

A collection of Masonic regalia is displayed on a light-colored surface. On the left, a blue sash with a red Maltese cross is visible. Below it, a red sash with a white Maltese cross is shown. A pair of gold-rimmed glasses with a thin wire bridge is positioned horizontally across the middle. In the bottom left corner, a silver compass is partially visible. The background is a plain, light-colored wall.

Masonic Ambassadors

Engaging & Mentoring New Members

Grand Lodge Membership Committee

R.W. Mason W. Russell, Chairman

Masonic Ambassador Program

Wor. Philip A. Nowlan, Chairman



Carpe Diem

Lodges have ONE opportunity to engage their new members. As your lodge's Ambassador, **SEIZE THE DAY**

- ❖ Be a part of the application process
 - Serve on the pre-app committee
 - Serve on the investigating committee
 - Get an early sense of the candidate
- ❖ Take the initiative to meet and engage the candidates



New Member Needs

- ❖ A sense of friendship and belonging
- ❖ A comfortable way to get involved in the lodge
- ❖ Someone to dine and sit with in lodge
- ❖ Timely answers to questions about the lodge and the Craft
- ❖ Timely explanations as to how things work in and about the lodge




You Are The Man

- ❖ Lodge Ambassadors need to seize the initiative to meet the needs of the new members
- ❖ Lodge Officers are often distracted with running the lodge meeting and cannot tend to this critical function
- ❖ Sideline brothers are often disinclined to take the initiative in attending to new member needs



Assess the new guy

- ❖ Talk to the new member(s)
- ❖ What do they do for work?
- ❖ What are their interests and hobbies?
- ❖ What skills does the person have?
- ❖ Is his family supportive of his decision to join the Fraternity?
- ❖ Who might this new member connect with based on the above information?



Making the Right Personal Fit

- ❖ **Goal:** Make the new member feel comfortable in his new environment
- ❖ Introduce new members to men of similar interests and background
- ❖ Follow up with the new member to see how the assimilation process is proceeding



Making the Right Organizational Fit

- ❖ Potential Officer?
- ❖ Building Association Member?
- ❖ A certain charity interest (e.g., Service Committee)?
- ❖ Organize functions?
- ❖ Lodge website?
- ❖ Cooking skills?
- ❖ Membership development?



Making the Right Fit = New Member Engagement

- ❖ Does the new member have new friends in the lodge to talk to, have dinner with, and sit with in lodge?
- ❖ Does the new member feel as though he is a part of and adding value to the lodge?
- ❖ Does the member keep coming back to lodge?



The importance of striking a balance

- ❖ Recognize if you are overwhelming a new member
 - BACK OFF!!
- ❖ Realize that not everyone is going to actively engage – particularly to the level you are
 - Everyone is different and needs to be treated accordingly

Be Genuine


- ❖ When engaging new members, an Ambassador must come across as sincere and genuine
- ❖ Enthusiasm for the Craft and the lodge must be easily perceived
- ❖ If our efforts seem forced or fake, the new member will pick this up
 - This leaves a lasting negative impact





Window of Opportunity

- ❖ After raising a candidate, a lodge has a brief period -- perhaps 2-3 meetings -- to engage a new member or lose them
- ❖ Lodges typically don't do a great job of engaging new members
 - Our active retention rate has averaged 15% in recent years
- ❖ Retention rates are similar for traditional vs. One-Day Class candidates
 - That said, making an extra effort to engage One-Day Class candidates/members is critical



One-Day Class candidates are part of the solution – they are not **THE** solution!

- ❖ One-Day Class candidates have helped give a boost to many lodges statewide
- ❖ Working candidates in lodge should still be the primary means by which we bring in new members
- ❖ As our membership continues to turnaround and improve, our dependence on One-Day Classes as a membership “solution” will decrease



Different type of candidates

- ❖ In this age of advertising, open houses, and heightened interest in the Craft, the media is driving more “unknown” candidates to the lodges
- ❖ Thorough investigation is critical!
- ❖ Building connections with the candidate is also of critical import since he likely does not have a personal connection to the lodge
- ❖ Ambassadors must fill the breach



Measure success

- ❖ While it is important to track new members and overall membership, it is equally important for an Ambassador to track his efforts to retain and engage new members
- ❖ Establish criteria
 - If the baseline retention/engagement rate is 15%, shoot to get your lodge to 25-30%
 - With the program outlined here, this should be easily attainable, considering we are currently not doing (for the most part) a good job in this area



Engagement -- The next step in Membership Development

- ❖ With the Fraternity's success in recruiting new members, the next phase to build on this momentum is membership engagement
- ❖ Ambassadors must take the lead in this process
- ❖ Engaged members are your best prospects for finding and developing new members
- ❖ The process builds momentum which will exponentially grow membership



Recap

- ❖ Assess the needs and abilities of new members
- ❖ Be proactive to support and engage new members
- ❖ Don't delay – SEIZE THE DAY!
- ❖ Recognize not all candidates have ties to the lodge
- ❖ Measure your success