



Masonic Ambassadors

Membership Development & Spokesman

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

Masonic Ambassador Program
Wor. Philip A. Nowlan, Chairman



Ambassadors: Membership Leaders

- ❖ A leader of the lodge's Membership Committee
- ❖ Recruiting members to become a part of the Lodge Membership Committee and to potentially become Ambassadors
- ❖ Work closely with lodge leadership (officers) to set membership goals and strategies/tactics for attaining these goals



What is Onboarding and the Onboarding Cycle?

- ❖ Onboarding is the complete cycle by which a lodge brings a new member into a lodge
- ❖ Lodge Ambassadors must be a part of the entire Onboarding Cycle
- ❖ The Onboarding Cycle is made up of the following processes:
 - Recruitment
 - Application
 - Initiation (Degrees)
 - Post-Raising
 - Retention & Engagement



Onboarding New Members

❖ Recruitment Process:

- Speaking at non-Masonic events to raise interest in Freemasonry
- Welcoming visitors at Square & Compasses Day and other open house events
- Engaging non-Masons at public events such as blood drives or MYCHIP events
- Where possible, sell the Fraternity to the spouse, with the family aspects of the Fraternity at the forefront
- Have applications ready!



Onboarding New Members (con't)

❖ Application Process:

- Serve on the pre-app committee
- Serve on the investigating committee
 - Talk to some of the references who can hopefully give you an idea of what kind of member you may be bringing in and what his strengths and weaknesses may be.
- Get an early sense of the candidate
- Become an early point of reference or familiar face to the candidate



Onboarding New Members (con't)

❖ Initiation Process (Degrees):

- Become a mentor to the new candidate
- Sit with new members at dinner and try to answer their questions
- Market the lodge and its activities to the new member, pointing out areas of potential involvement
- Make the new member feel comfortable and welcome



Onboarding New Members (con't)

❖ Retention & Engagement Process:

- Keeping the newly raised members involved
- Need to act quickly:
 - Small window of opportunity
- Identifying skillsets
- Identifying personal fits
- Identifying organizational fits
- Act as a facilitator to make the right connections for the new member



Recap: Onboarding New Members

- ❖ Successful Ambassadors are busy Ambassadors by being involved in all phases of the new membership onboarding process.
 - Recruitment
 - Application
 - Initiation (Degrees)
 - Post-Raising
 - Retention & Engagement



Public Spokesman

- ❖ Public Speaking does not come easy to many of us
- ❖ Take advantages of opportunities to do some public speaking:
 - In lodge or at work
 - At other organizations you may belong to
- ❖ The more you do, the better you will get
- ❖ Know your subject and be organized
 - Notecards or PowerPoint slides can help
- ❖ Remember you are representing the Fraternity



Toastmasters Can Help

- ❖ Get involved at a local Toastmasters Chapter. Many companies sponsor Toastmaster Chapters
- ❖ Toastmasters can help with:
 - Impromptu speeches
 - Prepared speeches
 - Constructive feedback
- ❖ For more information go to:
 - www.toastmasters.org




MLI Can Help

- ❖ The Masonic Leadership Institute (MLI) covers many subjects during their three weekends, with one focused on public speaking
 - Participants prepare a brief speech
 - The speech is videotaped and given to the participant
 - Feedback is given from the other participants, as well as the facilitators
 - Some of the most bashful participants have turned out to be some of the best public speakers
- ❖ Consider signing up for the MLI



Take advantage of recent Masonic “Buzz”

- ❖ When talking to groups about Freemasonry, recent points of reference help make the pitch.
 - Grand Lodge Advertising
 - The DaVinci Code, The Lost Symbol
 - National Treasure I & II
 - 275th Anniversary of Grand Lodge
 - Articles about Masonic Growth
 - U.S. News and World Report



Take advantage of Masonic History

❖ Leaders of the Revolutionary War

- George Washington
- Paul Revere
- Ben Franklin

❖ American Presidents

- George Washington
- Teddy Roosevelt
- Harry Truman
- Gerald Ford



Take advantage of the good work we do as Masons

- ❖ MYCHIP Program
- ❖ Blood Drives
- ❖ Scottish Rite Learning Centers
- ❖ Shrine Hospitals
- ❖ Scholarship Programs
- ❖ Looking out for your fellow man
- ❖ Making good men better through the teachings of our Fraternity
 - Brotherly love, relief & truth



Membership Development: Engagement is the key

- ❖ Identifying member's needs
- ❖ Conduct surveys or focus groups, to get membership to buy into any plan developed
- ❖ Leadership of the lodge must drive this effort with the lodge Membership Committee
- ❖ Develop a plan, incorporating the ideas obtained from the surveys and focus groups
- ❖ Work the plan. Reach out to the membership to get them involved.



Measuring Success

- ❖ If you can measure success then you can determine whether or not you have been successful
- ❖ Membership Retention & Engagement
 - Take attendance at lodge each month and track it. Not all lodges do it.
 - Set goals to try and increase attendance, with different programs or recognition nights
 - Challenge the membership to meet these attendance goals



Measuring Success (con't)

- ❖ Set goals for membership growth over a 3 to 5 year plan. The goals need to be realistic but also force the lodge to stretch itself as well.
- ❖ Continually review your efforts to highlight successes and work to correct deficiencies that your membership plans may have
- ❖ Membership Development is an ongoing challenge



The changing question for Ambassadors

- ❖ Original question coming into training:
 - “What do I do as an Ambassador?”
- ❖ New question leaving training:
 - “How do I do all of this as an Ambassador?”



Build your Membership Team

- ❖ As you probably have figured out, one Ambassador, while a good start, is not likely going to be enough to rebuild your membership
- ❖ Think about other people in your lodge who might be willing to be a part of the Membership Committee
 - Who can handle the different roles we have outlined?
- ❖ Many hands make lighter the load



Why you will succeed

- ❖ You believe strongly in the good work being done by our Fraternity and your lodge
- ❖ You recognize that we face challenges, but that the Fraternity as a whole is taking them on and being successful
- ❖ You have the tools to succeed
- ❖ You will succeed and ultimately Masonry succeeds
- ❖ **LET'S GET BUSY!**