Inch Gauge)
- 5) Key to Freemasonry's Growth - Allen E. Roberts
- 6) Masonic Lifeline - Allen E. Roberts
- 7) The Handbook of Masonic Law
- 8) Our Stations and Places - Henry G. Meacham
- 9) The Monitor (Booklet 6)
- 10) Masonic Etiquette Booklet
- 11) The Grand Lodge Reading Courses
- 12) The Philalethes Society
- 13) District Newsletters and Publications
- 14) Short Talk Bulletins and Catalog of Publications and Material available through the Masonic Service Association (MSA), 8120 Fenton Street, Silver Springs, MD 20910

3) Invite a Guest Speaker to address your Lodge on Masonic Education.

**PHASE IV**

**A PROGRAM FOR EVERY MEETING  
FOR THE BENEFIT OF ALL LODGE MEMBERS**

**THE MASONIC MINUTE**

**SETTING:**

Every Lodge Communication.

**MENTOR AND EDUCATION TEAM:**

Schedule members to give a "Masonic Minute" --  
*a 5 to 10 minute talk on a Masonic topic.*

**OPTIONS:**

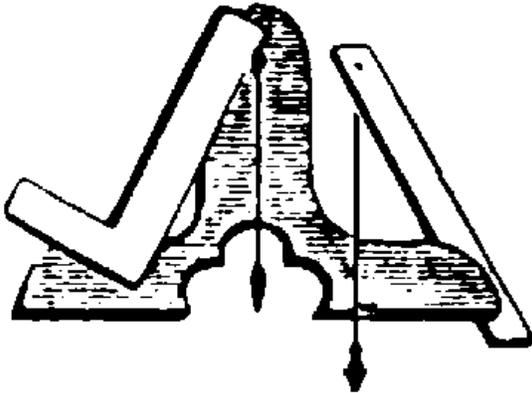
- ❖ Local Masonic History
- ❖ World Masonic History
- ❖ Any Short Talk Bulletin available from the Masonic Service Association
- ❖ Masonic Etiquette and Protocol
- ❖ Masonic Law
- ❖ Items from the Philalethes Magazine or Northern Light Magazine
- ❖ Articles from the American Masonic Review
- ❖ Book Reviews -- (*i.e., Born in Blood, Our Stations and Places, any book available through the Grand Lodge Reading Course.*)

"**AND GIVE THEM PROPER INSTRUCTION**" is a Digest available through the Masonic Service Association containing Twenty short speeches for Masonic gatherings -- enough to fill up any Lodge year.

It takes very little time to ensure that every brother is masonically educated. Membership Development and Retention will rise when all brethren understand their rights and privileges, and the customs and practices of our Craft.

The duties of a Mentor are for ONE YEAR. Do not leave the newly made Mason alone to fend for himself after the Third Degree.

# SAMPLE LETTERS



## PRIOR TO THE FIRST MEETING

*(Use Lodge Letterhead)*

Dear Mr. \_\_\_\_\_ ,

CONGRATULATIONS. You have been elected by the members of \_\_\_\_\_ Lodge, No. \_\_\_\_\_ , Free and Accepted Masons, to receive the Degrees of Freemasonry.

Brother \_\_\_\_\_ has been assigned as your Lodge Mentor and will be calling you to set up a meeting date. We believe this meeting will be a good opportunity for us to provide information about what lies ahead for you, and to answer questions that you may wish to ask.

I encourage you to share your feelings about being a Mason with your wife and family. Freemasonry tries, through Symbolism, to prepare and help us to be good living citizens concerned with building Truth and Uprightness of Character. Much as we love the Craft, we must always remember that our Families and our Public and Private Avocations do take first priority in our lives.

The Masonic Initiation is a great beginning for you. It is our fervent hope that you will go forward in our Craft, with a keen understanding of what Freemasonry can do and mean to you in achieving a successful and fulfilling life.

Sincerely,  
\_\_\_\_\_, Master

## PRIOR TO THE SECOND MEETING

*(Use Lodge Letterhead)*

Dear Brother \_\_\_\_\_ ,

CONGRATULATIONS. You are now an Entered Apprentice Mason. The First Step in Freemasonry.

Your Initiation was an experience I am sure you will never forget. As an Entered Apprentice you are a student in Speculative Masonry. You should give appropriate attention to your Lodge Mentor, Education Team, and Officers.

Brother \_\_\_\_\_ , has volunteered to serve as your Masonic Mentor. He will work with you in seeing that you are properly prepared as an accepted Entered Apprentice. Ask questions of your Mentor especially when working on your Lectures. Make sure you understand the words and their meaning and implications for you.

We are looking forward to meeting with you again on (DATE), at (TIME), at (PLACE). Refreshments will be served. Your attention and interest are proof of your desire to be part of our great Fraternity. We welcome you and assure you that we walk the same path and will be with you every step of the way. May your life as a Freemason be one you will treasure.

Cordially and Fraternally,  
\_\_\_\_\_, Master

# SAMPLE LETTERS

*continued...*

## PRIOR TO THE FOURTH MEETING

*(Use Lodge Letterhead)*

### PRIOR TO THE THIRD MEETING

*(Use Lodge Letterhead)*

Dear Brother \_\_\_\_\_ ,

CONGRATULATIONS. You are now a Fellow Craft Mason. You have experienced the ceremony of being Passed to the Second or Fellow Craft Degree and have been given the secrets that will distinguish you to the Brethren. The term "Passed" signifies your progress in "Growing" from youth as an Entered Apprentice to maturity as a Fellow Craft.

The Fellow Craft is a man in the prime of life -- experienced, strong, resourceful, and eager to learn. You have Work to prepare. You have studied your booklet, and are learning your Lectures that will demonstrate Your Skill in this Degree. Do not look at this Degree as a stepping stone to the next. It is the Working Degree of a Mason. The skills of the Operative Mason were developed and honored here. You are the Journeyman.

We are looking forward to meeting with you again on (DATE), at (TIME), at (PLACE). Refreshments will be served. Work closely with your Mentor and ask questions of him. He will welcome your interest and help you in every way.

All of us wish for you a full and satisfying life in your future as a Speculative Fellow Craft Mason. We appreciate your support, dedication, enthusiasm, and participation. In return, we offer to you our Fraternal Brotherhood.

Cordially and Fraternaly,  
\_\_\_\_\_, Master

Welcome Brother \_\_\_\_\_ ,

Congratulation on being Raised to the Sublime Degree of Master Mason. We welcome you as a member and full participating brother of our Fraternity. Your travels are now crowned with the Highest Degree of Recognition that Freemasonry can bestow.

Your Masonic life is before you. You will get out of Freemasonry what you are prepared to put into Masonry. Your application will directly contribute to the success of your experiences. Your Mentor, the Lodge Officers and Brethren will assist you in your travels. You are entitled to all the Rights and Privileges due a Master Mason. You may participate fully in the business and affairs of your Lodge. Eventually, you may serve as an Officer. You have the opportunity to be more than a member in name only.

You bring to our Craft your enthusiasm, unique skills, and interests. Your sincere desire to join with us in the Work of IGNITING MASONIC PRIDE, will propel you to even Greater Accomplishment. Help us and yourself by making your Officers and Brethren aware of those activities in which you enjoy working. What puts a twinkle in your eye, will put a twinkle in our eye too. You have the invitation to offer your talents and skills for the benefit of your Lodge and the Craft. We have need of Officers and Administrators, as well as planning needs.

Your skills in social intercourse among the brethren will improve with participation. Meet your brethren, observe them, work with them and you will become skillful and wise.

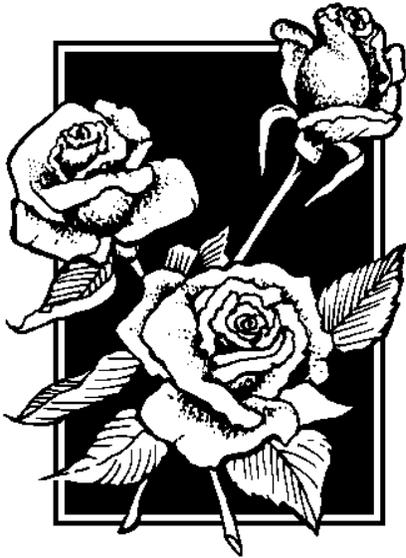
We are looking forward to meeting with you again on (DATE), at (TIME), at (PLACE), for our last Formal Education Session. Though this is the last formal session, your Mentor has been assigned to be with you for one year. The whole of the Craft will be with you in your working and continued learning.

Our Fraternal best wishes to you as you increase your understanding of Freemasonry. Continue proving yourself to be a skilled workman -- one who is justly called, A MASTER AMONG MASONS.

Cordially and Fraternaly,  
\_\_\_\_\_, Master

## "TO THE NEW MASON'S LADY"

A man in your family has received his First Degree in the Masonic Fraternity. He is now an Entered Apprentice and you are now a Mason's Lady. We take this opportunity to extend our first greeting to you. While you personally have not joined our organization, there are certain things that may be helpful for you to know.



### WHEN AND WHERE DID IT BEGIN?

The Fraternity of Free and Accepted Masons (F. & A.M.) is the oldest and most widely known fraternal organization in the world. It has its roots in antiquity and is directly descended from the association of "Operative Masons," the cathedral builders of the Middle Ages, who traveled through Europe employing the skills of the craft. The first Grand Lodge of Free and Accepted Masons was organized in England in 1717. Long before this, when cathedral building was on a decline and the "Operative Masons," or "Free Masons" as they were known, started to accept members who were not associated with the building trade, calling them "Speculative Masons" or "Accepted Masons."

Freemasonry was brought to the United States by our early settlers. Today there are over 700 Masonic Lodges in New York State with a membership totaling nearly 100,000. Throughout the world, there are approximately five million Masons, with nearly three million of them in the United States.

### WHAT IS THE PURPOSE OF FREEMASONRY?

The basic purpose is to "make good men better," better fathers, better husbands, better brothers and sons. We try to place emphasis on the individual man by strengthening his character, improving his moral and spiritual outlook and broadening his mental horizons. We try to build a better world ... by building better men to work in their own communities.

Membership is limited to adult males who can meet the recognized qualifications and standards of character and reputation.

### IS FREEMASONRY A SECRET ORGANIZATION OR A RELIGION?

The answer is NO. A secret organization is one which conceals its membership, has secret meeting places and of which the public has little knowledge regarding its organization or its principles. This does not fit the Masonic Fraternity at all. Our secrets are very few in number and deal with the methods of personal recognition, some details of our degrees and the privacy of each member's ballot.

Freemasonry is not a religion, although it is religious in character. Every applicant for Masonry must express a belief and a trust in God. Masonry does not take the place of religion, but stresses personal commitment and involvement in the individual faith of each member.

### WHAT ARE THE DEGREES?

Lessons in Masonry are taught in three separate stages in our Masonic Lodges. The degrees, in order, are Entered Apprentice (First Degree), Fellow Craft (Second Degree), and Master Mason (Third Degree). Each blends Masonic moral philosophy in a unique lesson which is intended to have a serious impact and influence on the man who receives the degree.

### **WHAT ARE MASONIC APRONS?**

The symbolic Apron was worn by Operative Masons to protect themselves from rough stones and tools. Presently, it is a badge of Fraternal distinction. It represents the white lambskin, a symbol of innocence. Some decorations may appear on Masonic Aprons and often designate an office or special recognition. All are, however, a proud display of membership in this world wide Fraternity.

### **WHAT DO MASONIC SYMBOLS MEAN?**



The most widely recognized symbol of the Fraternity is the Square and Compasses with the letter "G" in the center. Members wear it to remind themselves of their obligation to the lessons learned in their Lodges, and to identify their membership to other Masons and all people. Masonic symbols have wide meanings, some directly related to the tools used by actual Operative Masons and some, represent the need for order and direction in life. The letter "G" is the initial of Geometry, the basis of Freemasonry. It also represents God, the Supreme Architect of the Universe.

### **WHEN ARE MEETINGS HELD?**

Lodges meet in regular monthly session(s) and on such other days as are necessary to conduct its business and ritualistic work. While every Mason's attendance is earnestly solicited, it is not intended that a Lodge should interfere with one's regular vocation or duty to God, family, or country.

Your Mason has invested time and money in joining our Fraternity. He can best receive all that he should by frequently participating in its deliberations and events. We hope that you will approve and encourage him to attend regularly, and we also hope, that you, will join us whenever possible for the guest activities held by the Lodge.

### **SHOULD I CONTACT ANYONE WHEN MY MASON IS ILL OR HOSPITALIZED?**

In the event our member becomes ill, we would appreciate knowing. You may call the Master or Secretary of his Lodge. Your Mason has joined an organization which wants to assist him and you when in need, and we need your help to do it.

### **WHAT CAN YOUR INVOLVEMENT BE?**

Countless opportunities abound through active participation and membership in any of the numerous Masonic related Ladies' organizations. You are encouraged to share in the many social activities, parties, dinners, dances, tours, civic events, and charitable efforts of the Lodge. Many full family activities are regularly scheduled. Non-Masonic friends and families may also take part in many Masonically supported programs.

We hope you will be proud that your husband has chosen to become a member of the world's oldest fraternity. We welcome you as a "Mason's Lady."

## TO REVITALIZE A LODGE

- 1) Call Past Masters, Line Officers and interested Brothers to a Re-dedication Meeting.
- 2) Hand out copies of "The Little Lodge That Could And Did" by: R.:W.:Richard C. Friedman. (*Included with this Handbook*)
- 3) Prepare and distribute agenda (preferably in advance).

### Assess Options:

- 1) Restore your Lodge if:
  - A) Leadership potential is in place or can be restored.
  - B) Commitment from a core group can be expected.
- 2) Consolidate with another Lodge if:
  - A) The other Lodge has Sufficient Leadership.
  - B) Your Lodge is completely devoid of Leadership Potential.

*To consolidate contact The Grand Lodge Committee on Charters for procedures.*

**Note: Consolidation should be considered when there is no core group of members interested in making the necessary commitment of time and energy to revitalize the Lodge. A small number of active members is not a reason to merge. It is a potential for growth. If you find you must consolidate, then merge with a strong lodge, not another weak one. A merger works when the or more of Lodges has a core group of enthusiastic, dedicated leaders. It works better when both Lodges have something to offer in the terms of manpower resources. Don't wait until you have nothing to offer except an inactive membership roster.**

### To Restore a Lodge:

- 1) Establish Goals.
  - A) Increase membership by at least 5% per year.
  - B) Educate Members to the POWER of Freemasonry.
  - C) Promote Community Involvement by the Lodge.

- 2) Initiate Programs.
    - A) Use outline "To promote knowledge about Freemasonry".
    - B) Make use of this book "The 24" Gauge"
    - C) Start a "Back to Basics" program.
    - D) Enroll all members in the Leadership Development Course.
    - E) Enroll Prospective Masters in the "Road To The East"
    - F) Outline a schedule of Masonic Education for the year.
    - G) Contact your District Staff Officer or Area Grand Lodge Leadership Services Committeeman for assistance with Leadership Development, Masonic Education and Programs.
- 

## TO INCREASE LODGE MEMBERSHIP

The most legitimate reason for wanting to increase the number of members is to increase the extent to which Freemasonry can shed its Masonic Light. Quality is obviously important, but to believe that quality can be gained without also reaching for quantity is to delude ourselves. Unless "new blood" is being infused into an organization regularly, the organization will die a natural death. New members are the raw material for future Leadership Development.

But why would men want to join Freemasonry today? Most potential members are attracted by the charitable works of Freemasonry. Men of the 1990's are more ready to attach their loyalty to an organization involved in volunteer work where they can feel a sense of accomplishment. Others may enjoy an opportunity to delve into the philosophical and historical aspects of the Fraternity. The days are long gone, however, when men are simply looking for an evening away from the family! However, opportunities to socialize with other men are important, as long as they sense that they are part of a group that has a worthwhile purpose.

### **Why be a Freemason?**

Masonry is a way of Life. Be an example of the Influence and Value of the Fraternity. Study the "Eleven Reasons for being loyal to Freemasonry" (page 6). Know the Charities of Grand Lodge and other Local Masonic Charities and volunteer activities. Be prepared to promote the principles and precepts of the Fraternity. Be aware that they are needed in today's society more than ever before. IF WE DO NOT BELIEVE THESE THINGS, IT WILL BE VERY DIFFICULT TO CONVINCING OTHERS THAT THEY SHOULD BECOME FREEMASONS.

### **Make Masonry More Visible.**

You are a walking image of Masonry. Recognize that others evaluate Masonry by your conduct, attitudes, speech and actions. Remember that every Mason represents Masonry in both his good deeds as well as his bad ones. Bearing that in mind in your relations with others and striving to have a positive effect upon them is a far better advertisement for Masonry than any external Masonic emblems you may possess.

Post meeting times at the Lodge Building clearly visible from the outside.

List your Lodge with the Chamber of Commerce. Make use of your local newspaper and bulletins of your churches and synagogues.

Discuss Masonry with your Family and Friends.

### **Mechanics: How To Increase Membership.**

We are fast approaching the 21st Century. Demands for a man's time have increased a hundred fold since the days when people flocked to Freemasonry, literally of their own free will and accord. Masonry, like many other organizations, needs to continue to evolve in its leadership styles to have an impact on an ever-changing world. We currently face the day of the "Individual". The individual depends less on organizations or others for inspiration and leadership, but instead looks to himself to make his way through a highly competitive, multi-faceted society with numberless sources of stimulation and responsibilities. Freemasonry's role is no less important today than it was 200 years ago. Freemasonry only needs to

communicate its role more effectively by showing others the value of our Craft in today's world.

How we do so is by no means simple. But the least we must do for our Fraternity is to promote Who We Are, What We Are, and What We Do.

One suggestion is to use the "Brother Bring A Friend Night" program (page 53). It is an easy program and fun.

A Lodge must also get involved in constructive volunteer community programs. If your Lodge is not doing anything worthwhile, it will not attract men who will be "Turned On" by Freemasonry. The number and variety of volunteer activities that a Lodge can promote are vast. Try a "Drug and Alcohol Abuse Prevention Program" or a "With Hearts and Hands Community Service Program". Give a "Dewitt Clinton Award" and remember, any program to promote the well-being of our youth would be a welcome endeavor.

Lodge programs that are Masonic or Mason-oriented and designed to be exciting, interesting, educational and inspiring will promote membership development. It will motivate the Brethren to talk up Masonry to their friends and motivate those friends to join this great Fraternity. The alternative is inevitably long, dull business meetings that bore the members to the point where they simply stay home or are too embarrassed to invite their friends to join. Lodge programs must have substance to gain the allegiance of men in today's society.

So how do we gain the allegiance of those who are already stressed out by the innumerable demands of our fast-paced world? There is no "quick-fix" to this problem, but we begin by helping them to see how being a Mason can help them to make a more worthwhile contribution to others. Involve the Brethren in the planning and implementation of the Lodge goals, direction and programs. Encourage the formation of Masonic study groups as a blueprint for involving members in the promotion of knowledge about the Craft. Get them involved in community work. Help them develop Masonic Programs. Once people see that we are doing something worthwhile, they will be much more motivated to join our ranks.

## GUARANTEED INCREASED ATTENDANCE

The following is a proven, effective plan to significantly increase attendance at any Lodge. Although the concept is not new or revolutionary, it is effective if carried out consistently - a minimum of three months, preferably six months, and ideally, for an entire year.

The Master may coordinate this program or the Lodge may wish to set up a committee. The committee should be made up of officers and members who might benefit most from an increase in attendance.

Here is all it takes:

1. Obtain a list of all your members.
2. Move the names of those members excessively distant from Lodge, and all those known to be infirm, night shift workers, etc., to a separate list.
3. Make out 3x5 cards with the eligible names, addresses and phone numbers.
4. All members who attend Lodge regularly should get one or two cards to phone before each meeting.
5. Plan interesting and noteworthy meetings and events that your callers can talk about with prospective attendees.
6. You may in your judgment want to rotate the cards among various callers.
7. As new attendees become more regular in their attendance, add them to the list of callers.
8. The Master or committee chairman must follow up with callers and make sure they are making contact. At the same time, they may develop feedback important to you, such as sickness, adversity or dissatisfaction with the Lodge.

The "Hot List" of members within traveling distance of the Lodge can be used in another way to reinforce the phone campaign. Put together a special mailing to this list, in the form of a newsletter, "Master's Memo", etc..., promoting upcoming events. Let the Brethren know they are very special to the Lodge. They are the core group of its activities. Their program interests, in particular (beyond Masonic centered programs), should be considered and served.

Obviously, to be successful, a basic commitment must be made by the Lodge Members and Officers that increased attendance is THE PRIORITY. The TEAM that WORKS TOGETHER will bring this to success.

Don't lose the brothers who cannot attend. Make certain the members you put on the special list, receive special phone calls or cards 4 times per year as well as at least one personal visit whenever possible. (See "*Friendship and Brotherly Love*" page 75)

## Brother Bring a Friend Night:

### A Program Worth Trying

*Reprinted with permission. From the Masonic Service Associations' Short Talk Bulletin, "Brother Bring A Friend Night" (Vol. 68, 12/90, #12) by R\W\ Richard C. Friedman*

#### Background

"Brother Bring a Friend Night" was a vehicle employed by Ancient Craft Lodge No. 943, Rochester, NY, in its desperate days when the Lodge faced the real choice of survival or death. The program is now utilized annually because it is fun and provides a constant potential source of new candidates.

The purpose of the evening is to expose qualified men to our gentle Craft. Ideally on that night, these men will be exposed to Masonic History, a Masons Commitment to his Community through Masonic Charity and Community Service, Masonic Literature, The Degree System and Masonic Costumes, the uplifting symbolism of the Working Tools and last but perhaps most important: Masonic Fellowship and Fun.

What follows is a SUGGESTED PLAN of action for your Lodge should you want to pursue the program. Please feel free to be CREATIVE AND INNOVATIVE SO AS TO IMPROVE ON THE PLAN!

#### Steps to Arranging "Brother Bring a Friend Night"

"Brother Bring a Friend Night" consists of a dinner and a series of 3 five-minute presentations presented to your guests. The following is a guideline for organization:

1. An Action Team is appointed with three or four Brothers responsible for the following:
  - A. Invitations
  - B. Reservations and Phone Committee
  - C. Dinner
  - D. Arranging for Speakers and Audio Visuals
  - E. Display Tables
  - F. Supplies e.g.: Petitions, Q&A's, Concordant Body Brochures and the like.
  - G. Program Agendas.
2. The brothers must commit to bringing guests and should submit names and addresses to the Committee so that guests may be invited in plenty of time and you will have a reasonably accurate count.

3. Break down each Action Team:
  - A. Invitations: Can be plain or fancy, but should contain an explanation of the event and relevant information such as dress, times etc.
  - B. Phone Committee: should reach out to members and get a count of those who will attend, and also encourage participation.
  - C. Dinner: Some Lodges have found a buffet prepared by the Brothers to be successful, and others have had the meal catered or put on by Star Chapters with excellent results.
  - D. Speakers and Audio Visuals: EXTREMELY IMPORTANT. Enlist Brothers who are well spoken and impressive. As an alternative, several good films and slide shows are available such as "Brotherhood and Service", "The Quiet Fraternity" and "Symbol of Pride". Both ways have been tried with equal success.
  - E. The Display Table consists of several sections to be described later. The tables are set up in the Lodge.
  - F. Supplies: The Q&A (Masonic Information Brochure) and the concordant body brochures are most informative. Petitions should be at the end of each table and offered to viewers. All guests should leave with one!
  - G. Agendas: Having a typed agenda can be snappy and classy. It also provides for a tight structure.

#### The Program

The suggested program could go as follows:

- Receive guests and dinner (Dining Room) 7 pm-8 pm
- Program (In Lodge Room) consisting of the following:
  - Welcome by the Master of Ceremonies .....2-3 min.
  - Speaker 1: Masonic History and some Famous Figures..... 5 min.
  - Speaker 2: Community Service: In your Lodge Masonry as a Whole ..... 5 min.
  - Speaker 3: ..... What Masonry offers you and why should you join this Lodge? How to

- join, degree system, how to fill out petitions. ....5 min.
- Last Word by Master/MC who then leads the procession to Display Tables. INVITE QUESTIONS! The viewing of tables with Brothers behind them to invite and answer questions gets the brothers and guests talking Masonry. Have a brother give a Q&A along with a petition to each man.
- Back to Dining Room for Dessert and FELLOWSHIP!

**Suggested Outline for Speakers**

**Speaker 1: Masonic History and Famous Figures:** Touch on Origins, Influence on America, What we stand for: e.g. Friendship, Morality, Brotherly Love. Note some famous figures from Q&A.

**Speaker 2: Community Service:** Highlight \$2 million a Day for Charity, Charities of your Grand Lodge, Shrine Hospitals and other Concordant Body efforts, Local Masonic endeavors with a focus on your Lodge's participation.

**Speaker 3: What Masonry offers and why should you join this Lodge?** Focus on: Fellowship, Friendships all over the country and the world, Service to humanity, the chance for self-improvement, Petitioning and the degree process, and Time commitment.

**Speaker 4:** Newest Mason's talks about his experiences with joining the Craft.

*Display Tables*

The Display Table is one of the most important parts of the evening. Guests, escorted by the Brothers who invited them, are much more apt to ask questions and seek answers in such an atmosphere. Set up the Display in an L shape. Each exhibit should have a written explanation attached to it. Recommended exhibits:

*The Degree System in Freemasonry and its Costumes.* This exhibit should include a full candidate's costume including slipper, hoodwink and cabletow.

*The Entered Apprentice Apron.* Have a Past Master's and Purple Apron on display as well, with a corresponding write-up. This usually spurs questions about the differences.

*Masonic Literature.* This display should have a wide range of old and new Masonic Books of all kinds, the Local Masonic News, Grand Lodge Publications, Philalethes, Royal Arch, Scottish Rite, and anything else you may think of. This display is meant to show the guest the richness of our heritage and the extent of our doings.

*Your Lodge's Working Tools and Volume of Sacred Law.* A short explanation of the working tools should be highlighted. The Volume of Sacred Law is self-explanatory. However, someone should be prepared to answer questions about its importance to Masonry. Note: Picture books of the Lodge in action, news clippings and most importantly the pamphlet "Who Are The Masons", copy of "Eleven Reasons" and petitions should be available.

Each station is manned by a Brother, and there should be plenty of interchange as the guests go through the exhibits.

*Fellowship*

The fellowship following the formal part of the evening is our opportunity to reveal in our own lives the lessons of friendship which we espouse. Make sure the guests are attended to and are not left standing alone. Many people do not join organizations because they fear the initial period of getting to know everyone or are tense in strange social situations. Your brotherhood and sincerity can turn the internal key for a man to really want to be a part of your lodge and allow him to feel that it is really possible to do so!

*Conclusion*

All Lodges need new membership for various reasons, not the least of which is that each new class of candidates gives us all an opportunity to once again be exposed to the wonderful lessons within our Masonic Teachings. This program is offered as an easy way to stimulate interest and has been proven to be successful in attracting candidates. We have found that the unintended benefit of the evening is that the level of pride stirred in Masons talking to guests about their beloved Craft turns THEIR intensity level up a notch, and the Lodge is the recipient of a renewed and more vigorous Brother. Not convinced? The "Brother Bring a Friend Night" held in one Lodge in June, 1990 brought in 23 potential candidates. The following September, SEVEN men made the commitment to seek light in Masonry. It also received one petition for dual membership! Trying this program is certainly a no-lose proposition. Apply the following paraphrased ancient wisdom of the great Rabbi Hillel to your lodge's situation: "If I am not for me who will be? If I am not for others what am I? If not now when?" The WHEN for Masonry, my Brothers, is clearly NOW!

(See "Brother Bring A Friend: Key to Victory" & "To Promote Knowledge about Freemasonry." Both are contained in this handbook.)

# GRAND LODGE

FREE AND ACCEPTED MASONS

OF THE

STATE OF NEW YORK

*COMMITTEE ON MEMBERSHIP DEVELOPMENT*

## Grand Lodge Membership Development Program

Brethren:

The material provided in the following pages for your Membership Development Program has been tested by Grand Lodge. The bottom line is this: When a Lodge uses these materials, the results are new members.

The degree of success of each Lodge's program depends on your accomplishing four basic objectives:

- ◆ **ENERGIZE** your Brothers to THINK MEMBERSHIP and TAKE ACTION.
- ◆ **LOCATING** prospects.
- ◆ **BRINGING** the prospects to a program to meet Masons.
- ◆ **PRESENTING FREEMASONRY** in a way that appeals to the needs of the prospect.

Included in the program are three STRATEGY SECTIONS to help you.

- ◆ Section One: Three Steps to Bring Prospects Into the Lodge.
- ◆ Section Two: How to turn Prospects into Petitions.
- ◆ Section Three: Planned follow-up to get them to an Information Meeting on time.
- ◆ Use the Advertising/Education Program with "New pre-tested ads", to obtain prospective members - See District or Area Chairman.
- ◆ Use the "Brother Bring A Friend Night" program in chapter 2 of this booklet.
- ◆ Contact your District Membership Development Chairman for "Step to a Successful Brother Bring A Friend Night" or more information or assistance.

The Empire State's story "Brotherhood and Service: The Freemasons" is now available as a video from Grand Lodge Sales. This works well at Open House and Information Programs.

Now it's up to you to make it work!

**Let's do it!**

Membership Development Committee



**It's that extra effort that makes it work.**

**"My hands  
are suddenly  
untied."**

**This was the reaction of a  
30-year Mason on fully  
realizing he could now ask  
qualified friends and  
relatives to join the Masons**

# Three steps to bringing prospective members into the Lodge



Your Lodge has been chosen  
to take a leading part in the  
Grand Lodge  
Membership Development Program

# The success of this program depends on the prospect meeting Masons.

## Step 1. You must plan two events.

An event is one of the most powerful tools to bring members into the Lodge. When you speak to your prospective candidates, you're not just asking him "cold" to join the Masons. You're inviting him to an event, to meet a great group of men who are Masons.

An "Open Meeting" or "Open House" is an ideal *first event*. It is one of the easiest, least expensive and most effective ways to introduce new members.

Lodges that have been using this technique know what works best and should continue doing it. For those Lodges that haven't tried it, the following check list will be helpful:

- |  |  |
|--|--|
| <input type="checkbox"/> Decide the date.  | <input type="checkbox"/> Decide what literature will be used? Do you have enough on hand?  |
| <input type="checkbox"/> Decide the time.  |  |
| <input type="checkbox"/> Decide the place.   | <input type="checkbox"/> Decide on Refreshments.   |
| <input type="checkbox"/> Decide on the Lodge members who will attend. The larger the group the better. It shows vitality. If only two or three are there rattling around in a large hall it loses its festive air.   | <input type="checkbox"/> If it is not an open house, but an event of general community interest, a guest book to sign-in, with space for an address is a must for follow-up. Place the book near a "Designated Greeter" who directs the guests to sign-in. |
| <input type="checkbox"/> Decide on the program. What you want to discuss and present. Who will do what. Use the new Video Cassette "Brotherhood and Service...". A rehearsal is insurance that it will run smoothly. | <input type="checkbox"/> Use name tags for members and guests. Name tags should be made up beforehand.   |

### Second Event

You decide on the second event. You know what works best in your community. You probably already have events planned that would be appropriate. Ideally, one of these events should include wives and children.

**The important point is to keep inviting the prospect until he accepts.**

## Step 2. You must develop a prospect list.

To help each Lodge Brother develop his own list, there is a quantity of **Memory Joggers** included with this program. (Make as many copies of the next page as you need.) If you run out of space, use a second sheet. If you think of a category that's not listed, add it. The important thing is to use the **Memory Jogger**.

## Step 3. You must personally contact the prospects.

You have 3 choices: Visit, call or write. Ideally, you should do it in person, when you're seeing him under normal circumstances. Whether you visit, call, or write, the important thing is to have a specific event to invite him to attend. Your opening line might go something like this:

You:	"Tom, what are you doing the Thursday after next?"
Answer:	Nothing. Why?
Response:	"We're having an Open House at my Masonic Lodge, and I'd like to invite you to stop by and meet some of the members. I think you'll enjoy it, and I know they would like to meet you."

If his answer is, "Yes", arrange to drive him to the Lodge. Also, send him a hand-written note with the date & time you will pick him up. (See suggested note below.)

If his answer is, "I'm busy that night."  
Response: "Fine, I'll let you know when there's another Open House. Meanwhile, I'll send you some information about Freemasonry. I think you'll find it interesting." Send a Prospect Kit with a note. (See Follow-Up Section)

If his answer is, "Masons! Aren't they some kind of *(fill in your favorite myth)*"?  
Response: (Before you make your call, prepare by carefully rereading the "Who are the Masons" folder. It addresses many of the questions and misconceptions that people have about Freemasonry.

Your final remark can always be, "Why don't you come and see for yourself."  
If you discover he knows some other Lodge Brothers, you can always add, "Mike and Bob have been Masons for \_\_\_ years." Be prepared for all eventualities.

### Suggested Note:

Dear \_\_\_\_\_,  
Great that you're coming to meet the guys on \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.  
I'll pick you up at \_\_\_\_\_.  
(day) (month) (date)  
(time)

Best Regards,

# The Memory Jogger

Your prospect list is the cornerstone of your participating in the Membership program. To help build your foundation we've listed categories of friends and relatives for you to consider. Start by jotting down the names of people who immediately come to mind. When you draw a blank, go through the following *Memory Jogger List* and see how many pop-up.

- |         |                         |                |            |                     |
|---------|-------------------------|----------------|------------|---------------------|
| Uncles  | Your in-laws            | Sons           | Work place | Neighbors           |
| Cousins | Your Daughter's in-laws | Brothers       | Church     | Teams               |
| Nephews | Your son's in-laws      | School friends | Clubs      | Other organizations |



When you seem to have run out of names, go through the list again, very slowly, exploring each group. You'll be surprised. Every time you do this there's a good chance another name will crop up. About to give up? Don't! Fold the sheet, and carry it in your wallet, so that it's not forgotten. Go back to it every few days and carefully review the *Memory Jogger*. Try it. You could be very pleasantly surprised.

Name	Phone #	Address	Action #1		Action #2		Action #3	
			date	Result	date	Result	date	Result

**The Moment  
of Truth.**

**You've located your Prospect.  
He's coming to your Lodge.  
Are you fully prepared?**

**How to turn  
prospects  
into  
petitions.**



**You've worked hard for this moment.  
Now it's up to you. Make the most of it.**

# The Moment of Truth ...

## Planning the meeting.

Develop the plan.

**Very important:** Masonic Renewal Research tells us specifically what today's prospective member is looking for. Your meeting must address these issues.

- a) new friends,
- b) community involvement,
- c) socializing, family gatherings,

Set up a committee to plan the event.

Set up action committees:

**Lodge Committee** makes sure the Lodge is in good order. The meeting room is set-up. Displays are set-up and in place. Chairs are lined up according to plan.

**Membership Committee** keeps a running list of all prospects who will attend. Notifies members to call prospects 10-days ahead to verify the time and place they will meet to travel to the meeting together. Handles petitions at the end of the meeting. Reminds members to follow-up their prospects who have not filled out petitions after the event. Keeps records of number attending meeting and status of prospects.

**Transportation Committee** makes sure all prospects have a ride.

**Official Greeters/Hospitality Committee.** Lodge officers (and members) should be encouraged to make each prospect feel welcome and wanted, as though he just found a new friend. Just as you would want to be treated if you were a prospective member.

**Program committee develops** the program, selects the speakers and subjects to be addressed. Decides on the required displays and who will man them to answer questions. Orders necessary literature (to arrive in time) for displays. Makes sure the Brotherhood and Service Video tape (included with kit) and viewing equipment are on hand.

**Insure your meeting's success.** The first three rules for a great meeting are:

**Rehearse. Rehearse. Rehearse.** The more you rehearse, the better the meeting. There are no short-cuts. Rehearsal is the insurance protecting the time, effort and money you and your Lodge are investing.

# Check List.

## The program, part 1.

### **Arrival. Be there on time. Start on time.**

**Prospects arrive. The first 10 minutes are crucial.** In that 600 seconds, the prospect will form his impression of Masons. To a large degree, he will make up his mind about whether or not he "likes" Masons and wants to become a Mason.

**Allow time to socialize.** Make sure each prospect meets everyone. Members should introduce themselves. *Important.* This is not an occasion for members to socialize among themselves, or discuss Lodge business with which the prospect is unfamiliar. Get to know the prospect. Let him talk. Show an interest in his work, family, hobbies, community involvement. Each prospect is a guest of honor in your Lodge. Treat him that way.

**Give everyone a chance to arrive.** While waiting you can browse the displays with the prospects. Questions will arise which offer the opportunity to provide a taste of things to come.

**The display tables are important.** Each exhibit should have a tag naming the item, ideally with a very brief explanation. Each display station should be manned by a Brother to answer questions.

### **Suggested Displays:**

- No. 1. Degree system in Freemasonry. This should include a full candidates costume including slipper, hoodwink and cabletow.
- No. 2. Member's White Apron, Past Master and Purple Apron.
- No. 3. Masonic Literature. Range of old Masonic books. Area Masonic Newspaper. Empire State Mason. Philalethes. Royal Arch Mason Magazine. Northern Light and other Literature such as "Who Are The Masons," The Masonic Home, The Research Lab.
- No. 4. Lodge Working Tools.
- No. 5. Lodge Volume of Sacred Law
- No. 6. Any scrap books of Lodge events, news clippings, etc.

# The program, part 2.

## Presentations. Make your point. Be brief.

Everyone is seated. Lodge members should not cluster. Sit with invited prospects.

Welcome Master of Ceremony's official welcome. (2 minutes)

(The MC should be a good public speaker. If the Master is an accomplished speaker, it would be appropriate for him to be MC.)

- Outlines the program. (1 minute)
- 12 minute Video film: "Brotherhood and Service".
- Introduces each speaker & his topic.
- Provides time for questions.
- Gives the last word (Wrap-up).

Speaker #2. Masonic History and famous Masons. (4 minutes)

- Touch on origins.
- Influence on America.
- What we stand for. Our values.

Speaker #3. Community Service. Your Lodge. Masonry as a whole. (5 minutes)

(This is very important according to Renewal Research)

- Stress the things your lodge does (or is planning) in your community.

Speaker #4. What Masonry offers you. Why you would enjoy being a member of this Lodge? (5 minutes) Touch on: Lodge history, tradition, fellowship, similar values, socializing, events, particularly where family is included. Mention the Retirement Home in Utica for NY State Masons and their families. This is one of today's major concerns for many families with aging parents and grandparents. Mention the summer Camp in the Adirondacks for children.

Speaker #5. Degree System. How to join. Pass out/explain petitions so they can see what they're like. Start question period. If none are forthcoming, you can get things started by saying, "The questions that are most often asked are (pose the question yourself, from *Who are the Masons*)" and give a short answer. Then lead the group through the displays, here items are very briefly explained and any further questions answered.

Last word by Master/MC

*See "Suggestions for the speakers" on page 66*

# Pre-meeting preparation

**You have already** set the date and time, of the Open House Meeting before you started calling your prospects, enabling you to extend a specific invitation.

**You have already** sent a follow-up note with the date and time you will pick up the prospect the night of the meeting.

Suggested hand written follow-up note to your phone call:

Dear _____,
Great that you're coming to meet the Lodge members on _____,
_____ (day)
_____ (month), _____ (date). I'll pick you up at _____ (time).
Best Regards,

**You have already**, where appropriate, mailed a Prospect Kit with a letter (see Follow-Up Section), and have called back to extend the invitation a second time.

It is now six weeks later, and the lodge has a list of prospects who will attend.

<p><b>Please note. This section</b> <i>"How to turn prospects into petitions"</i> <b>addresses the first event.</b> The information of course can be applied to almost any event.</p> <p><b><u>You decide on the second event.</u></b> You know what works best in your community. In all probability, you already have events planned that would be appropriate. Ideally, one of these events should include wives and children, for all the obvious reasons.</p> <p>The important point is to keep inviting the prospect until he accepts.</p>
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The Short Talk Bulletin, *Brother Bring a Friend Night*(Vol. 68, 12/90, #12) has been very helpful as a reference for this section "How to turn prospects into petitions". If you have not read this Short Talk Bulletin, Please do so. You will be well rewarded. It is reprinted on page 53 of this Handbook.

## Suggestions for the speakers.

**The Master of Ceremony** should be **one of your best** speakers. He briefly welcomes the guests, outlines the night's program and purpose: namely, that the prospects decide that Masonry reflects their values, their interest in community activities, new friends, family socializing and want to become Masons. (3 minutes)

Good spot for VHS Video Cassette: Brotherhood and Service (*12 minutes*)

Lodge Members should see it first. If the Lodge does not have the necessary equipment and it can't be borrowed from a Brother, it can be rented for a nominal sum. If more than 15 attend consider two monitors.

**Speaker #2** discusses Masonic History and famous Masons. (*4 minutes*)

Freemasonry traced back at least 600 years. 4 million in the world, 3 million in the US, over 100,000 in NY State. George Washington was a Mason. He took the oath of office on a Masonic Bible. George Bush used the same bible. 13 Presidents, 18 Vice Presidents, 35 Supreme Court Justices, 9 signers of the Declaration of Independence and 13 signers of the constitution have been Masons. Other famous Masons include:

"Buzz" Aldrin	John Wayne	John Hancock	Douglas MacArthur	Gene Autry	Paul Revere
John Paul Jones	Henry Ford	Rudyard Kipling	Norman Vincent Peale	Will Rogers	Irving Berlin
Garibaldi	Omar Bradley	Beethoven	Thomas J. Watson	Red Skelton	Lafayette
Simon Bolivar	John Glenn	Ben Franklin	John J. Pershing	David Sarnoff	Mozart

**Speaker #3.** Community Service. Your Lodge. Masonry as a whole. (*5 minutes*)

According to Renewal Research, this is of key importance. Stress your Lodge's community activities. A basic fundamental of Freemasonry is supporting the Community. North American Masons donate over \$2 million a day to support retirement homes, a Medical Research Laboratory, children's hospitals, clinics for burn victims, speech and eye disorders, programs for blood donors, visiting VA hospitals, a children's camp, child identification, Toys for Tots at Christmas, DeMolay for young men, DeWitt Clinton community service awards, school drug programs and more. Many of them are at work right here in our own community.

**Speaker #4.** What Masonry offers you. (*5 minutes*)

A chance to make new friends. An opportunity for community involvement. The enjoyment of socializing with people and families that share your values. What we stand for. Our values. Good spot to offer some personal stories about friendships formed through Masonry.

**Speaker #5.** Degree System. How to join. Pass out/explain petitions so they can see what they're like. Start the question period by asking if they learned things they didn't know about Freemasonry? Ask how many were in agreement with the Masonic values of:

1. Belief in a supreme power and worship in the religion of their choice. (Masonry is not a religion).
2. Obeying the laws of the land and voting for the party and candidate of their choice.
3. Becoming involved to make their community a better place to live and send your children to school.
4. Helping each other.

Last word by Master/MC Summation. Attempts to have petition signed or verbal, "Yes I want to join." (*5 minutes, depending on questions*). Lead the group through displays.

Ask **what they liked most** about the material, calling on some of the prospects by name. Ask, again by name, what they would like to know more about. If responsiveness is not forthcoming, you can get things started by stating that the questions most often asked are: (pose the questions yourself from Q & A and give a short answer). End by leading the group through the displays. Here items are very briefly explained and any further questions answered.

**The suggested times for the speaker/video portion of the evening totals 34 minutes (or more) depending on the question period. Try to keep it within 45 minutes. Better to keep them wanting more than thinking, "Thank heavens it's over."**

**The Telephone  
and the mail  
are mightier  
than the sword.**

||| **when properly used**

Your  
Planned  
follow-up  
of letters  
and phone calls  
gets them to  
the Lodge  
on time.



## Suggested Note # 1

To be used when you receive a *prospects name from the Grand Lodge without a phone number* and you can't locate his phone number. A **Prospect Kit was already mailed to him** by the grand Lodge. Do not send a second kit. Instead mail the following letter. (See **item 2A on page 71.**)

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### Your Lodge Stationery

Dear Mr. \_\_\_\_\_,

Were you surprised to learn that the Freemasons are the Number One Fraternal organization in the United States, with 3 million members? That there are more than 100 thousand living in New York State?

Quite frankly, we are making this information available because there are so many misconceptions about Freemasonry: misconceptions about what we stand for and what we do.

As a result, many people are finding they share the values of Freemasonry. They are interested in making new friends. They have a common interest in their community, and are interested in finding out more.

We would like to tell you about some of things we are doing right now, here in the \_\_\_\_\_ . (insert your own area)

With this in mind, we would like to invite you to an "Open House" to meet some of your neighbors who are Masons and see for yourself. It is planned for \_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_ .  
(month) (date) (day)

We promise you a very interesting evening, and we know you'll enjoy meeting the guys. There's no obligation of course.

Won't you please call me at \_\_\_\_\_ during the day, or \_\_\_\_\_ in the evening. You really have nothing to lose, and a great deal to gain.

Sincerely yours.

(Your name and phone number)

P.S. If you cannot make this "Open House", please call me anyway, and I'll make sure to notify you the next time there is an event that I think you would enjoy. **(If Ladies are invited, make sure to mention it in your letter)**

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(your own area)

Did you learn anything you didn't know about Freemasonry?    yes     no

What did you like most about the information you received?

---

---

What interested you the least?

---

---

Would you like to be notified about future events?    yes     no

How has the material you received changed your opinion of the Masons?

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Thank you so much for taking the time to answer. It is most appreciated.

Wishing you the best from your Masonic friends in the \_\_\_\_\_ area.  
(your own area)

(Your signature and your phone number)

**(Include a stamped, self addressed return envelope)**

### Suggested Note # 3

Is to be used when you *follow-up a call to a prospective member who has **not** received a Prospect Kit from Grand Lodge.* Usually to a friend or relative who was originally located by a Lodge member.

**(See item 3B on page 71.)**

#### Your Lodge Stationery

Dear Mr. \_\_\_\_\_,

I enjoyed talking to you the other day. I guess as long as we've known one another, that's the first time we really ever talked about Freemasons.

As I promised, I've enclosed some materials that will give you some idea of what Freemasonry is all about, and some of the things we do, much of it right here in \_\_\_\_\_.

The question brought up most often is what draws so many men to the Masons.

Curiosity brings some. Others because their father, uncle or a friend was a Mason. I've thought about it a good deal and finally reached the conclusion that most men join because they want to make new friends and to be of service to their community. But regardless of the reason, they all share a common belief in the values on which this country and Masonry are based. Very simply, it's a belief in a supreme power, worshipped in the religion of your choice. Masonry is not a Religion.

A belief in this country's laws, voting for the party and candidate of your choice; A belief in serving your community to make it a better place in which to live and send your children to school; A belief in helping each other. These ideas haven't changed since George Washington's days. You know, George Washington was a Mason. He took his oath of office on a Bible borrowed from a Masonic Lodge. George Bush took his oath of office on the same Bible. Thirteen presidents were Masons.

In any case, look it over. I'd like to know what you think about it.

(Appropriate sign-off and signature)

### Suggested Note # 4 on your or the Lodge's stationery.

A follow-up to remind a prospect about a coming event, after you've told him where and when you'll meet to go to the event. It can be handwritten. **(See page 71, item 1A, 2A or 3A)**

Dear \_\_\_\_\_,

I very much enjoyed talking to you last night. It's great that you're coming to meet my fellow Lodge members on \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_. I'll meet you at \_\_\_\_\_ at \_\_\_\_\_  
(day) (month) (date) (place) (time)

If for any reason you want to reach me, my business phone is \_\_\_\_\_ my home phone is \_\_\_\_\_.

Looking forward to seeing you.

# The A-B-C's of follow-up

When prospect's name is sent to you from Grand Lodge, **with or without phone number, a Prospect Kit has been sent.**

With phone number	Without phone number	When a member contacts friends and relatives:
<p><b>1A.</b> Member <b>calls</b> to answer questions. Invites him to "Open House."</p> <p><b>If respondent accepts invitation-</b></p> <p>Member <b>mails Note No. 4</b> confirming date of "Open House", time and place to meet.</p> <p>One week before "Open House" member <b>calls</b> to remind prospect of time and place to meet.</p>	<p><b>2A.</b> If member can't locate phone number, he <b>mails Note No. 1</b>, inviting him to an "Open House."</p> <p><b>If respondent accepts invitation-</b></p> <p>Member sets date, time, place to meet. <b>Mails Note No. 4</b> to confirm.</p> <p>One week before "Open House" member <b>calls</b> to remind prospect of time and place to meet.</p>	<p><b>3A.</b> Member visits or calls prospect. Invites him to an "Open House."</p> <p><b>If respondent accepts invitation-</b></p> <p>Member sets date, time, place to meet. <b>Mails Note No. 4</b> to confirm.</p> <p>One week before "Open House" member <b>calls</b> to remind prospect of time and place to meet.</p>
<p><b>1B. Respondent unable to attend meeting.</b></p> <p>Member <b>calls</b> to invite to next event.</p> <p><b>If respondent accepts invitation, set time, date, place. Send Note No. 4 to confirm.</b></p>	<p><b>2B. Respondent unable to attend meeting.</b></p> <p>Member waits 10 days and <b>mails Note No. 2.</b></p> <p><b>If respondent calls and accepts invitation, set time, date, place. Send Note No. 4 to confirm.</b></p>	<p><b>3B. Respondent unable to attend meeting.</b></p> <p>Member <b>calls</b> to invite to next event.</p> <p><b>If respondent accepts invitation, set time, date, place. Send Note No. 4 to confirm.</b></p>
<p><b>1C. If respondent can't attend invite to future events.</b></p>	<p><b>2C. If respondent calls but can't attend, invite to future events.</b></p>	<p><b>3C. If respondent can not attend, invite to future events.</b></p>

**To get results,** continue inviting him to events until he comes or asks you to stop.

## INVESTIGATION COMMITTEE

Members of an Investigating Committee (minimum of three) are charged with a great responsibility. It is their duty to examine with utmost care the qualifications of a prospective candidate. This is to determine not only whether he is of suitable character for membership in the Lodge but, to a great extent, for membership in the Masonic Fraternity. Before a Master is installed, he must agree that "no person can be made a Mason in, or admitted a member of, any regular Lodge, without previous notice, and due inquiry into his character."

Membership in a Masonic Lodge carries with it a very intimate association with his Brethren and their families. The importance of "Harmony being the support of all institutions, especially this of ours" cannot be too strongly emphasized. It must be maintained for the preservation of the fraternal association in our respective Lodges and the Craft. A Masonic Lodge is a man's Masonic Home, and its sanctity must not be violated by dissension. You have a duty to make diligent inquiry into his moral character.

We should remember that it is contrary to the Ancient Landmarks for a petitioner to be questioned as to his particular mode of Faith or political opinion. It is not necessary to ascertain his actual financial worth, earnings and income, because they may not have a direct bearing on his character.

Each investigation at minimum should consider the following:

- 1) Is he a convicted felon, if so what are the circumstances and has he correctly provided that information on his application.
- 2) Is he capable of supporting himself and family.
- 3) Does he believe in God and the immortality of the soul.
- 4) Will he be able to conform to the precepts of the Craft.
- 5) Does he plan on being an active member.
- 6) Does he seek membership for personal gain or mercenary motives.
- 7) Will his family support his Masonic career.

Such a responsibility, however, is a Herculean task! Judging a person's character on the basis of one interview is impossible if not unjust. No one can know the quality of a person's character from any series of questions and external observations. That must always be borne in mind by any committee attempting to investigate a prospective member.

There is an abundance of material written on this subject. Two Short Talk Bulletins worth taking into consideration are "Diligent Inquiry" (May, 1983) and "The Investigating Committee" (June, 1988).

However, there is a need to update our understanding of the role of the investigating committee. Enlightened people frown on having their character investigated. Likewise, intellectuals frown upon the "black ball rule" and the idea of an investigating committee.

The very idea of being interrogated by one unqualified to make a value judgment turns away many of the best qualified candidates from ever petitioning for membership.

A more appropriate title may be, "Educating Committee" or "Information Committee". In this final decade of the 20th Century, it is presumptuous on our part to claim that we are better prepared than the petitioner to judge if he is Master Mason material. If the petitioner has been informed of the principles, purpose and demands of Freemasonry, he, then, is better qualified than we are to determine whether he should submit his petition to Freemasonry.

The main purpose of the committee should be to inform and instruct the petitioner about Freemasonry -- what it is; what it is not; the philosophy of Freemasonry and its purpose as well as its demands on the individual. Each petitioner should attend a "Brother Bring A Friend Night" (page 53). This program, if conducted and then followed by a healthy, well directed question and answer period, will help the applicant to come to a better understanding of Freemasonry so he knows what he is joining.

Answer any questions the petitioner and his wife may have. Remember, you represent your Lodge and the Craft, so answer the questions professionally, conduct yourself as a Master Mason and leave the petitioner and his wife with a positive impression of Freemasonry. Enable the petitioner to make an educated decision if Freemasonry is for him.

Suggested Hand-Out Material For Applicant:

- 1) "Tell The Applicant" *Short Talk Bulletin 8/54.*
- 2) "Who are the Masons" *From Grand Lodge.*
- 3) "What Is Masonry?" *Short Talk Bulletin 9/24.*
- 4) "Eleven Reasons For Being Loyal To Freemasonry." *"24-Inch Gauge."*

**Review Part One Of The L.S.O.M.E. Video.**

## **THE MASONIC 3 R'S REUNION, REFRESHER AND REFRESHMENT NIGHT**

For a variety of reasons a large percentage of a Lodge's members, sooner or later, falls into the habit of not attending Lodge functions. The longer they stay away, the greater is the chance that they will not return without some special incentive and encouragement.

The best approach is to maintain constant communication with every member. This should be done by regular newsletters and by contact from a phone committee or visitation committee. Even better is for the Master to personally contact as many members as he can find time to do.

But that may not be enough. For those who have stayed away for so long that they have probably forgotten how to work their way into lodge, something more is needed to encourage their attendance.

That is where this program can be used. Here is an outline of suggested procedures to include in your 3 R'S Night Program.

1. Establish the goals and objectives of your program. Rekindle interest in the Craft; build appreciation for the power, goodness and influence of Freemasonry.
2. Invite non-active members to a Lodge Program which is designed to achieve the objectives outlined. Invitation should be by letter, by telephone and, if possible, by personal contact.
3. Select a committee of two or three Brothers to instruct the invitees so that they will feel at ease in the Lodge Communication. The instruction should include an explanation of usual procedures and protocol.
4. Keep the business portion of the meeting to a minimum. Ten to Fifteen minutes should be enough.
5. A Masonic oriented program should be planned. Some suggestions may be: A few short talks on an inspiring part of local or general history of Freemasonry, A few short talks on what your local Lodge or Grand Lodge is doing as a part of its service to humankind. The options are unlimited.
6. Do not let the program drag. Close at a reasonable hour.
7. Provide refreshment after the meeting. "Fellowship"
8. Avoid negative statements like, "Hello stranger", "Long time no see". Make them feel welcome and make the evening an enjoyable event. It will encourage them to return time after time.
9. Provide transportation for the Brethren that need it. But don't stop after tonight. Let the invited Brothers know you will help them any time they want to come to Lodge.
10. These suggestions are valid for any Lodge communication.

A Lodge may hold this program in honor of its oldest member, or of all its older members together; in either event it is paying Masonic Honors to old age, and in so

doing it will be performing a service to its generations. Just the mere fact that a man has continued in membership forty, fifty, or sixty years is deserving of sincere recognition. Certificates and Pins are available from Grand Lodge Sales and are a special way of saying "Thank You" to the men that have worked in the quarries all these years.

Remember: Living a long time is not the only way to serve Masonry, but it is one way, and it should be recognized and honored. Bring these Brothers back to Lodge often and help them stay in touch.

*Here is a sample letter of invitation:*

Brother John Doe  
707 Hello Street  
Masonville, NY 14077

Dear Brother John:

Your brothers of Upbeat Lodge No. 1427 have been concerned that you have not been among us at lodge communications. Your fellowship is a part of Freemasonry and it is missed. We understand that there are many good reasons why some brothers cannot be with us at each communication. There may be an important reason why you have not been attending. Only the individual Freemason knows the "length of his own cabletow". We appreciate all the more your continued support of Freemasonry. Your support must come from a sincere dedication to the principles for which the Fraternity stands. However you are not receiving the benefit of the fellowship we share at each communication, and we really hope you can join us.

If your absence from lodge has caused you to forget the passwords and signs, please do not let this stand in your way from sharing the programs and fellowship. A program is planned for Thurs. Jan. 22 for the purpose of refreshing the memory of those who may have been away for awhile. Someone will meet you preceding the regular meeting and will fill you in as to words, signs and procedures. The program will be a refresher on the power, goodness and influence of Freemasonry. It is for the benefit of all of us.

Please try to save this date. If transportation is needed someone will be glad to bring you to the Temple. Remember our regular meeting time is at 7:30 PM the 2nd and 4th Thursdays of each month. Feel free to call me if you have any problems or concerns. We all appreciate your support of Freemasonry and cherish you as a brother. Come and rediscover what it means to be a "society of friends and brothers".

Fraternally yours,

Joe Friend  
Master, Upbeat Lodge No. 1427

## Friendship and Brotherly Love

### *Meeting the Masonic Needs of our Members*

**Purpose:** To promote Freemasonry, its ideals and principles, thereby ensuring its practice both inside and outside the Lodge-room. By showing our members that we care not only when they attend lodge meetings but equally so when they don't, we communicate to them that their continued membership is important to the Lodge and its members.

**How:** By the effective use of a Telephone and Visitation Team.

We are all familiar with a phone tree of one form or another. Masonic Lodges have used them for decades with varying degrees of success. Traditionally we use them for communicating our Masonic needs and events. When we call our members we do so to encourage them to attend meetings, to contribute to the brotherhood fund or other fund raising projects, to notify them of Masonic Funeral Services, to obtain head-counts for dinners, to ask them to work on projects, committees and degree teams.

If we call our members at all, we tend to do so only when we want something from them in terms of time or money. As Masons we are taught to develop sincere friendships with our brothers, to perpetuate each other's friendship and each other's love. The premise of the Phone & Visitation Team is to maintain regular contact with all of our members, showing our concern and working to meet their needs for maintaining membership in our Lodge.

To start it is helpful to know something of each member. Some of this information can be obtained from the "Membership Ledger." Next, develop a survey and mail it to each member so that you can update information on your membership. The survey should contain the following information:

1. Members Name, address and phone numbers
2. Date of birth
3. Family information, names of children and wife or close friend including addresses if different from the member's
4. Dates initiated, passed and raised
5. Name of his sponsor
6. Name of Master when raised
7. Occupation or profession
8. Hobbies and interests
9. Best time of day to call

Optional information could be:

1. Why he joined the craft
2. His most memorable Masonic experience
3. Masonic Offices held.
4. Other affiliations, e.g.: Concordant bodies, non-masonic fraternal organizations, professional affiliations and special interest groups.

When sending out instructions for the survey, inform your members that the Lodge is entering upon a Masonic renewal campaign to maintain better contact with its members. Also, that they should expect to receive letters and or phone calls from one of the Lodge Officers or from the Phone and Visitation Team.

Next, develop a card file based upon information from current records and the updated membership survey. The cards should be divided evenly amongst the Phone and Visitation Team. The larger your roster, the larger size team needed. Ideally, each member of the team should have between 5 and 10 cards. Update the information on the card after each contact and then to update the Lodge's data base or "Membership Ledger." The card file should show all pertinent information from the survey.

Categorize your members according to distance from the Lodge and those that have expressed that they do not want to be called. Not every member will appreciate being called or visited. It is best to do both until asked to stop and then make note of such on his card. When a brother expresses resistance to calls or visits, contact his sponsor or a member of the Lodge who knows the brother for assistance. Don't just give up, try to maintain as close a personal contact as possible. Most members, and over time even those who initially resisted, will begin to look forward to a friendly phone call or a personal visit. The first time you visit any member it is always best to bring some he knows with you. Never make an unannounced or surprise visit.

Call local members once a month to inquire how they are and inform them of recent and upcoming activities. If the member either frequently or occasionally attends Lodge it will serve as a friendly reminder of Lodge activities, while at the same time show our interest in him as a member. If the member rarely attends or has not attend for a long time, it too will communicate to him that the Lodge is thinking of him. In either case, if the member is unable to attend ask him if he has any message for his Lodge brethren that you could deliver on his behalf. By maintaining regular contact, you will often find hidden resources of friendship, brotherly love and a renewed commitment for the fraternity.

Team members should visit every brother on his list who has not attended a Lodge function during the past year at least once during the year if within a reasonable distance. He should also visit brothers on his list when they are sick or hospitalized. Members who are physically unable to attend due to age or infirmity should be visited more frequently -- once a month if possible -- preferably at least 4 time per year.

When a member lives too far away to visit, the team member should send personalized letters, preferably at least 4 times per year. If a Lodge member is traveling in the vicinity of a distant member, by all means do try to arrange a few moments for a personal visit.

These are but a few guidelines. Modify them anyway you want to ensure that your Lodge is meeting the "Masonic" needs of its members. You very well may be surprised at the results.

# Masonic Membership Loss Prevention Program

## Introduction

The Most Worshipful Grand Master, Gary A. Henningsen, stated in his St. John's Day message of 1994 stated that "Over the past decades, our State has been dropping more Brothers than we are raising. THIS TREND MUST END!!!" He ordered his Grand Lodge Staff Officers to; "Visit every Lodge in your District to make sure that they have a *program* set up to contact potential drops."

"Membership Loss" attributed to non-payment of dues has become a very serious problem for many Lodges within our jurisdiction. Concerted effort, perseverance and an Affirmative Action Plan should be established and implemented by "All Lodges" within the State to substantially reduce and/or possibly, even, eradicate this unfortunate circumstance.

For the last several years, Grand Masters have written to those who "stood-on-the-brink" of unaffiliation for NPD. Hundreds of our members responded, advising of their frustration. Many reported of their "emptiness" and felt neglected and unwanted by their Lodges. Many advised that no one has contacted them in years; and that the Lodge has never sympathized with them in their sorrows or has ever demonstrated a genuine concern for them; their families; their needs or for their genuine welfare.

It is apparent that an organized approach to reducing NPDs should be put in place - to reach out - communicate - and to salvage those in our midst who may be drifting away from our Illustrious Craft.

The MEMBERSHIP LOSS PREVENTION PROGRAM was created and written by R.:W.:Bruce D. Chilton to fulfill this charge. It has been field tested in the quarries and has proven highly successful in assisting Lodges and Districts in reducing the numbers of Brethren dropped for non-payment of dues.

## MASONIC MEMBERSHIP LOSS PREVENTION PROGRAM

The retention of our membership is one of the most important tasks that we face as a Fraternity. The following program gives the Masonic Lodge a vehicle to retain Brothers about to be unaffiliated due to NONPAYMENT OF DUES. (NPD)

The program is designed to give a Lodge appointed MEMBERSHIP LOSS PREVENTION TEAM guidelines for coping with a variety of situations that it may encounter in this effort. It allows the Lodge to take a proactive stance in retaining its most important asset: *ITS MEMBERSHIP!!*

The program requires the Lodge to assign some of its veteran talent to work together as a TEAM. The report form has been designed to allow for numerous contacts to be made. The program is to be followed *step by step*, always recording what has transpired so that the Lodge can track successes as well as failures and learn from the team's experiences. The report form should be duplicated and turned over to the Secretary, with a copy to the Master, and the Staff Officer, in a timely fashion.

### Step by Step

#### **STEP 1: Picking the *right* Membership Loss Prevention Team**

The Worshipful Master appoints a MEMBERSHIP LOSS PREVENTION TEAM CAPTAIN. It is recommended that the Captain be a Masonically experienced Brother who is friendly, well known, and **MOST IMPORTANTLY**, in possession of a positive attitude. A Brother with these qualifications is better able to respond to some of the possible concerns of the delinquent Brother. It is also recommended that the Captain be allowed to choose the other members of his Team with the Master's approval. These Brothers should possess the same qualifications as the Team Captain.

The Team will be required to send a minimum of three letters to potential NPD Brothers. It should be decided whether the Lodge will do this through the Secretary or the Team. The Secretary should be an ex-officio member of this Team and should be kept up to date on all its activities. The Secretary's cooperation is **imperative** to the success of the Team's efforts. The Team will be charged with making personal contact with local Brothers and telephone contact with out of town Brothers. (Expense guidelines can be determined at this time.) They are to record and report the results to the Master and the Secretary and the Grand Lodge Staff Officer. It is *suggested* that these results be reported to the Lodge in detail at the annual communication.

#### **STEP 2: The preparation phase**

The Team's first act should be to contact the Secretary of the Lodge by the last meeting before the summer break to obtain a list of Brothers who will be at NPD status by the end of the year. Along with this list, the team should ask for the name of the potential NPD's Brother sponsor and the Brother that was appointed as his Shepherd. If neither are available, try to locate someone in the Lodge who has some contact with the Brother. For example: belonging to the same church, having the same employer, or having taken their degrees in the same class. The Team should obtain their addresses and phone numbers. (SEE FORM #4.)

### **STEP 3: The letter writing campaign**

Send the first of three letters (SEE FORM #1) to the DELINQUENT BROTHER by June 1. Invite him to any summer events you may be having. The second letter would be sent by October 15. This letter is still very encouraging and assumes the delinquent brother will be forwarding his dues. The second letter also offers different options for payment to the delinquent brother, all of which should be approved by the Lodge in advance. The final letter would be sent by December 15. This final letter should be sent certified mail. Along with the third and final letter, include a self addressed stamped post card requesting his decision and signature for your records. See the sample enclosed (Form #6). Before sending any letter, contact the Brother who sponsored the DELINQUENT BROTHER. If this Brother is no longer active then try to find the delinquent Brother's Mentor or someone else who is either close to him or has some knowledge of his life. Talk to that contact and find out all you can so that you have some basis upon which to relate to the DELINQUENT BROTHER. Utilize the MLSS program or have the Secretary show you his original petition as alternative ways of gathering information.

### **STEP 4: The attempt to make personal contact**

Following the first letter, attempt to make personal contact by phone and ask the Brother if you and a fellow Brother can pay him a visit. Tell him you are concerned about his DELINQUENT status and would like to talk to him about it. (You may find that a visit is not necessary, or possible.) If the Brother resides out of town, conduct your interview over the telephone. If you are visiting, set up a time, preferably at his home. Enlist the help of the contact who knows the Brother and ask him to join you on the visit. Out of town Brethren may be visited by a local lodge if our Grand Lodge requests it. See your District Deputy Staff Officer for assistance. See the section entitled "Contact Objectives" for some ideas about what to discuss with the delinquent Brother. There really is no substitute for personal contact.

### **STEP 5: Your Grand Lodge Officers can help**

Have you thought of enlisting the help of your Grand Lodge Officers? The TEAM may want to ask the Staff Officer to write the first letter asking if there is a problem and offering his assistance to the Delinquent Brother. This would afford the Brother a channel to vent frustrations which he may not feel comfortable revealing to a member of the Lodge.

You may feel that the presence of a Grand Lodge Officer at your visit may be helpful.

Send a copy of all communications to the Staff Officer as well as the Secretary of the Lodge. A copy of the final report is to be sent to the DDGM.

Following these steps requires a committed team who knows how to relate well to people. The key to success requires good communication between the team and the administration of the Lodge, and the ability to follow through with a sincere desire to assist in saving a Brother Mason's membership.

## Contact Objectives

The Team should attempt to address the following issues, either in person or over the telephone, with every delinquent Brother of the Lodge if at all possible.

**A. Does the Brother have financial problems?**

Have a plan in effect, allowing you to be empowered to offer it to the Brother during the contact. Some Lodges are offering an amnesty program. Example: If the Brother will repay past Grand Lodge dues, the Lodge will forgive the remaining balance. Decide before hand what, if anything, your Lodge is willing to offer the Brother. Ally plan **must** be authorized in advance by the Master.

**B. Has the Brother been away for so long he has forgotten the password or signs?**

Assign a Mentor to him if he would feel more comfortable. You know he is a Mason. For out of town Brothers, Grand Lodges can be contacted for assistance. Request a visit to the Brother from a lodge in his area..

**C. Has the Brother been away so long that he knows no one who is active and feels uncomfortable attending a meeting?**

An excellent option is to ask him to come to the next "Brother Bring A Friend Night." Many of the men in attendance would be in a similar situation as he is because they have *never* been to a Masonic meeting. Invite him and his wife to a social event, making sure that he can sit with you or someone he knows. Encourage out-of-towners to visit a Lodge close to them.

**D. Does the Brother have a personal problem with someone or something in your Lodge?**

Bring this information back to the Master. Together you may be able to come up with a solution. You may want to enlist other Lodge members for help, or you can contact the Grand Lodge Officers for assistance.

**E. Does the Brother, because of health or eyesight, *not* want to drive at night?**

Offer to have him picked up and driven home after the meeting.

**F. Does the Brother just not care for Masonry?**

Is Masonry not what he thought it would be? Ask him what he doesn't like and try to be objective. You may be able to learn something from this. **DO NOT** get angry. Masonry is *not* for everyone. **Suggest that he pay his back dues and apply for a dimit.** This would allow him to re-affiliate at a later time should he change his mind. Make every effort to leave him with a good impression of you and of the Fraternity. **REMEMBER: YOU** may be his last impression of Freemasonry. Show him that what you care about him and not his wallet.

FORM # I  
(NPD SAMPLE LETTER #1)  
(send by June 1 )

***CAN DO LODGE #123 F&AM  
ROCHESTER, NEW YORK 12345***

Date

Dear Brother \_\_\_\_\_,

We hope this note finds you and yours well. We have not heard from you in awhile, and with the summer beginning we thought that we would cordially and fraternally invite you to the summer events that CAN DO LODGE #123 has planned. Attached is our schedule.

The Membership Loss Prevention team has been informed by the secretary of the Lodge that you have not yet paid the last two years' dues. If this is just an oversight please remit your dues at your earliest convenience. You have been a Brother Mason for years, having been raised on \_\_\_\_\_ in \_\_\_\_\_ Lodge. Your petition lists \_\_\_\_\_ (*sponsor's name*) as your Masonic sponsor and the Master when you were raised was \_\_\_\_\_ (*master's name*).

Our Brothers are the most important asset *of CAN DO LODGE #123*. Without you there is no Lodge. We are looking forward to the coming year and invite you to participate as often as you can. (\* see below). Our Membership Loss Prevention Team will be contacting you shortly to touch base with you. Please be open with them about the status of your membership.

Drop me a line or call me to give the Lodge some news about your life. We will read it in Lodge. We would really like to hear from you. Feel free to contact me at any time at 322-2222. Do not hesitate to inform the Lodge of anything that we might be helpful with.

Fraternally,

Brother Hiram

\* For out of town Brothers the letter should have this insert: "Do you know that as a Master Mason you have the right to visit Lodges in your area? Call me if you need assistance in this regard."

FORM #2  
(sample letter #2 send by Oct. 15)

**CAN DO LODGE #123 F&AM  
ROCHESTER, NEW YORK 12345**

Date \_\_\_\_\_

Dear Brother \_\_\_\_\_,

Sorry we missed you at our summer events. The Lodge is now back in full swing, and your input is missed.

Our team is contacting you again to call your attention to the fact that on December 31,199-, you will be subject to unaffiliation from **CAN DO LODGE #123 F&AM**. We are actively looking for ways to make an arrangement with you to prevent this unfortunate end to your Masonic membership.

The amount that is delinquent is \$ \_\_\_\_\_ which covers the past two years. There are several options that the Brethren of the Lodge have authorized our team to offer you:

1. You can pay the full amount of your delinquency as noted above, in which event you will continue to be in good standing in the Lodge.
2. You can pay at least one year's back dues before December 31,199- and remain a member of the Lodge even though you are not current.
3. If you are in need of financial aid, please contact the Secretary, the Master of the Lodge or me and we will look at other options including the possibility of a payment plan or any other suitable arrangement.

The Grand Lodge of the State of New York requires that a Lodge pay the Grand Lodge assessment for ALL members on its rolls. This is the reason that **CAN DO LODGE #123 F&AM** cannot keep non-paying dues members on its roster indefinitely.

You are an important part of the Craft. We need and want you to continue your membership.

We sincerely hope that one of the above options will be an acceptable alternative to terminating your \_\_\_\_\_ (*insert years of membership*) years of membership in our Fraternity. We hope to hear from you soon.

Cordially & Fraternaly,

Brother Hiram

FORM #3  
(sample letter #3 FINAL)  
(send by Dec. 15)

**CAN DO LODGE #123 F&AM  
ROCHESTER, NEW YORK 12345**

Date \_\_\_\_\_

Dear Brother \_\_\_\_\_,

I write this final notice to you with deep regret. At our next meeting a vote must be taken that would drop you from the rolls of **CAN DO LODGE NO. 123** as of December 31 \_\_\_\_.

We have tried our best to resolve any issue that might have prevented this letter from ever having to be written. We have tried to impress upon you that your membership in our Lodge is important to us. We have worked hard to retain you as a Brother.

Now we are forced to take your name from the membership rolls where it once was inscribed along with all of those who came before and after you. In addition, we **MUST** notify all concordant bodies and other Lodges to which you may belong that your membership in these organizations must be terminated as of January 1, \_\_\_\_.

Should you at **any time** decide that you have made the wrong choice, we implore you to contact the Secretary of the Lodge, and he will advise you as to how to renew your membership.

As we have said to you over the past months, our most important asset is you, and we are truly sorry that you have chosen to end your membership in all the bodies of Freemasonry.

Cordially & Fraternaly,

Brother Hiram (*Team Leader*)

FORM #4

**REPORT OF TEAM INVESTIGATING BROTHER BEING CONSIDERED FOR UNAFFILIATION FOR NON-PAYMENT OF DUES**

BROTHER \_\_\_\_\_ TELEPHONE \_\_\_\_-\_\_\_\_-\_\_\_\_\_

ADDRESS \_\_\_\_\_ DOB \_\_\_\_/\_\_\_\_/\_\_\_\_\_

BACK DUES FOR YEARS \_\_\_\_\_ AND \_\_\_\_\_ AMOUNT DUES \$ \_\_\_\_\_

NOTIFIED BY SECRETARY BY SUMMONS DATED \_\_\_\_/\_\_\_\_/\_\_\_\_\_

MASONIC HISTORY: \_\_\_\_\_

---

Special Interests

Masonic \_\_\_\_\_

Non-Masonic \_\_\_\_\_

PROPOSED BY: \_\_\_\_\_

RAISED \_\_\_\_/\_\_\_\_/\_\_\_\_\_ AFFILIATED \_\_\_\_/\_\_\_\_/\_\_\_\_\_

COMMITTEE CHAIRMAN \_\_\_\_\_

COMMITTEE MEMBERS \_\_\_\_\_

RESPONSE OF DELINQUENT BROTHER \_\_\_\_\_

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COMMENTS OF COMMITTEE: \_\_\_\_\_

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RECOMMENDATION OF COMMITTEE: \_\_\_\_\_

DATE \_\_\_\_/\_\_\_\_/\_\_\_\_\_

SIGNED \_\_\_\_\_ CHAIRMAN

ACTION TAKEN BY LODGE: \_\_\_\_\_

DATE \_\_\_\_/\_\_\_\_/\_\_\_\_\_ COPT SENT DDGM \_\_\_\_/\_\_\_\_/\_\_\_\_\_

FORM #5

NPD STATUS REPORT CONTACT SHEET: JULY 1, NOVEMBER 15, JANUARY 15

Brother's Name	Address	Phone	Sponsor/Contact	Initial Contact	Comments

FORM #6

(send with final letter in December)

I WISH TO PAY MY DUES IN FULL

I WISH TO PAY ONE YEAR AT THIS TIME.

I WISH TO PAY MY DUES AND DIMIT. PLEASE FORWARD THE DIMIT TO ME.

I DO NOT WISH TO PAY MY DUES. PLEASE DROP ME FROM THE ROLLS OF THE LODGE AS WELL AS TERMINATING MY MEMBERSHIPS IN ALL OTHER LODGES OR ANY OF THE CONCORDANT BODIES OF FREEMASONRY.

SIGNED \_\_\_\_\_

DATE \_\_\_\_\_

# "WE NOW HOLD THE BROTHER....."

by R \ W \ Richard C. Friedman

(Accepted by the Masonic Service Association for their 8/93 STB)

In the Short Talk Bulletin of December 1990, I proposed a program called "Brother Bring a Friend Night" to spur efforts towards Membership Development. My own Lodge, District and parts of New York State use the program actively. In areas where it is utilized we are making new Masons.

Three years later we are faced with a different problem: how do we keep the new Mason involved and reinvigorate the senior Mason to the point where we do not see the frustrating rise in the loss of membership due to non-payment of dues or dimitts?

In short, how do we get focused on MEMBERSHIP RETENTION?

Following the World Wars, Masonry saw a huge rise in membership. I have seen Lodge programs from my own small Lodge which indicated 70 men in waiting for the various degrees. Sadly, history tells us that Masonry as a whole did little or nothing to retain these men as active members in Craft Masonry.

With the start of a new era in bringing in Masons, we must not repeat the mistakes of the past. We must make new Masons and retain them as vital links in the Masonic Chain, especially at the level of the "Blue Lodge".

This Short Talk will deal with some of the key points for Membership Retention from a LODGE level and in a programmatic way. It will present a vision of how one Lodge, having somewhat solved its Membership Development problems took on the challenge of retaining its members.

I am well aware that most of the ideas about to be presented have been out in the field for years. The tragedy is that our Brethren DO NOT USE THE TOOLS AVAILABLE TO THEM.

Therefore I offer apologies in advance to those dedicated Brothers who have tried valiantly for years to implement the following information. Now it is my turn at bat!

## The Scenario: Can Do Lodge; Isn't

Over the course of the last several years, Can Do Lodge #7777 convinced its members to adopt a Membership Development program. Using the Brother Bring a Friend Night and materials from the Masonic Renewal Task Force, the Lodge members were motivated to go out and bring in new members. The Lodge responded and brought in 20 new members in three years.

At a recent Lodge meeting only 8 of those new members were present. At the same meeting 6 senior members were dropped for non-payment of dues and 4 dimitts were read. The Master of the Lodge knew something was wrong.

Where were the new guys who looked so excited by the degree work?

How was it possible that Past Master John Jones was asking for a dimit after 25 years of membership? Could Masonry have come to mean so little to Brother Schwing that he let himself be dropped for non-payment of dues after 11 years of membership?

The Master commissioned a Lodge Task Force to review the situation and make recommendations for implementation.

## THE KEY QUESTIONS

The first task the TEAM faced was to come up with a list of honest questions which would clarify the problem.

These were the questions they developed and asked themselves honestly:

Do we call our members regularly?

Do we REACH OUT and OFFER aid and assistance or do we sit back and assume that all is well if we do not hear from a Brother?

Have we asked our new members what they are interested in regarding Freemasonry?

Did we assign them a Shepherd or Mentor after they were raised?

Have we gone out of our way to provide Masonic education and a broader view of the Craft they belong to than just the confines of this Lodge?

Has the Lodge REALLY taken an interest in its members old and new? For example, can anyone but the sponsor of the new members state the new brother's occupation, marital status and children's names and ages?

Do we communicate with our Brothers except when we want their money in the form of dues or charitable contributions?

Do we acknowledge Masonic and non-Masonic birthdays or anniversaries prior to 40 or 50 year members?

Have we asked our Brethren what they would like to see on our Lodge Trestleboard?

What were we doing to encourage meaningful family involvement in and outside of the Lodge?

Were we defining family involvement as every member of the family joining appendant Masonic bodies?

How are we addressing the needs of young members who have young families and two working parents?

Were we doing enough to include the wives in the life of the Lodge?

Why was the Lodge having a problem in garnering line officers?

Were we really active in the community of the Lodge or were we just writing checks?

Was there enough fun in the Lodge?

Were we paying enough attention to "paying the Craft their wages, if any be due, that none may go away dissatisfied"?

### **The Evaluation:**

#### **Excedrin Headache #7777**

The Task Force quickly realized that the painful questions that they asked led them to the even more painful reality that the Lodge was lacking in many areas.

The hard part was to admit that there was a problem and convince the Brethren who were active to make the necessary changes that would be needed to correct it.

The Task Force put the key questions in writing and sent them to the membership. This began a process of letting the members know

that the leadership understood that THEY mattered to the future of the Lodge.

When Can Do Lodge had a severe membership problem they had DISCUSSED it outside of the normal Lodge meeting in a risk free environment and as a TEAM.

The Retention Task Force followed this pattern and got the Master to schedule a brainstorming session. They mailed an invitation to attend to the entire membership.

At the brainstorming session it was obvious that many of the brothers held similar concerns and gave similar suggestions to the Task Force. The Task force in turn asked the brothers in attendance to commit to working in areas of their CHOICE in the membership retention effort.

The evaluation of the responses to the surveys generally went along with the brainstorming session: The Key Questions that we asked were the key areas needing to be addressed. Anyone who responded to the survey was also asked to help. A review of the Lodge's roster was held to see if any of the brothers had specific skills in any area which might help them and these brothers were contacted.

The Task Force was now ready to make suggestions for an action plan.

### **The Plan: Brotherly Love, Education, Communication And Change!**

The Task Force proposed the formation of several action Teams working in different focused areas to address positive solutions to the key questions arising from the evaluation and feedback phase.

Each Action team developed specific implementation goals to recommend to the Lodge. The following details the different action teams' specific recommendations. Each TEAM knew that it would be accountable for following through on its suggestions.

#### **The Family Involvement Action Team.**

This team recommended:

- ❖ looking at the Lodge Trestleboard and urging for more open programming, prevailing on the Master to close the Lodge by 9:00 p.m. whenever possible.

- ❖ investigating the feasibility of providing co-op baby-sitters at the Lodge during meetings.
- ❖ writing a procedure for Investigating Teams to make this first impression of the Craft favorable for the wife, candidate and family.
- ❖ producing a letter from the Master describing Masonry and the family's role to be sent to the wife or significant other of every petitioner.
- ❖ implementing several purely social outings which contained NO Masonic SPEECHES that the whole family could have fun at.

**The Masonic Education Action Team.**

This TEAM recommended:

- ❖ making sure that every petitioner had a Shepherd or Mentor for at least one year following the degrees.
- ❖ using the trestleboard of the Lodge in part to expose new members and the Lodge as a whole to all current educational material.
- ❖ seeing that a Lodge Library was started to make available all of the publications from concordant bodies that individual members would donate after reading, as well as gathering and distributing Masonic publications and videos.
- ❖ actively encouraging brothers to visit other Lodges both within the area and without. Since many of their young members traveled on business, they would provide listings of Lodges across the country and world with the assistance of the Grand Secretary.
- ❖ urging each sponsor of a new member to purchase "The Craft and It's Symbols" by Allen E. Roberts and give it as a gift.
- ❖ urging the Lodge to buy a year's subscription to the Masonic Service Association "Short Talk Bulletin" for each new member.

**The Masters Wages Action Team.**

This TEAM recommended:

- ❖ making sure that each member was contacted as regularly as possible.
- ❖ creating a phone list of at least all local brethren and calling them before each meeting, offering rides if needed.

- ❖ producing a data base to include all relevant family, business and personal information, creating contact sheets on each brother to keep a record of the Lodge's communication efforts and their response to them.
- ❖ creating a public "Awards Night" to include certificates for 10 years of service and up, as well as "Mason of the Year", "Most Improved Ritualist", "Best Lodge Function Attendance", "Membership" and other motivational awards.
- ❖ sending out Masonic Birthday Cards to all members once a year asking for some news and acknowledging their membership.
- ❖ coordinating visitations to sick and shut-in members.
- ❖ asking that the Lodge buy poinsettias or an appropriate gift and deliver them at the Winter Holiday time to those Brethren in need.
- ❖ asking the Lodge to sponsor a widows' program.
- ❖ asking the Lodge to sponsor a holiday party and summer picnic for the kids.
- ❖ insuring that every member in danger of unaffiliation for non-payment of dues or who requested a dimit would be personally contacted by the Lodge, preferably by someone whom the Brother knew to find out if there was anything the Lodge could do to assist and forestall negative actions.

**The Executive Program Action Team.**

This TEAM recommended:

- ❖ creating a Long Range Plan for the Lodge.
- ❖ working with every line officer from top to bottom on program planning, ritual, protocol and administration.
- ❖ working with officers on how to run a meeting.
- ❖ developing and publishing a handbook of job descriptions for each Station and Place in the Lodge with a clear outline of duties and role.
- ❖ recruiting new blood into the line and making recommendations to the Master as to appointments.
- ❖ insuring that each officer was a graduate of a leadership course, (if one is available) or

had attended a certain number of seminars about Masonic Leadership or had a working knowledge of certain books pertaining to Masonic Leadership.

#### **The Community Involvement Action Team.**

This TEAM recommended:

- ❖ reaching out to the local community and finding ways to be of service in a direct way.
- ❖ making sure that the Lodge was actively involved in charitable work.
- ❖ attempting to create relationships with the local media in order to get the good news of the Lodge's actions publicized in the community.
- ❖ creating ways of using the Temple as a central community hub such as letting Boy/Girl Scout troops, AA meetings and other community groups use the facility.

#### **The Feedback, Fun and Continuity Action Team.**

This TEAM recommended:

- ❖ continual evaluation of whether the Lodge was having enough fun, as defined by participation, attendance and feedback by the brethren.
- ❖ continuous assessment of whether the needs of the Brethren were being met.
- ❖ continuous input of creative new ways to interact with one another.

#### **Where The Rubber Meets The Road**

The recommendations of the Task Force were sent to every member of Can Do Lodge. Feedback and participation was asked for and received. Many Brothers who had not been active seemed to find a niche.

The Brothers seemed really motivated to work within areas which they were able to choose.

One interesting result of the process was the feeling within the Lodge that all of the efforts that it was committing itself to really fell under a larger and higher purpose: Brotherly Love.

Once the Brethren felt the POWER of Brotherly Love, all of the work involved felt like a labor of love for the Fraternity. Feelings long

unexpressed or even repressed about Freemasonry became real and shareable to many men who felt stifled to do so before.

Freemasonry had become a living force within their lives.

The Task Force came away from the experience feeling more grounded in basic, fundamental Freemasonry. They felt closer than they had ever felt to truly living out the beauty of the Masonic ritual and philosophy underlying it.

The Lodge began to understand that the further they drifted from the actions and philosophy of life that true Freemasonry demanded such as:

- Communication and Caring
- Fraternal Love
- Sharing of thoughts and ideas
- Taking care of our own
- Commitment
- Honesty and Integrity

Individual choice and inclination the more problems the Lodge had in retaining its members.

Their task completed, the Task Force was disbanded. Ringing in their ears as they took their places on the respective Action Teams were powerful words:

"by the light he there shall find and as HE there shall find it"

"Masonry bids you do your best in that which lies nearest to you"

"Peace, that here on the broad platform of BROTHERLY LOVE, the high, the low, the rich the poor may meet together with one common purpose: THE PERPETUATION OF EACH OTHER'S FRIENDSHIP AND EACH OTHER'S LOVE".

"Behold how good and how pleasant it is for brethren to dwell together in unity!"

The Lodge had come to understand that the key to membership retention was the creation of a culture whereby a Brother feels that he really misses something great when he can't attend a meeting.

Can Do Lodge had become a place where every brother could relate from the heart to the words of the ancient Scottish Tyler's toast:

**"Happy to meet, sorry to part, happy to meet again".**

