

VMAP:

*Enhancing a
Successful Formula*



ACTION ITEM REPORTS: PHOENIX, AZ

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

1. Interplay on a consistent basis with Blue Lodge.
2. Tailor the new membership packet to apply to transfer members.
3. Keep track of what Blue Lodge is doing and offer assistance.
4. Use ambassador program to recruit members.
5. Maintain a SR Fellows program & expand it!
6. Add blank spaces (categories) for Valleys to fill for each VMAP subject area.
7. Establish satellite clubs or study groups in large geographic areas.
8. Give tours of previous class projects.
9. Analyze Valleys with positive membership results to determine the best practices utilized from VMAP.
10. Put a problem statement to be solved on each VMAP subject area/category.
11. Include visitation among Valleys as a VMAP task.
12. Put the SRMC online.

13. Building more of a connection b/t members at a Reunion: make a phone directory of new class; yearbook (photographs).
14. Focus more on education in Scottish Rite. Present education at blue lodges; offer more education at SR in addition to stated communications—maybe outside of Masonry, like finance.
15. Recognize people (w/ patents, etc.) in settings other than SR. In Blue Lodges, for example, with their permission.
16. Have Degree teams meet candidates at the Reunions.
17. Have a mentor for each new candidate.
18. Have a blue lodge adopt and support a Degree (not necessarily as a Degree team.)
19. Include spouse in the Reunion recognition process—in Subject Areas 5 (Tasks 1, 3, 4).
20. Establish Blue Lodge ambassadors.
21. Offer Symbolic Lodge education to Blue Lodge mentors.
22. Have Degree team & older members interact with candidates after a degree performance.
23. Hold a dinner prior to reunion and invite spouses, first-line signers, mentors, etc.
24. Before a degree, have the directors explain/summarize it to the candidates.
25. Top-line signers should be able to: complete a new candidate survey in conjunction with that candidate.
26. Perform public degrees and/or Masonic plays.

27. Set up a Valley network and give the new members access to it where they can interact with existing members to learn more about the Valley.
28. Add a program like a table lodge during the Reunion time to allow interaction with Blue Lodge.
29. Put mentors with reunion graduates on the day they graduate.
30. Establish job descriptions for mentors.
31. Following a Degree performance, create a SR university that addresses the history of it.
32. Include a more permanent member name badge with their year of joining, class name, etc.
33. Use a post-Reunion candidate interest survey & have the appropriate director actively solicit reunion participation.
34. Add a program similar to Blue Lodge rusty trowel/nail/Mason for the Scottish Rite. A way to bring back those members.
35. Make sure degree work is memorized and not read.
36. Keep our educational identity intact.
37. Make the VMAP workbook fillable.
38. Hold a Scottish Rite Open House for everyone.
39. Top-line signers should be the mentor or should arrange for one for at least the first year.
40. Create a password-protected, professionally acted video of the Degrees for educational purposes as well as Degree acting training.
41. Make education entertaining as well as informative.

42. Offer degrees outside of the normal reunion
43. schedule so it's less like drinking from a fire hose.
44. Use Ernest Borgnine 4° video.
45. Shorten the time for the members to receive patents after the reunion.
46. Make sure every member HAS his patent and his membership (don't call it dues) card.
47. Invite the spouse/child to present 14° ring at an appropriate ceremony & provide a rose to the wife to commemorate the event.
48. Offer a quality experience (clean graphics, nice regalia, etc. Be mindful.
49. Make sure older members invite in the newer members.
50. Have a patent-signing session so every member of reunion class can sign it.
51. Include in new member education packets information on patents and membership cards.
52. In non-obligatory degrees, have the candidates be all or part of the cast.
53. Present ladies with a gift when you present candidates with their caps.
54. Give out challenge coins with a second coin to give out to a prospect later.
55. Greet every candidate with a handshake & a smile.
56. Elect a president of the class who will act as its spokesman/class contact.
57. Elect a class orator who will give an oration about what they experienced at the Reunion.
58. Elect a class web administrator who will also act as social media manager.

59. Consider using free online survey tools (like SurveyMonkey) for reunion surveys.

60. Have reunion photos/videos posted online in a place like YouTube.

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

1. Have an understudy program for Degrees.
2. Have a nominating committee for officers.
3. Have a public relations officer.
4. Have an adopt-a-highway program.
5. Have expectations and goals in addition to job descriptions for officers and committees.
6. Get out in the public eye with what your Valley does.
7. Educate about the spiritual meaning of charity.
8. Make sure members know the “Royal Secret.”
9. Appoint a fundraising committee that works with Supreme Council.
10. Send out Working Tools newsletter regularly.
11. Have a speakers bureau to assist with non-Masonic groups to provide them with information about our philanthropies.
12. Send SRJs to clinics, doctor’s offices, and waiting rooms.
13. Have an SRMC study group.
14. Perform the “Spirit of Hiram” play. See Valley of Pasadena, CA. Get permission of Grand Lodge first.
15. Have “Order of the Duck” awards (recognition) for prop crew & something similar (Academy Award) for actors. Make it fun.

16. Have a VMAP forum online divided by subject area on Supreme Council web site.
17. Include a list of all your Valley's philanthropic efforts on its web site.
18. Establish an SR/Masonic booth at your county's fair.
19. Ensure that all the participants in a Degree cast can not only perform but can understand & explain it.
20. Develop a 5-year strategic plan for the Valley.
21. Under "Valley Organizations," provide a link or URL that explains each group (College of Consistory, for example).
22. Partner with other Valleys/Lodges in your area for your philanthropies and public image opportunities.
23. For publication purposes, add all funds (almoner's, etc.) together to emphasize the economic impact of SR.
24. Degree teams should establish regular meetings to rehearse & improve performances.
25. Scale VMAP subject area 9 (degree conferral proficiency) based on Valley size.
26. Have an all-officer council meet once a month prior to stated meeting.
27. Make sure web sites and social media sites are current and up-to-date. Monitor these sites regularly.
28. Make sure philanthropic centers have "Scottish Rite" on them either in name or on a sign.
29. Institutionalize the social media pages for the Valley—they should not belong to a single individual.

30. Search the web for info. about your Valley and see what comes up & fix it if it's incorrect.
31. When dealing with social media, be "social," take an individualized approach. Don't just tell people things. Interact with people.
32. Create & publish YouTube videos about the SR in particular & Masonry in general.
33. Appoint a media committee that handles publications, both print & online.
34. Make sure there is contact information on those social sites.
35. Have a SR friends dinner & auction specifically for high-dollar donors.
36. Develop & maintain a resource list on the Valley level to assist brothers who are looking for services.
37. Have a national advertising effort for SR.
38. 501 (c)(3) charities should consider Amazon Smile as a way to obtain contributions.
39. Be sure to share content on a regular basis (at least weekly) on social media sites.
40. Do an entry interview for all candidates & ask—
 - 1) what are your reasons for joining, 2) what do you think org. is, 3) what are your expectations? 4) what can you contribute to the SR?Perform a statistical analysis of questions & follow up.
41. Use younger members to handle social media & train older members on social media.
42. JROTC/ROTC presentations should be done in person at the schools by SR members.

43. Consider a grant for medical supply houses.
44. Have a virtual RiteCare SRCLP program for smaller Valleys.
45. To raise funds for your philanthropy, hold a: beer festival; letter-/grant-writing campaign.
46. Have a teacher of the year award—raise funds (like a scholarship) for these teachers.
47. Consider a teleprompter for Degree conferrals.
48. Make sure degrees are well presented— a well-read degree is better than a poorly memorized one.
49. Have cast member training & acting classes.
50. Provide training for cast directors.
51. Explore providing internships for local college students in our RiteCare SRCLP clinics.
52. Work as a SR group in local, existing charities. Send manpower, not just money.
53. Engage the membership in charitable giving at ALL levels.
54. Have an online Valley “bling” store where a portion of the proceeds support the philanthropy.
55. Provide scholarships to college students majoring in language/communications studies as a method of supporting long-term RiteCare SRCLP efforts.
56. Establish tele-health services for RiteCare SRCLP efforts in rural areas.
57. Make it a culture that all degrees must be well done from memory.

58. Establish a grant to college students that requires recipients serve some time in a RiteCare SRCLP clinic.
59. Have a gala or event that recognizes all recipients of SR charities & tie in appropriate publicity & sponsorships.
60. Larger Valleys should work with smaller Valleys in philanthropic and public relations efforts, like a golf tournament.
61. Consider a matching program for more well known scholarships or other philanthropic efforts.
62. Create leave-behind media for waiting rooms to support philanthropic efforts.

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

1. Tasks 2 & 3 of Member Retention section are not sustainable.
2. Have an optional Friday morning event at 2018—tour, education, etc.
3. General secretaries meeting should be kept.
4. Shorten the action item report section to 1/2 hour.
5. Increase the smaller breakouts by 15 minutes to a total of 75 minutes.
6. Take 15 to discuss VMAP success stories in the big room.
7. End workshop later in the evening.
8. Have a ladies program or social event.
9. Send agenda & schedule via email to attendees prior to the event—follow up communication.

10. Change wording to 95% of members who have email addresses. Area 1, Task 3.
11. Put the passport program in categories 2 & 6.
12. Put presenters' contact information up on the screen at the beginning & end of each presentation.
13. Area 3, H—"Mentors" should go under "Member Retention" Area 1.
14. Hold a Thursday night social event. Hold an event each evening of the workshop.
15. Encourage younger members to attend workshops.
16. Solicit ideas on education from members and then find ways to expand concept of Masonic education to include something beyond it.
17. Have a recorder for each breakout session to present ideas in larger group.
18. Hold the next workshop in Billings, MT to make them more educational/inspirational.
19. Have an assigned lunch setting, so attendees are encouraged to meet new people.
20. Have SR Degree teams travel to smaller Valleys to perform courtesy work.
21. Have blue lodge and SR support each other through mentorship programs.
22. Have Supreme Council incentivize (lapel pin) an ambassador program that is more unified.
23. Try to lessen the time in which patents are received & have them be better quality.
24. Rotate the breakout groups for greater exposure to other ideas.

25. Send out a survey to 2016 Workshop attendees.
26. Consider raising dues to match the pace of inflation.
27. Put more emphasis on top-line signers to qualify potential new members as being willing to participate.
28. Have a welcoming committee to greet all members coming in.
29. Have last breakout session group members by geography to encourage collaboration.
30. Have a welcome back social event for Valleys that go dark during the summer. No work, just fun.
31. Establish participation pins for each workshop as collector's items.
32. Have formalized social media tie-ins at the SR Workshops.
33. Reunion class presidents should be invited to Workshops by Valley.
34. Recognize Valley Fellows at Workshops & have them share their ideas in a presentation before the group.
35. Start an amnesty program & forgive past dues by paying current dues.
36. Consider adding a financial/business section to VMAP.
37. When you think about raising dues, consider alternate fundraising solutions.
38. Increase exposure of SR Chirp, FMN, Tyler's Place podcast both at the Workshops and in general.
39. Educate members on what they have to do if they do become suspended—how they can come back.
40. Consider having workshops annually.

41. Broaden offerings at the workshops: like Supreme Council tools, networking, Valley leadership, and other necessary skills.
42. Area 3, II should be moved to Membership Retention.
43. Send each Workshop attendee home with a USB drive that has all the slides, handouts, contact info., and list of attendees.
44. Have a workshop session on basics of social media.
45. On Friday morning, have a Valley VMAP chairman meeting.
46. Offer a speaker on SR ritual & history.
47. Have contact information for all attendees so they can follow up with each other & include breakout group numbers.
48. Fifty-year members should never be suspended.
49. Have a standardized jurisdiction-wide lifetime membership program.
50. Consider an age-based (80 years old) reduction of membership dues by half.
51. Reduce the requirement from six degrees to one degree in VMAP as a mandatory requirement for small Valleys.
52. Have instruction in Sentinel II at 2018 Workshop, particularly for Valley secretaries.
53. Have a Valley- or Orient-wide workshop similar to these events. Results should be sent back to VMAP Committee.
54. Move item 8C to category 3.
55. Publicize successful VMAP statistics in 2018.
56. Have Masonic education web casts with scholars, similar to the live CTC.

57. Remember that VMAP should be achievement-based and stretched goals, not a participation award.
58. Have a Masonic store at the workshops with books, regalia, etc. Invite vendors.
59. Have a Masonic Information Night & invite lodges to participate to help with recruitment.
60. Consider VMAP topic-based offerings at each breakout session.
61. Have an online registration and submission platform for VMAP.
62. Allow Valleys to report throughout the year as they complete tasks/areas.
63. Live-stream large-room discussions at workshops.