

A collection of Masonic regalia is displayed on the left side of the page. It includes a red sash with a circular emblem, a blue sash with a similar emblem, two Maltese crosses (one silver and one gold), a pair of gold-rimmed glasses, and a silver compass. The items are arranged on a dark blue and brown checkered fabric.

Masonic Ambassadors

Foot Soldiers for Membership

Grand Lodge Membership Committee
R.W. George J. Bibilos Chairman

Masonic Ambassador Program
Wor. Philip A. Nowlan, Chairman



Masonic Ambassador Program

Today's program is designed to help you be an effective Ambassador for Freemasonry.

- ❖ Engaging & Mentoring new members
- ❖ Spokesmen for the craft
- ❖ Knowing more about our product
- ❖ Presenting your message with positive results



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



Role of Masonic Ambassadors

- ❖ Help build membership in your Blue Lodge ... Masonry's foundation
- ❖ Insure that new members become engaged in the activities of the lodge in some fashion and that they stay active.
- ❖ Drive membership initiatives in the lodge for both new and current members.



Ambassadors:

It's all about membership

- ❖ Leaders of lodge membership development committee.
- ❖ Mentor, engage and integrate new members.
- ❖ Spokesman for the craft.
- ❖ Part of the Grand Lodge Membership Committee
- ❖ Promote the craft in the community.
- ❖ Publicize the good the things the fraternity does.
- ❖ When available use the marketing tools & strategies developed by the Awareness Committee to promote membership development.



Masonic Ambassador Program

Mission

- ❖ Develop a team of Masons to advance a message on Freemasonry
 - That is consistent, informed and positive
 - To Masons, their families and the public
- ❖ Rebuild, activate and engage lodge membership
- ❖ Strengthen our Lodges



Masonic Ambassador Program

Primary Objectives

- ❖ Excite and engage membership on a strategy for building a strong future for Freemasonry
- ❖ Develop public spokesmen / membership development officers in every lodge
- ❖ Advance standards for planning and conducting dialogues on Freemasonry
 - In lodge, community and college settings

Masonic Ambassadors

Primary Responsibilities (1)

- ❖ Personal Mentor of new Masons
 - Not ritual and symbolism, but the scope and greatness of the Masonic family of organizations worldwide,
 - Application of Freemasonry to his daily life
 - Opportunity to make many new friends
 - Opportunities for personal growth and involvement in lodge and the fraternity





Masonic Ambassadors

Primary Responsibilities (2)

❖ Public Spokesman

- Regularly, in lodge meetings
 - To members
- Actively seek opportunities to speak with non-Masons
 - At lodge “fellowship” events
 - At men’s clubs, service / business groups, colleges
- Address Masonic history, principles, teachings, appendant bodies, activities, charities

Masonic Ambassadors

Primary Responsibilities (3)

- ❖ Membership Committee Chairman
 - Advance community awareness of Freemasonry, to
 - Improve public perception and understanding of Freemasonry
 - Recruit new members
 - Remember, Massachusetts Masons may ask good men to join the Fraternity



Selecting Ambassadors

A Masonic Ambassador should be able to:

- ❖ Make a positive, convincing impression on members of the press; community and religious leaders; college students
- ❖ Articulate enthusiastically Masonry's story
 - Principles, charities, symbolic parallelism in constructing a great edifice
 - Masonry's relationship with religion





Selecting Ambassadors

A Masonic Ambassador should be able to:

- ❖ Generate interest in Masonry with different groups of good men of all walks of life:
 - Teachers and students, Community and religious leaders, Local businessmen
 - Will likely need multiple Ambassadors to handle different groups.
- ❖ Produce membership applications and integrate these new members into the lodge.



District Ambassadors

- ❖ Appointed by District Deputy Grand Masters and should be traveling with the DDGM on all of his visits.
- ❖ Chief spokesman for Membership Development in the District.
- ❖ Expected to work closely with Lodge Ambassadors.
 - Meet with them regularly (LOI's are a great opportunity)
 - Team building with the Lodge Ambassadors to get everyone working together is critical.




District Ambassadors (con't)

- ❖ Take the lead coordinating open houses with Lodge Ambassadors and the DDGM.
 - Spring Open House: **March 28, 2009**
 - Help develop activities for the event
- ❖ Take the lead organizing District 1 Day Classes working with the DDGM.
 - Identify location to hold event
 - Identifying degree team leads
 - Managing logistics (set up & break down, registration, sound, lunch)



Ambassadors & the Membership Committee

- ❖ The Ambassador Program falls under the purview of the Membership Committee.
- ❖ Lodge Ambassadors report up to District Ambassadors, who roll up to 9 regions across the state.
- ❖ From the 9 regions is an Executive Committee of 4 or 5 Ambassadors that will meet with the Membership Committee periodically.
- ❖ More information can be found on www.masonicambassadors.net



So, who would make an ideal Ambassador?

- ❖ Comfortable and articulate speaker
- ❖ Good interpersonal skills
- ❖ Respected member of the lodge and community – a leader
- ❖ Able to relate to target audiences
- ❖ Knowledgeable Master Mason
 - Big picture, not necessarily a proficient ritualist
- ❖ Capable of engaging lodge members in an important mission ... rebuilding our lodges