

◆ WHY DO
MANY MASTER
MASONS DISAPPEAR
SOON AFTER BEING
RAISED?

◆ WHY DO MEMBERS
WHO HAVE BEEN
ACTIVE IN THE LODGE
DISAPPEAR?

◆ HOW DO WE BRING
BACK BOTH GROUPS
AND MAKE THEM
ACTIVE MEMBERS OF
THE LODGE?

AN ENGAGED
MEMBERSHIP IS AN
ACTIVE & HEALTHY
MEMBERSHIP.



MEMBERSHIP ENGAGEMENT



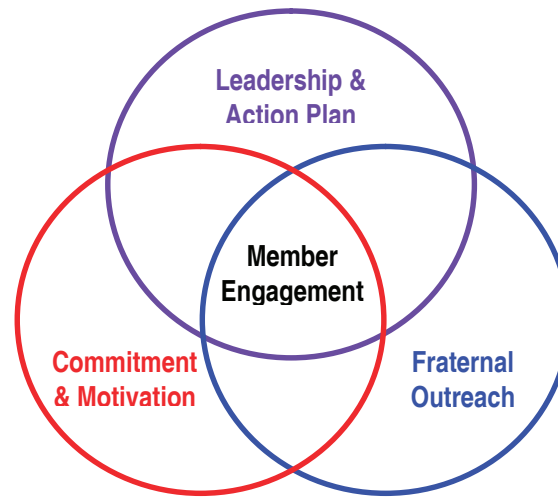
MEMBERSHIP ENGAGEMENT PROGRAM FOR MASSACHUSETTS FREEMASONS

*RECONNECTING
OUR MEMBERS WITH
THE FRATERNITY*

Produced by the Grand Lodge
Membership Committee

LEADERSHIP & ACTION PLAN

- ◆ Masonic blue lodges are top down organizations with most of the power and authority resting with the Master and the senior officers. This does not lend itself to fostering an environment of membership engagement.
- ◆ The Leadership of the lodge needs to develop a plan of action to engage the membership. This can be done by conducting a survey of membership's interests either on-line, snail mail, telephone or all three. It is important to engage the members not attending and not just conduct the survey in lodge.
- ◆ Lodges can also conduct a focus group or brainstorming session and invite the membership to participate in order to come up with new ideas that the members want to try. Ideally if a sideline brother can be found to conduct the the session, it can help give the members present more ownership of the results.
- ◆ Take the results of the surveys and/or the focus groups, identify the needs and develop and implement an action plan to meet those needs. The information solicited for the surveys/ focus groups should sew the seeds of success.
- ◆ The Action Plan must have deadlines and deliverables in order to have those involved be accountable for successfully implementing the plan.



COMMITMENT & MOTIVATION

- ◆ The leadership and active membership of the lodge must be motivated and make a commitment to make the action plan work.
- ◆ As leaders of lodge membership committees, Lodge Ambassador(s) need to be fully engaged throughout the entire process
- ◆ Those leading the Action Plan must be committed to seeing it through to a successful conclusion, if not, the effort to engage the membership will likely fail.
- ◆ Everyone involved needs to take ownership in the membership engagement program. Don't assume the other guy will do it.
- ◆ This needs to be an ongoing process and commitment and not just a one time effort by the lodge.

FRATERNAL OUTREACH

- ◆ Fraternal outreach must take place throughout the engagement process for it to be successful, from the surveys and focus groups, to developing the action plan right through its implementation.
- ◆ The more extensive the outreach is to the membership, the higher the level of buy in there will be, and as such, a higher chance of success.
- ◆ Veteran members who have not been to lodge in a while and are concerned about working their way back to lodge would likely benefit from a reassuring call from a brother or perhaps a lodge Rusty Brother Night.
- ◆ Create a Transportation Committee to help brothers who cannot drive anymore.
- ◆ Plan events that the members wanted based on the surveys and focus groups and aggressively work to market the event to make it successful.
- ◆ Use the Lodge Ambassadors to immediately engage newly raised Masons to become involved in various committees or helping out on a function. Failing to immediately engage a new member dramatically increases the chances they will not come back.
- ◆ Try to assess a members strengths before approaching him to serve. Pushing a new member too quickly to become an officer can be a big turn off.