

Cookbook on Membership Retention and Training

I. Putting Together the Communication Team

- A. Train a core group on how to use Sentinel.
- B. Can rotate it through different groups monthly.
 - 1. Team of 33 °
 - 2. Team of K.C.C.H.
 - 3. Team of Knights of St. Andrew
 - 4. Team of Rite Hand of Fellowship(greeters)
 - 5. Team of Temple Guards
- C. Choose a team of Brothers
 - 1. Retirees
 - 2. Brothers who were active, but are no longer active
- D. Have enough Brothers on the team so that each member has to contact a maximum of five people per week.
 - 1. Members take notes on how the Brother and his family are doing
 - 2. Offer help; rides to meetings, etc.
- E. Have two members of the team be responsible for identifying phone numbers that are incorrect.
 - 1. Use 411.com.
 - 2. Check the Post Office for address changes.
 - 3. Inquire of other members.
 - 4. Publish a "lost" members list in newsletters.
 - 5. Enter any new information into Sentinel.
- F. The same team will contact "past due" members as they make contact.
 - 1. Obtain lists of "past dues" from Valleys.
 - 2. Obtain lists of e-mail addresses, phone numbers, and mailing addresses.
- G. Obtain a list of Sojourners in the Valley or Club area.
 - 1. Divide list among team according to geographic location.
 - 2. Send a letter. Follow up with a phone call and personal invitation.
 - 3. Have a list of Brothers in each area who would be willing to give a ride to meetings.
 - 4. At Stated Meetings, have each member choose an inactive Brother to contact to come to meetings. When they bring the Brother in, recognize them at the meeting.

II. Attract New Members

- A. Working through Grand Lodge, obtain a list of new MM's and EA's.
- B. Develop a Blue Lodge visitation team.
- C. Visit at least one, if not two Blue Lodges/month.

1. Have the master of each team contact the Master of the Lodge they wish to visit.
2. When talking to the Master, ask for permission to give a presentation on the Scottish Rite at the meeting.
 - a. Make sure to have a synopsis and contact information attached to membership applications.
3. Your talking points should be no more than 15 minutes.
4. Speak about how they will learn more about the first three degrees in Symbolic Lodge while receiving the 29 degrees of the Scottish Rite.
5. Speak about the opportunity to become an excellent ritualist, training in leadership, stage, craft, etc.
6. Putting all this into a Power Point presentation would be professional.
7. Ask Master if you can bring some refreshments for the meeting.
8. Follow up with a letter thanking the Master for the opportunity to do the presentation.
9. Three days prior to the meeting, contact the Master to verify the date and time.

III. Welcoming New Members

- A. Develop some form letters that can be personalized for the new membership.
 1. Develop and use a "new members" checklist of where their interests lie within the Scottish Rite.
- B. Call new members and confirm their contact information.
- C. Invite the last class in to share their Scottish Rite experience with the new class.
 - a. Have no more than three members give presentations , but have members of the previous class sit down at tables to talk about their experiences.
- D. During mini Leadership workshops throughout the year, send out invitations to the Blue Lodges to attend the Leadership training. Specify the date, time, place, contact person, and subjects to be covered.

IV. Membership Input and Feedback

- A. Periodically have a SWOT (Strengths, Weaknesses, Opportunities, and Threats) session.
 1. Keep group to 15-20 members.
- B. Membership should review information they receive from SWOT and, when appropriate, use it to design the next training sessions or areas needing work.

Note: Ill. Brother Hoyt Sample S.G.I.G in Tennessee developed a presentation "Masonic Cooperative Education Program". This presentation could and would be very useful in training.