

# Membership Development: 2009

Reaching for New Heights

*Grand Lodge Membership Committee*

*Bro. H. Robert Huke*



# A Brief History

- *In 2005 M.W. Jeffrey B. Hodgdon established the Grand Lodge Membership Committee to focus the fraternity on the number one goal of membership development.*
- *Emphasis placed on recruitment, reactivation and retention.*
- *Introduced “Pass it on” brochure/ application.*
- *Established Square and Compasses Day.*



# A Brief History (continued)

- *Developed Ask A Freemason campaign.*
- *Rolled out Ambassador Program to promote lodge membership development.*
- *Adopted Lewis Jewel for members to present their sons when they are raised.*



# Membership Activities in 2008

- *Promoted the first spring Open House, building on the success of Square & Compasses Day.*
- *Emphasized Membership Engagement to get members new and old involved in their lodges in a variety of roles.*
- *New Ambassador Training to better define the role of the Ambassadors.*
- *Introduced the Master Mason Rookie Award to engage new members.*



# Success so far

- *Over 4000 Master Masons were raised between 2005-2007.*
- *In his first year as Grand Master, 1207 new Master Masons have been reported under M.W. Roger W. Pageau.*
- *Overall membership in our jurisdiction is approximately 38,000.*



# Challenges

- *The average age of our members is approximately 65.*
- *Despite heightened attention, our efforts to engage our new (and current) members is still coming up short.*
- *Engaging our members, particularly the new guys, is key to exponentially growing our membership with their new member recommendations.*



# Membership Development 2009

- *2<sup>nd</sup> Annual spring Open House on Saturday, March 28<sup>th</sup>.*
- *Building the Ambassador superstructure, raising their status and the importance of their role in membership development.*
- *Looking at some type of recognition for those bringing in new members.*



# Membership Development 2009 (continued)

- *Continued emphasis on Membership Engagement particularly with the on-boarding process of new members and the roles the Officers and Ambassadors should be playing.*
  - *Identifying and putting to use the talents of new members*
  - *Integrating them into the lodge so they become engaged*



# Membership Development 2009: (continued)

- *Creating resources for establishing S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Timely) Membership Goals*
  - *Help lodges seriously focus on membership development and succession planning in their lodge.*
  - *Stress the need to tangibly measure membership successes.*



# Membership Development 2009: (continued)

- *Emphasize the need for Quantity AND Quality*
  - *Our increased awareness efforts creates an importance on ensuring quality men are joining our fraternity.*
    - *Adherence to the Grand Constitutions (Section 401)*
    - *Candidate investigations are critical*
      - *Check references*
      - *Make home visits*
      - *Meet the spouse/girlfriend, family*



# District Ambassadors

- *The District Point Person for Membership!*
  - *Attend all District visits and meetings and be prepared to speak (have an agenda).*
  - *The District leader for 1 Day Classes, Open Houses, coordinating Lodge Ambassadors, and all things membership.*
  - *Work with the DDGM and emphasize the importance of membership planning in your lodges: evaluating and effectively using members' talents, setting SMART goals.*



# District Ambassador Goals

- *Begin preparations for a successful March 28<sup>th</sup> Open House.*
- *Make sure each of your lodges has AT LEAST one trained Ambassador – preferably more.*



# An important fact to remember

- *What is the number 1 job of our blue lodges?*
  - *MAKING NEW MASTER MASONS!*
- *Do not hesitate to remind your lodges of this, particularly those that are focused less on membership and more on simply socializing.*



# Grand Lodge Membership Committee Contacts

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