

District Masonic Ambassadors:

Leading the way to new Membership Heights

Grand Lodge Membership Committee
R.W. Mason W. Russell, Chairman



Leadership

- Appointed by the District Deputy Grand Master (DDGM).
- The District Leader for all matters related to membership development.
- Raising Master Masons the number one job of our blue lodges.
- District Ambassadors have one of the most important jobs in the district.



Don't play 2nd Fiddle

- Work with your fellow District Officers, but realize you are a **LEADER** in the district and it is important that you do so.
- DDGM's have been directed to appoint top caliber people into the role of District Ambassadors.
- All matters regarding promoting, advancing and increasing our membership in the district are your responsibility.



Ascending Role in the District

- With the direct aligning of the Ambassadors with the Membership Committee the role of the District Ambassador continues to grow in importance.
- Awareness is important in terms of promoting the craft, but the overarching goal of membership development falls on the District Ambassador.



Emerging use of Ambassadors

- In recent years the importance of the use of ambassadors to promote one's organization is catching on across many areas:
 - Businesses
 - Schools and non-profits
 - Sports teams
 - Religious groups
 - Fraternities
 - Cable TV



Chief Spokesman for Membership

- Always take the opportunity to promote membership.
 - At Lodges of Instruction (LOI), meet with your Lodge Ambassadors monthly to coordinate the District's membership efforts.
 - Speak at the LOI as well as visits of the DDGM to announce membership initiatives such as open houses and one day classes.



District One Day Classes

- District Ambassadors are the lead person managing these events for their DDGM's.
 - Securing a venue.
 - Overseeing logistics for the event, registration, meals, etc.
 - Identifying and assembling ritual teams.
 - Working closely with the DDGM to insure a smooth event.






Open Houses

- Coordinate with lodge ambassadors on plans for each building's open house.
 - Share best practices with the lodges.
 - Info available on Masonicambassadors.net
 - Encourage Lodge Ambassadors to submit Open House reports.
 - Be present during open houses. Tour the district with your DDGM.
 - Open Houses are all about membership and as such your presence is required.
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Thorough Investigations

- Increased membership has put pressure on lodges with the number of investigations that need to be done.
 - Stress the importance of thorough investigations to the lodges in your District.
 - It is critical that we insure the **QUALITY** of our members.
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Master Mason Rookie Program

- Promote the Master Mason Rookie Program in your District
 - Inform New Entered Apprentices of the program and encourage them to participate
 - A great way to engage new members.
 - 46 recipients in the first year
 - Master Mason Rookie Award Recipient Association.
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Get the Lodge Ambassadors Working!

- Remind them they are the lodge's membership committee.
 - They need to be working closely with the Master, taking applications, investigating candidates and insuring the process moves in a timely and thorough fashion.
 - Lodge Ambassadors should be looking to grow their ranks to help with processing the increasing numbers of new members.
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Get the Lodge Ambassadors Working! (con't)

- Free up the Master and the officers to concentrate on conferring the degrees and let the Membership Committee handle processing the candidates.
 - A goal of five Jeweled Ambassadors per Lodge which includes one Lead Ambassador.
 - Work with the DDGM and DDGSec to ensure each lodge has up to five Ambassador Jewels
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New Lodge Mentor Program

- New Lodge Mentor Program in development
 - Mentors to work closely with new members, from the time of application thru the first twelve months .
 - Engage new members as an advisor and teacher.
 - Introduce new members to all that Freemasonry has to offer
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Importance of Membership Engagement

- Underscore to your Lodge Ambassadors and Mentors the importance of getting new members involved in their lodges.
 - Are they officer material?
 - Could they serve on the building association?
 - Which committee in your lodge would they best fit?
 - Would they be good ambassadors?
 - Identify their skill-sets and use them!



Sourcing New Members

- Over the past 5 years we have brought in more members through external means, advertising, open houses, etc.
- With approximately 6,590 new members joining the craft over the last 5 years we can increase our efforts internally.
- These 6,590 members represent our best prospects for new members.



S.M.A.R.T. Membership Goals

- Work with your Lodge Ambassadors to set target membership numbers for the lodge.
- Point out that lodge's need to be striving to get ahead of the curve in terms of bring in more members than they are losing..
- The average Lodge needs to bring in 13 new members each year just to keep up with attrition.



We need you to “STEP UP”

- With the continued attention of membership development by Grand Lodge it is critical that the District Ambassadors “step up” to convey and lead membership initiatives.
 - Be a leader and an asset to your district
 - Work closely with your DDGM
 - Grow and strengthen the role of the District and Lodge Ambassador



Perhaps MLI could help?

- How many have participated in the Masonic Leadership Institute (MLI)?
 - Could help develop leadership and management skills you need in your role.
 - Helps with public speaking and organizing people.
- Your lodge or other Masonic bodies may be willing to help with the tuition.
 - Consider signing up for the R.W. Brother Benjamin Franklin MLI Class in September 2010. (Application Deadline June 1, 2010)

Grand Lodge Membership Committee Contacts

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