

VMAP:

*Enhancing a
Successful Formula*



ACTION ITEM REPORTS: HOUSTON, TX

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

1. Add a social media info. space on petition.
2. Create an under-26 club in your Valley.
3. Use a texting service to communicate w/ members.
4. Improved recommendation for keeping in touch with candidates.
5. Traveling reunion in Orients where Valleys are spread out.
6. Improve method of keeping in touch with military members.
7. Establish a contact for ALL members moving into an area. A sponsorship program.
8. Create a storage space on Supreme Council web site for VMAP templates.
9. Advertising openings in Degree teams.
10. Resource suggestion page on how to accomplish various VMAP tasks.
11. Use Skype, etc. to help in geographically spread out Valleys.
12. Provide orientation packets online.

13. Standardized scripts/vignettes for ceremonies.
14. Set up table hosts at Reunion luncheons.
15. Change up Degree presentations. Be flexible with length of reunions.
16. Establish responsibilities for petition signers.
17. Enhanced guidelines for documenting VMAP achievements.
18. Ask blue lodges to provide meals for SR meetings as a fundraiser for the blue lodges.
19. Formalize a packet for lodge ambassadors to use for membership recruitment.
20. (With permission) Present SR patent at blue lodge from which the member comes.
21. Assign an active member (KSA?) to new members for a term of 2–3 years.
22. Perform official capping ceremony at next stated meeting.
23. Identify & recognize new 32° members at next meeting or Reunion.
24. Bring older or less active members back by giving them an assignment.
25. More personal touch with how new members receive patent/cap or any interaction with members.
26. Give candidates not only a history of lodge, but also a behind-the-scenes look at the Valley.
27. Have a DeMolay or youth committee.

28. Have participation reward or award for new members.
29. Have a follow-up education day for new members after the meeting or Degree.
30. In addition to a lodge history, have a quiz to test a member's knowledge of that history.
31. Identify new members with a photograph and bio at the Valley.
32. Provide educational meetings for members of the blue lodge.
33. Have Degree leaders assist in degree explanations in costume.
34. Look at different methods of conferring & communicating degrees (technology, etc.)
35. Have a recent or new member participate in the education at the next reunion to encourage involvement.
36. Have each new reunion class establish a fundraiser for the Valley's philanthropy.
37. Assign one mentor per candidate to stay with candidate through reunion and after.
38. Invite a RiteCare SRCLP patient/recipient speak at the reunion.
39. Have DeMolay members perform a DeMolay degree at a reunion.
40. Have a central text- or email-based communication for the Valley.
41. As an educational process, make communications visually appealing. Include information on each Valley in the Orient.
42. Try to have candidates interact more with Degrees. Make them a part of it, when possible. Physical proximity, etc.

43. Take a candidate to work in the Valley (prop team, lighting team, etc.)
44. Maintain an inventory of currently available jobs.
45. Send out a postcard (electronic or paper) during the member's birthday month inviting them to the next meeting/event. Maybe use different formats based on age.
46. Use KSA to keep new members engaged.
47. Use a "speed-dating" concept to encourage new members to interact with experienced Masons.
48. Lead with social media.
49. Follow up on surveys with acknowledgements.
50. In some cases, consider adding another day to Reunions to confer more Degrees or use a passport system.
51. Ask new members to help tackle existing issues in the Valley.
52. Publicize Valley passport programs & other Valley-specific services within Valley.
53. Give away a Master Craftsman Program as a door prize at reunions.
54. With permission, send almoners to blue lodges to identify Masons in distress.
55. As a service to blue lodges, make instructors available for individual Masons for memory work.
56. Give every new candidate an SRMC program & go through it in a classroom setting at the reunion.
57. Offer a reprint/update of Clausen's Commentaries on M&D (like cliff notes).

58. Offer more publications in eBook and e-formats.
59. Advertise Tyler's Place podcast to new candidates.
60. Explain fully to candidates the rules regarding what they can and cannot discuss with non-members.
61. Develop SR-based, blue lodge degree teams to offer to the lodges for assistance.
62. Let the ladies of members know the SRMC program is available to them.

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

1. Engage the blue lodge secretaries. Let them know the appendant bodies are on the same team.
2. Have an SR Degree team based out of a blue lodge.
3. Create a \$1/day club to contribute to a philanthropy.
4. Revisit and share job descriptions for Valley officers.
5. Emphasize RiteCare SRCLP as the main philanthropy of the SR.
6. Have a universal graphic that represents the SRSJ.
7. Have a consistent statement of who we are.
8. Create a 30-60 seconds video introduction to the SR at the Supreme Council level for PR.
9. Use social media to promote Valley activities.
10. Coordinate social media efforts across Valleys/Orients.

11. Reach out to RiteCare SRCLP workers for membership.
12. Create Mason groups to seek out volunteer opportunities in the community.
13. Claim your Google business profile for your Valley.
14. Encourage other appendant bodies to sponsor SR Degree teams.
15. Slow down the Degree mill process. Make reunions more focused on individual Bodies. 4°-14, etc.
16. Attach dues structure to the 14° instead of the 32°.
17. Assign/require/enforce specific VMAP line items to the officers of the Consistory.
18. Establish non-Masonic advisory boards for RiteCare SRCLP & other philanthropies.
19. Establish specific social media marketing committees.
20. Use @mentions and other similar tags to increase social media post value.
21. Have Masonic education/orientation program for ladies at Reunions.
22. Have full tech/dress rehearsals prior to reunion held at the facility.
23. Publicize our SR hospitals/clinics, etc. more. (like Shrine, St. Jude's, etc.)
24. Develop a widows & wives program for SR.
25. Have a veteran's appreciation dinner.
26. Have a public safety (first responders) appreciation dinner.
27. Support a "Ride to Recovery" team.

28. Contact local media to cover Valley events.
29. Use short, video messages from leadership to welcome new candidates at Reunions.
30. Hold social media courses for members who would like to learn about Facebook, Twitter, etc. Consider reaching out to Masonic youth groups like DeMolay.
31. Utilize brainstorming to address various issues facing Valleys.
32. Move out of the Valley—host community events.
33. Reach out to local businesses and offer support (parking, space, etc.).
34. Have booths/PR materials at public venues.
35. Try to partner and assist other public-service oriented groups (like Kiwanis).
36. Invite public into Valley buildings. Have open houses, meetings, events, etc.
37. Share donor lists with other philanthropies (with their permission).
38. Contribute books & items to local museums/libraries and specifically, lodge libraries—perhaps via long-term loan.
39. Provide educational programs to local lodges.
40. Work with DeMolay to charter chapters in areas that don't currently have one.
41. Every 5 years, a Valley should consider a new philanthropy and develop a fundraising structure for it.
42. Publicize more effectively SR philanthropic efforts, particularly scholarships.
43. Valleys should participate in JROTC/ROTC efforts.

44. Host local blood drives.
45. Go out and make contributions at different memorial events.
46. Ask JROTC/ROTC group to perform for events.
47. Invite youth groups to participate in Valley public philanthropic efforts.
48. Volunteer to serve for charity meal services. Wear SR logoed items, like shirts/baseball caps, etc.
49. Invite fraternities at local colleges to perform their degree work at the Valley facilities.
50. Have the SR sponsor different prizes and items for local schools, churches, etc.
51. Offer tutoring service to local public schools.
52. Recognize scholarship recipients with a banquet or other event.
53. Make a flag drop-box with SR logo. Coordinate with Boy Scouts & other group for pickup.
54. Support and enter into joint efforts w/ FFA and 4-H and similar organizations at local schools.
55. Recognize outstanding senior students in the JROTC at local high schools with a check presentation.
56. Support the Salvation Army as bell-ringers.
57. Consider a Tough Mudder event. (Stan Dodd is a contact for this at SC: sdodd@scottishrite.org.)
58. Join the Chamber of Commerce and participate as an SR representative.

59. Add a maximum number of elective tasks (wildcards) within the total VMAP workbook.
60. Partner with local National Sojourners chapter to support JROTC/ROTC efforts.
61. Invite local Boy/Girl Scouts and their parents to participate in SR open programs. Invite them to post the colors at ceremonies.
62. Debut new degrees during stated meetings before they are performed at a Reunion.
63. Honor previous year's Eagle Scouts with a dinner. Invite them and their parents and offer a presentation ceremony and tour of the building.
64. Participate with local food banks for community opportunities and food drives.
65. Participate in Cotton Patch challenge or similar program.
66. Work with local organizations to promote voter drives & voter registration.
67. For presentations for JROTC, use KSA in the ceremonies.
68. Have a philanthropy chat with a preacher. Let them know what services the SR provides.
69. Hold a public "inclusiveness" event for multiple religions.
70. Participate with Habitat for Humanity by contributing money for building and/or feeding the builders.
71. Create a community grants program where if a SR club or Masonic lodge donates money for a community project, the Valley matches it.

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

1. Mix up the sessions & participants between breakout sessions.
2. Have further reports from Membership Retention Committees at the workshops.
3. Have a social media training session at next workshop.
4. Assign specially trained mentors to each NPD.
5. Focus on the real significant issues in the Valley: social media, finances, etc. Focus on key 5 or 6 issues.
6. Have a fourth breakout session and keep same breakout groups.
7. Have more & longer breakout sessions. More time in smaller groups (1.5 hours).
8. Have a topic session to address potential legal pitfalls for Valleys.
9. Have a concurrent, but separate education track for members at the workshop.
10. Take a look at viable opportunities regarding SR Valley building issues (consolidations, historic structures) at next workshop.
11. Have a VMAP accountability checkbox in workbook.
12. Visit host Valley building at the workshops or have a video tour of different buildings around the jurisdiction. Put these videos on the SC web site.
13. Change the look of the dues notice mailings, so that it stands out in appearance.

14. Develop an email address mining effort with frequent audits of these addresses.
15. Use a robotic call center to inform members of stated communications and other events (like CallHub).
16. Have membership services do Sentinel training at workshop.
17. Add more donation boxes to dues notices.
18. In every communication the Valley sends, remind members to notify Valley of changes in contact information.
19. Please accelerate making Sentinel Apple-compatible (July 2016).
20. When membership cards or dues notices are distributed, include a request for updated contact information. Make it more apparent.
21. Develop a “preferred method of contact” field in Sentinel.
22. After Reunions, schedule an open house for new members within 2–3 weeks. Invite their family and friends also.
23. Schedule a yearly open house to allow them to come back with friends, colleagues.
24. Create an elevator speech for new members that can be shared with general public.
25. Develop the technology that after every stated meeting that sends an electronic message that goes out to people who attended and those that did not. Send it to the preferred method of contact.
26. Change dues payments to June.
27. Better advertising of SC services to SR members (like online/app version of SR Journal).

28. Emphasize locally produced education services. Let Brothers create their own programs.
29. Have an SR presence at the Blue Lodge "Bring a Friend Night." (booth or otherwise)
30. Identify new 32° members with a red dot or other indication on their nametag.
31. As part of the ambassador program (& with permission of the Blue Lodge) send a special invitation to newly raised Master Masons.
32. Strongly discourage use of the phrase, "It's always been done that way." How about "Be open-minded"?
33. SR Valley will present a MM's pin to a newly raised MM.
34. At lodge installations, SR Valley will present a Past Master's pin to the outgoing Worshipful Master and will present a Master's Square pin to the incoming WM.
35. Create a procedure and training program for a membership retention team.
36. Present a gavel with an SR logo on it to newly installed Worshipful Masters.
37. Provide a teacher's or instructor's edition of the SRMC to help those who might be struggling with the program.
38. Have the workshop in a single, fun destination location rather than in 3-4 different locations.
39. Have a "dialing for dollars" training session at the workshop.