



A PATH FOR SUCCESSFUL MEMBERSHIP GROWTH

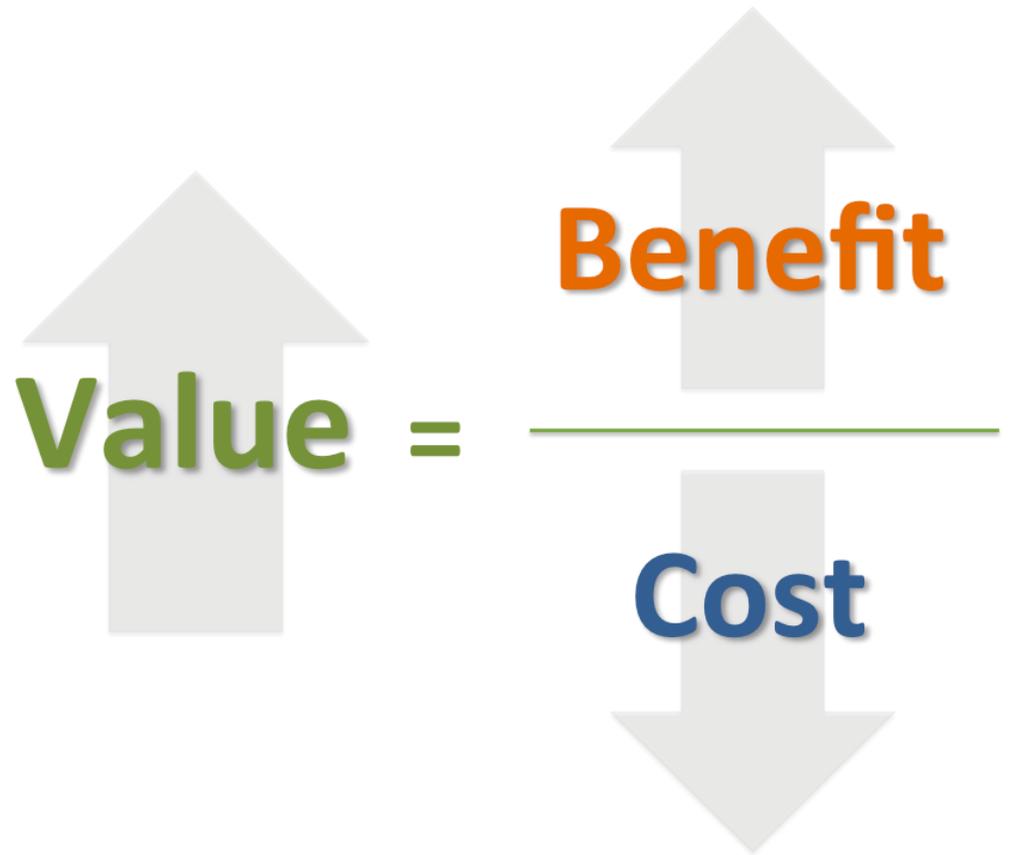
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Step 1: The Value Equation

Falling membership has been topic of conversation at Masonic Lodges and Grand Lodges for the past 60 years.



The diagram illustrates the Value Equation. On the left, the word "Value" is written in green, with a large, light gray upward-pointing arrow behind it. To the right of "Value" is an equals sign. Further right is a horizontal green line. Above this line, the word "Benefit" is written in orange, with a large, light gray upward-pointing arrow behind it. Below the horizontal line, the word "Cost" is written in blue, with a large, light gray downward-pointing arrow behind it.

$$\text{Value} = \frac{\text{Benefit}}{\text{Cost}}$$

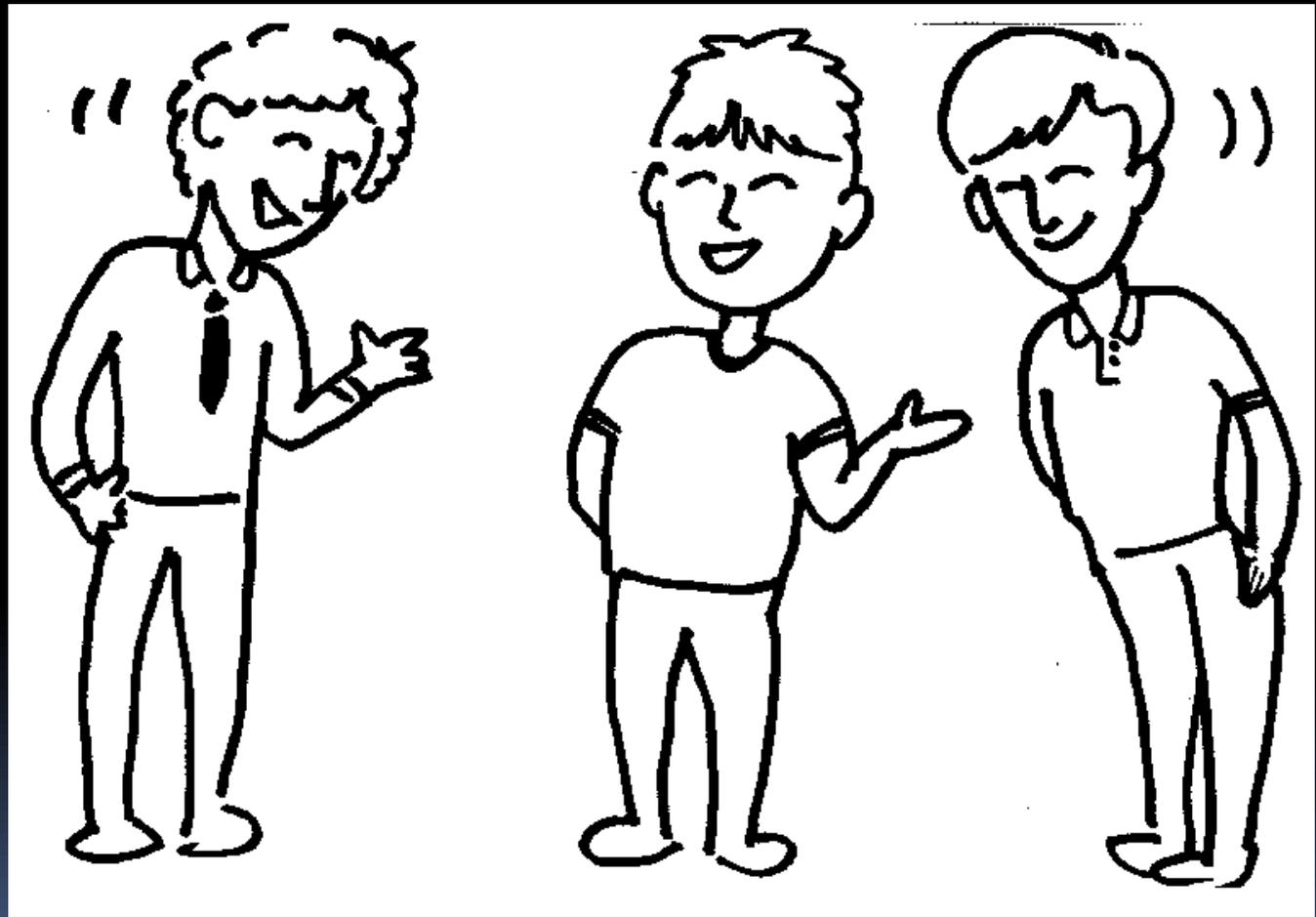
Step 2: “Cold Call” from a prospective candidate

There are two general ways prospective members will approach a Lodge, one being an unsolicited call/ email.



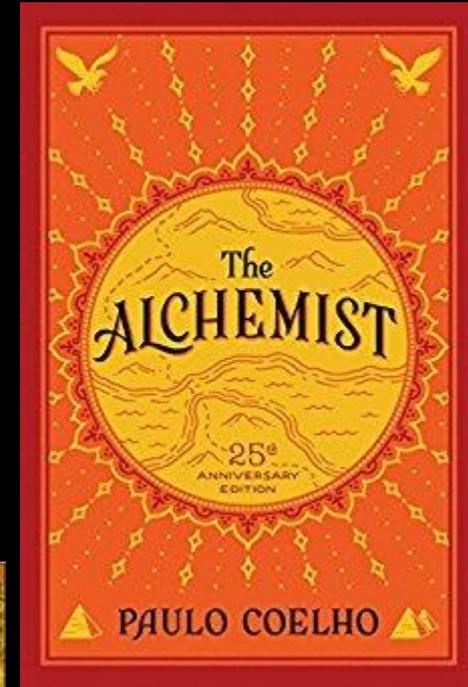
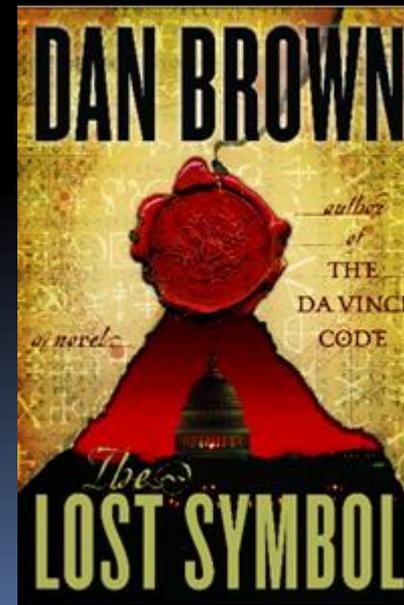
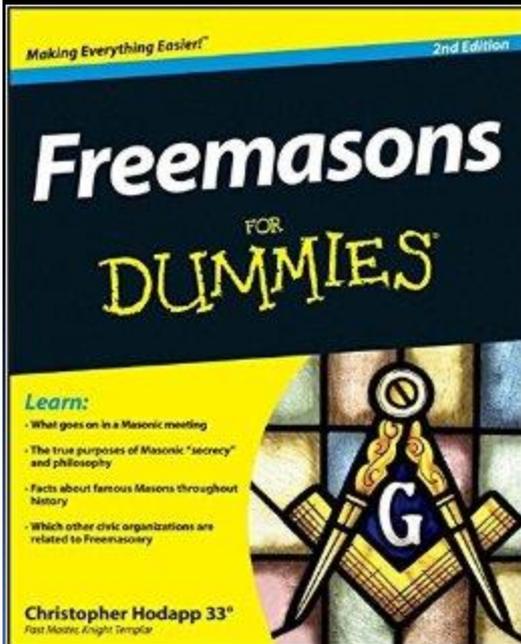
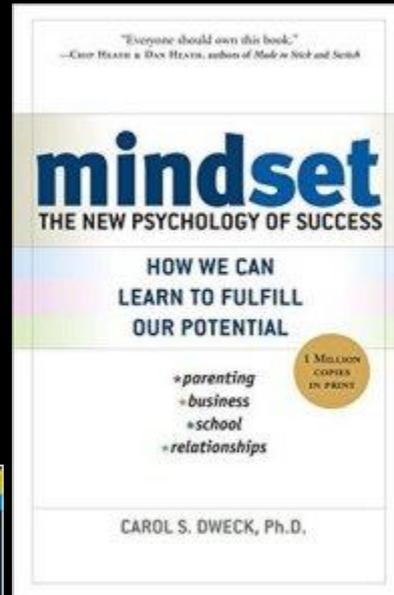
Step 2A: Candidate recommended from an existing member

This is often the path many new prospects travel on towards membership. It's actually trickier than a "cold call" because the recommending brother's ego becomes a factor if the prospect is not yet suitable for membership.



Step 3 – Typical 1st Step Recommendations

During that initial conversation with a prospect, there are some points that should be considered *if* the prospect seems suitable.



Step 4: The Home Investigation

While it's the last step before balloting and sometimes seen as innocuous, the home investigation is critical. The committee should be well versed Masons.



Step 4: After the introductions are made and coffee is served..

Setting
the
tone...



You want to join what??

“Would you want to hire this person to work for you?”

Will this man add to the reputation of our fraternity, or will he “weaken the gene pool” ...



Typical questions asked in a home investigation

It's been evident that the home investigation digging down into various subjects makes the process much more meaningful to the candidate and it generates a sense of intrinsic value to becoming a Mason

- Why do you want to become a Mason?
- What do you perceive your strengths and weaknesses to be? (this allows for a discussion about alchemy and personal improvement)
- Why join Freemasonry as opposed to an organization like the Elks or Big Brothers/Big Sisters?
- Why choose our particular Lodge to join?

Step 5: Ready...or not

It's normal to explain that the investigation committee is acting as a fiduciary on behalf of the Lodge's membership and that the outcome of a ballot is not a given, meaning no guarantee about the vote.



Step 6: When the answer is “he’s *not ready, yet*”

When a candidate does not appear ready for membership, it’s incumbent on the committee to communicate that.

Sometimes, that communication may take place during the investigation.

Other times, the head of the committee may contact the top line signer of the petition.



Step 7: Admitting members who are not ready weakens the gene pool

Hard choices are not really that hard. They require a modicum of courage to do the right thing. Admitting the unprepared to a Lodge is a huge disservice to the Fraternity.

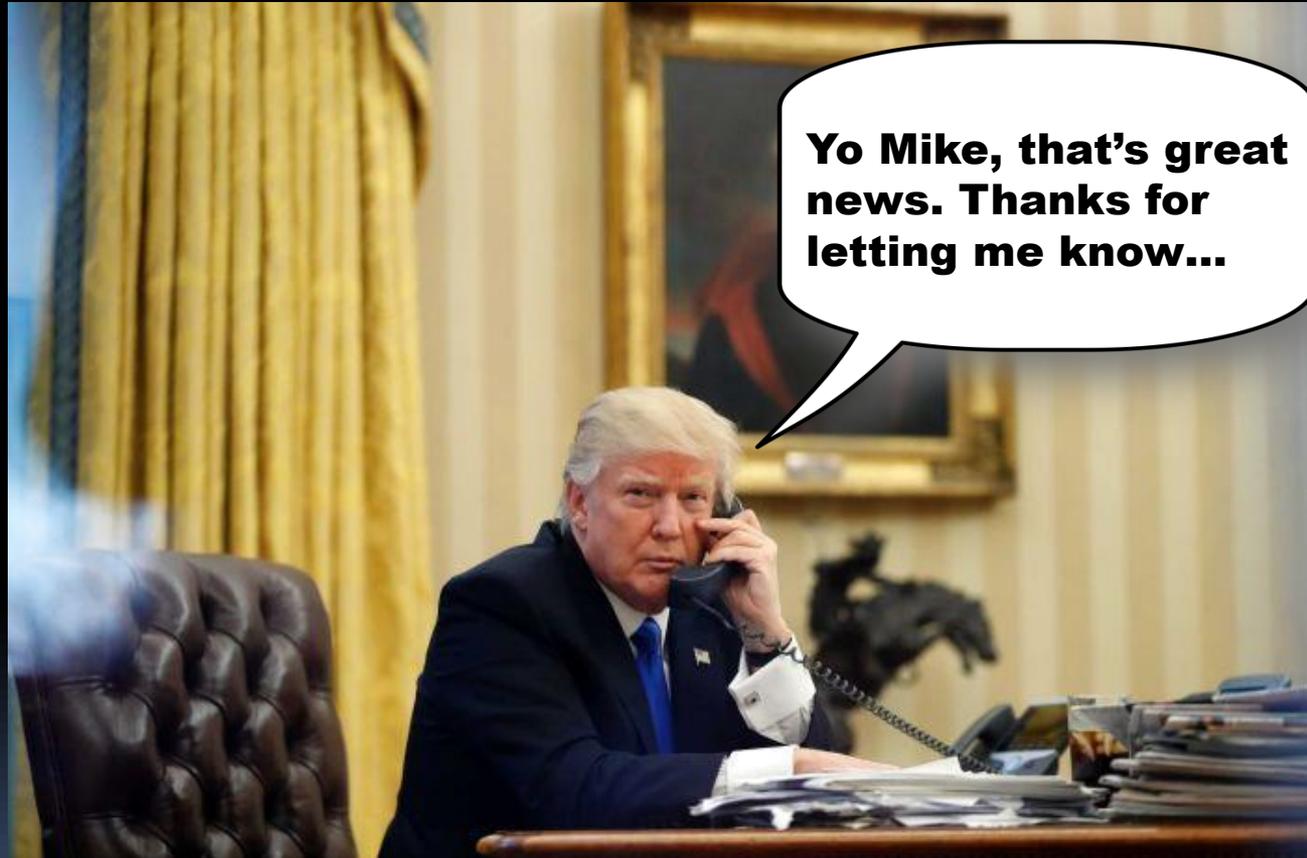
Ultimately, admitting the unprepared is equivalent to allowing poor hiring practices in your company. Eventually, the consequence can be "business failure."



Step 8: Contacting the candidate after the Lodge vote

Assuming an affirmative vote on the candidate, it's been evident that contact and activity before the 1st degree helps cement a necessary tethering to the Lodge.

Having a candidate-elect come to Lodge and participate where possible is strongly suggested.



Step 9: “So now you are a Mason...”

There's no getting around the fact that new members stay active if they become part of the Lodge's fabric ASAP.

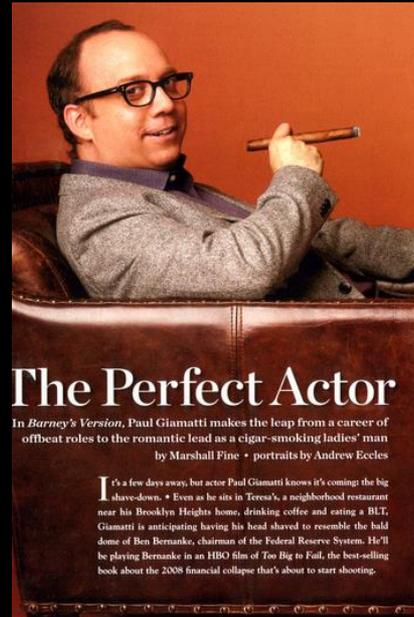
Having a well versed mentor for a newly made Mason has been shown to materially boost retention.



Step 10: “So now you are a Master Mason...”

It is very important that after a brother is conferred with the 3rd degree that he still be actively mentored. The risk if this is not done is that he may feel less connected to the Lodge.

Regular get-togethers that are social in nature help cement Lodge bonds.



Q & A

