



Masonic Ambassadors

Foot Soldiers for Membership

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

Masonic Ambassador Program
Wor. Philip A. Nowlan, Chairman

A vertical strip on the left side of the slide features several Masonic symbols. At the top, there are several circular medals or coins. Below them is a blue sash with a circular emblem. The central part of the strip shows a large, ornate silver cross with a central medallion. At the bottom, a portion of a Masonic compass is visible, showing its markings and the letter 'G'.

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
- ❖ Promote the Craft in the community
- ❖ Publicize good things that 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, appending 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.
 - Square & Compasses day: **Oct. 17, 2009**
 - Help develop activities for the event
- ❖ Take the lead organizing District One-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 periodically with the Grand Lodge Membership Committee
- ❖ 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 proficient at ritual
- ❖ Capable of engaging lodge members in an important mission ... rebuilding our lodges