

VMAP:

*Enhancing a
Successful Formula*



ACTION ITEM REPORTS: CHARLOTTE, NC

Session 1: New Member Engagement; Reunion Experience; Scottish Rite Education for Candidates

1. Use a military challenge coin and hand it off at 32° presentation with instructions to pass it forward.
2. Every email communication from Valley to the brethren should include links to a downloadable petition, previous month's minutes, officers' contact lists, and Valley by-laws.
3. Think about making Sentinel program more accessible to members (Apple-based programs & mobile devices).
4. Incorporate technology into communication of the degrees and breakout sessions.
5. Put the SRMC program online & make the quizzes and books electronic.
6. Every new candidate/member automatically joins the KSA as a squire.
7. When members join, take a video and post online what it means to them to become a member.
8. 3-5-7 award: give incentives for attending 3 reunions, 5 stated meetings, or a combo of 7.
9. Give every candidate a passport. When they complete it by seeing all 29 degrees, they receive a medallion.

10. Every Valley should have a technology committee with the duties of updating emails, e-newsletters, web site updates, etc.
11. Change in new member engagement 4,D: allow new members to be involved in degree teams instead of having to create a new team.
12. Assign candidates a mentor at the beginning of each reunion and have them WORK with that mentor at the reunion.
13. Hold an Orient-level joint reunion.
14. Have Supreme Council offer a stipend for costume expenditures associated with a joint reunion.
15. Add an options checkbox for every VMAP subject area, not just Valley Orgs.
16. Valleys should provide lodging or reimbursement for cast members who live outside the local geographic area.
17. Stop calling degree conferrals “reunions.” It causes confusion for branding.
18. Enroll new 32° in SRMC free of charge.
19. Personally invite any MM to an SR dinner, offer a tour. If they join, you become their mentor.
20. For geographically spread out Valleys, take one of the reunions and hold it at remote location. Take it on the road.
21. Have the passport program to view all the degrees operated at the Supreme Council jurisdictional level. Have a jurisdiction-wide schedule of degree conferrals available.
22. Hold additional conferrals that are not classes so the Valley can confer more than just the mandatory 5.
23. Have a ladies program or tour during a reunion (conferral).

24. Have a breakout session on each degree at a reunion, so the class can discuss what they just saw.
25. Hold a reunion of classes.
26. Assign the mentor to the candidate as soon as his petition is approved.
27. Stream the reunions to remote locations.
28. Provide a mid-level achievement for Valleys that are enrolled in VMAP, but have not reached the minimum level achievement. Attempt to implement a logistical plan to raise that Valley to the next level.
29. Keep the number of necessary VMAP tasks at a constant level. Expand the number of optional tasks.
30. For recruiting & for educational purposes, host formal dinner feasts as well as informal rehearsal with simultaneous family programming in the afternoon.
31. When a candidate is selected to receive the degrees, send a formal communication to his Blue Lodge announcing his selection.
32. With permission of the Blue Lodge, present the SR patent/ring in the lodge and invite the member's family.
33. For Valleys with a KSA chapter, have them perform the 29th Degree.
34. Dinner w/ a hat: For new 32° members, invite them to a dinner with a KCCH or 33° member they do not know.
35. Area 4 A & F, change Master of the Royal Secret to Perfect Elu.
36. Add explanatory lecture between the degrees.
37. The master of each degree should offer the active candidate a part in that degree in the next reunion.

38. Older members in degree teams should train new members in their parts (like an understudy).
39. Define the behavior you want in your Valley & reward it.
40. Establish a Supreme Council email address for all VMAP questions & suggestions.
41. Have a Master Craftsman study class on the symbolic lodge and have it open to MM as a recruitment/educational tool.
42. Have in-between degrees, have the different crews talk to the class about their roles.
43. Have a founding fathers program where a new member has an interview with an older member before a meeting. Have each introduce the other in the meeting.
44. Honor a Brother at each reunion class and have a short presentation on what that member has done.
45. Make sure that the Valley VMAP committees include younger members.
46. Have at least an annual event that is run entirely by new members.
47. Provide the class with pictures and information about each member in that class (like a directory).
48. Create a protocol before the reunion (multiple communications) to build excitement about it.
49. "Meet a Mason" program. Have a member give a short presentation about himself.
50. Involve & include at least 1 or 2 new members at the advisory conference (executive council) meetings.
51. Add to 5B that social event is provided by honourees (33°, KCCH).
52. Add encouragement for existing members to attend reunions.

53. Have an online dictionary for Scottish Rite terminology.
54. Have a FAQs page for new members.
55. At regular meetings, hold a drawing for a special prize (like a RUM) cake.
56. For members who attend reunions, have a chevron system indicating how many times they have attended.
57. Promote the Double-Eagle award in all Valleys. You get points for attending reunions, meetings, petitions, etc.
58. For item 4A: include a self-addressed envelope for the survey so candidate doesn't have to complete it at reunion.
59. Get red & white caps to show up for the reunions on the sidelines. Put black hats in the degrees.
60. Define "reunion." Promote on social media, & in other publications.
61. Have newer SR members show up and represent SR at local events.
62. Prior to the reunion, offer the candidates a meeting they can attend that explains the Valley's functions.
63. For Valleys in larger facilities with smaller attendance, consider holding the degree conferral in a lodge facility.
64. Have Supreme Council offer a slide presentation/videos for each degree behind the "members-only" section of the web site.
65. Present Bob Davis's talk on DCSR.org web site at meeting.
66. Follow the "8-second rule" on Valley and jurisdictional web sites targeted for new members.

Session 2: Philanthropy; Public Image; Degree Conferral Proficiency; Officer Responsibilities & Engagement; Valley Organizations

1. Venture out into the public and do good projects (use the Knights of Columbus model).
2. For the degree conferrals, incorporate incense to enhance the experience.
3. Make a movie of each degree to preserve its presentation.
4. Also, offer a public relations video for the Scottish Rite targeted toward non-members.
5. Also, offer a public relations video for the Scottish Rite targeted toward veterans.
6. Also, offer a public relations video for the Scottish Rite targeted toward younger members.
7. Bring back workshop portion related to public relations/social media to 2018.
8. Improve the VMAP numbering system.
9. Have SR members speak on RiteCare SRCLP in the Blue Lodges with permission.
10. Have at least 2 ambassadors in each lodge in every Valley.
11. Each Valley should sponsor a youth athletic team.
12. Have Supreme Council provide a “how-to” press kit.
13. Investigate local/national companies that can help you with your philanthropic efforts either with volunteers or funds (like Kohl's, Comcast, Wal-Mart, etc.). Make this a VMAP item.
14. Valleys should investigate partnering with public relations firms in their area.
15. Work with companies to get fund-raising items for raffles, friends dinners, etc.

16. Supreme Council should create subscription web template service for Valleys that do not have IT capabilities.
17. Create a downloadable costume patterns.
18. Create more complete downloadable resource materials for degrees.
19. Downloadable version of Forms & Traditions book for the openings.
20. Have a size breakdown for smaller Valleys for ALL of the VMAP areas. Scale to Valley size.
21. Open up philanthropic efforts beyond RiteCare SRCLP (like for autism).
22. Offer classes at the Valley level for how to use social media effectively & responsibly.
23. Sponsor a Masonic Day—all the appendant bodies & lodges get together for an event. It's a fun day with families—no lodge work.
24. Have the Valley sponsor/host an JROTC event for the area high schools and invite SR members who are veterans/active duty to that event.
25. Valley participates in an annual Americanism essay award program with public schools.
26. Ask Supreme Council to contact white & red caps to come & support reunions.
27. Supreme Council should have an official press kit for Valleys to use with photos, talking points, etc.
28. Valleys should have a succession plan for all of the offices (PR, secretary, etc.) should that member become ill or retire.
29. Arrange annual tours of RiteCare SRCLP clinics in Valleys that have them for members & guests.

30. Supreme Council should create commercials in support of the SR's philanthropic efforts, like the Shrine.
31. Add a social media bullet to "Public Image" category.
32. To access major media look a member in your Valley that has contacts with them. Look out for smaller media also.
33. Look for online media outlets because they are hungry for news items.
34. Look for billboard owners among SR members.
35. Under dramatic training, offer training to blue lodge members also.
36. Remember public relations efforts within the blue lodge system, such as a veterans' luncheon at Grand Lodge or other events.
37. Partner with local colleges & universities for acting lessons.
38. Create a "VMAP-lite" for those Valleys that do not have all 4 bodies.
39. Hold a public school essay contest on the history or meanings of Freemasonry.
40. Cultivate personal relationships with individual members of the media.
41. Have a Valley- or Orient-wide blue lodge night where blue lodges are invited to exemplify or witness a degree.
42. Query membership to determine those who are educated in public relations/affairs to better utilize their services.
43. Valleys should have an award program in coordination with architectural and construction industries in their communities, aka a John Russell Pope Award Program.
44. At the next local festival, set up an SR informational booth.

45. Have the Supreme Council start a photography contest amongst the Valleys.
46. Use SR parade floats with appropriate permission of Active/Deputy.
47. Have two classrooms—one for active candidates and one for existing SR members.
48. If a Valley has net growth for the year, the Valley should receive automatically a VMAP Award.
49. Have grant application training.
50. Have proper audio equipment for degree conferrals.
51. Use small community newspapers to publicize SR events.
52. Create a common SR tagline.
53. Create a tournament of champions and invite lodges to participate in a contest to determine the best exemplification of the blue lodge degree components.
54. Complete an Orient version of the above for SR degrees.
55. Coordinate with local Shrine center to send an SR membership chairman to Tampa to participate in the Shrine Membership Development Training.
56. Only have the Consistory open and close all the reunions.
57. Valleys need better scripts for the degree communications from Supreme Council.
58. Have a Degree Education Day where you read through all the degrees.
59. Go online & learn to write a public service announcement (PSA) and use email to send it to the appropriate outlets.
60. Supreme Council develops a high-resolution image and music package to use in conferrals & communications of degrees.

61. Create an easy access giving web page that allows monthly, quarterly or recurring donations to support charities.
62. Hold JROTC/ROTC events at the temple and invite recipients, families, teachers, friends, and veterans.
63. Swap degree teams among Valleys.
64. Have a boiler template from Supreme Council for all social media & internet usage inside the Valley.
65. Have a guide for Valleys to use free SEO tools.
66. Valleys should clearly post SR Creed in their buildings.
67. Start a women's club in the Valley.
68. For every philanthropic event, have a spokesperson who has benefitted from the charity.
69. Suggested tagline: Scottish Rite is the University of Freemasonry.
70. Host a family morning event (like yoga).
71. Coordinate ROTC/JROTC with other orgs. that do similar events, such as Sojourners and the Military Order of Purple Hearts.
72. Hold an event to recognize first responders (fire, rescue, police).
73. Consider use of gofundme.com, AmazonSmile, for funding philanthropic efforts.
74. Create a VMAP mission statement in the VMAP Workbook AT THE FRONT suggesting that the purpose is to better the Valley & Rite, not check off boxes.
75. Change "Project" to "Program."
76. Appoint a member to bring snacks to every meeting.

77. Have a suggestion box in the Valley for members to put ideas.
78. Perform at least three of the items listed here when you get home.
79. Research some local history in your Valley (particularly local heroes).
80. Create a local version of the elevator speech for your Valley.
81. Use scanning technology to facilitate check in at Reunions and meetings.
82. Consider changing “Project” to “Process” in VMAP.
83. Consider using “I Want You” tag on Facebook, etc. to encourage attendance at meetings and to recruit members.
84. All Valley heads of Bodies should serve on VMAP Committee.

Session 3: Membership Retention/Engagement; Scottish Rite Education for Members; Membership Recruitment; Planning the 2018 Workshops

1. Whichever blue lodge has the most top-line signers, host a dinner for that lodge.
2. Have a friends night for non-Masons.
3. Create a recruitment video for presentation in Blue Lodge setting.
4. Remove “top-line signer” wording in Section 2. Make it “a signer.”
5. Add “other” lines for all of the other subject areas in VMAP.
6. Make the workshop a “train the trainer” type of event.
7. Supreme Council should find a supplier for costumes to get a “group rate” for such services. Also can be applied to sound systems, etc.
8. Have workbooks for discussion leaders with set topics and guidelines.

9. Broadcast Valley meetings to Scottish Rite clubs.
10. Change 2018 workshop focus to what the Supreme Council can do to help the Valleys: speakers, best practices, train the trainer, etc.
11. Bring in a key speaker and use Event Brite for recruitment events.
12. Supreme Council should host a symposium and invite secretary, a Fellow, a public relations member from each Orient in off-years from workshops. Create a train the trainer program from this. Have an icebreaker.
13. Cross-reference Bridge to Light to the latest version of Morals & Dogma.
14. Hold more workshop meetings based on regions. More than the current 3. Have Supreme Council officers act as facilitators. Follow the Grand Encampment model.
15. Consider having an online option for the 2018 Workshops for people who cannot attend in person.
16. Take esoteric training out to the far geographic reaches of the Valleys and rotate it around. Consider Skype, too.
17. Valleys need to be advised when people within their locality join the SR Master Craftsman Program.
18. Use the celebration of St. John the Evangelist as a tool to bring in new officers of blue lodges.
19. Offer to lodges a SR-based Master Mason's degree team.
20. Bring a Master Mason with you to your meeting who is not an SR member. Offer a free meal and a tour. Offer the person bringing the Master Mason a free meal also.
21. Take third SRMC program to the blue lodges.
22. Learn from mistakes. Hold exit interviews for leaving members.

23. Create a "Comet Club" like the OES. It is used to teach membership skills & rules of the organization.
24. For 2018, add a section on "Management Skills & Practices."
25. Encourage ladies to attend meetings and hold an event for them simultaneously.
26. Use scanning technology tied to a database to track attendance. Sentinel has this capability. You must have a scanner.
27. Have an SR member give a newly raised MM a square & compasses pin from the SR. For military, give them an S&C pin with a military branch insignia or logo on it.
28. Have Supreme Council provide a standard officers handbook.
29. Offer the SR members Saturday tours of the House of the Temple as a recruiting tool.
30. Create a national KSA council under the Supreme Council so there is a national entity.
31. Have a keynote speaker from or about the KSA at the 2018 Workshops.
32. Update Sentinel with new fields for forms of communication (like Facebook or Twitter accts., etc.)
33. Have a Master Mason's night where the SR puts on the 3rd degree in a Scottish Rite setting with proper dispensation and in costume.
34. Strive to enhance relationships between Grand Lodges and Scottish Rite to better enable SR presentations in lodges.
35. For 2018, put all workshop material in app format. Have breakout groups stay together for entire event. Each group has a scribe who uploads group ideas to app. Allow attendees to vote on ideas via app.
36. For Section 1 Member Retention/Engagement: consider changing the title or minimizing the discussion of dues collection. It's not just about the money.

37. Add more focus on Scottish Rite Clubs to VMAP Workbook.
38. Have Scottish Rite Club utilization sessions at the 2018 Workshops.
39. Encourage Valleys to move beyond just web sites and Facebook. Use other social media formats.
40. Include a copy of meeting minutes to those not able to attend in any official mailings from the Valley.
41. Employ age-specific targeting in communications from the Valley for recruiting & retention.
42. For 2018, have a hands-on workshop on social media.
43. Have VMAP committee-led breakout on the very best 2 or 3 things coming out of the VMAP program.
44. For 2018, attract younger demographic to the workshops.
45. For the breakout sessions, sort the groups by age.
46. For 2018, sort breakout sessions across age groups.
47. Use more collaborative technology during the workshop sessions.
48. Have special sessions for younger members at the 2018 workshops. Offer sessions for older members.
49. Fix VMAP workbook to be filled in online.
50. Add an optional section to each of the VMAP categories.
51. Supreme Council to design a program to encourage all SR members to add SR Chirp to their smartphone.
52. Distribute Valley members better across all breakout groups at 2018 workshops.

53. Add a tech section to the Scottish Rite Journal.
54. Advertise/promote successful Valley VMAP programs with contact information.
55. Sort breakout sessions by Valley size in 2018 (membership & area).
56. In 2018, allow more time for breakout sessions.
57. Offer classroom settings for attendees on specific topics in 2018.
58. Have different tracks based on different themes/interests at 2018 workshops.
59. Divide topics at 2018 to separate public relations & philanthropy from degree conferral proficiency.
60. For 2018, allow members to pre-register for topic breakout sessions.
61. Promote our SR facilities for public use for events.
62. Promote networking between larger and smaller Valleys so all needs are met.
63. In 2018, have Supreme Council presentation on how VMAP is working—more statistics on VMAP, etc.
64. Share VMAP best practices and where they can be found.
65. Report to Valleys what percentage of members are signed up for SR Chirp.
66. Set VMAP reporting date for one month after end of calendar year.
67. Member retention— identify in newsletter or other communication that you have a missing brother when a bad address is returned.