New Generation, New Scottish Rite

How my generation will influence the Scottish Rite of the future.
# Topics - The Three Step Process

<table>
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<th>Meet Gen. Z + Lingo</th>
<th>Generation Z Statistics</th>
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| Review the terminology that is needed to fully understand this PowerPoint. | Examine Generation Z and the traits that distinguish them.  
Examine causes for Generation Z traits.  
Compare Generation Z with that of previous generations. | List and describe primary starters that the Scottish Rite can use to help influence Generation Z to join and ask about the Scottish Rite. |
The *generation* is generally *defined* with birth years ranging from 1995 through around 2020.

310,000 new members each day in the USA

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**Social Media**

- Facebook
- Instagram
- Twitter
- Snapchat
- YouTube
- Vine
- Pinterest
- Tumblr

**F. O. M. O**

Fear of Missing Out, a syndrome that both aids and disables the effectiveness of Generation Z today.
Technology Driven
To the generation that never knew life without the internet

EVERY Gen Z is connected to electronics at least 1 hour per day, 46% are connected 10+ hours.

Millennials used 2 screens daily, Generation Z uses 5 daily and two at nearly all time.

73% check email and social media less than an hour after waking up.
Social Media

Parents?

54% visit YouTube over three times a day.

**Dependent:** We don’t ask parents for as much help anymore. Why get dating advice from parents when we can get it online?
The Most Accepting Generation

EVERYONE Treated the Same.

- 73% of Generation Z support homosexual marriage rights. Teens started #LoveWins that trended #1 in the world on Twitter and Facebook. At its peak there were 35,000 tweets per minute.

- 76% are concerned about humans destroying the Earth and the environment.

- Only 32% support support Affirmative Action.
Realistic

We Want To Make A Difference.

NEVER known a world without widespread terror and fear.

Social Media reports terrible events each day.

New Cold War?
We want to make a difference. Never known a world without widespread terror and fear. Social Media reports terrible events each day. New Cold War?
26%↑

Millennials: 18.5% with Full Time Paying Jobs
Generation Z and the Scottish Rite
Optimize Your Search Results

Generation Z - We do our Research.

You get 8 seconds of our attention to grab us and make us interested.
Optimize Your Search Results

Generation Z - We do our Research.
You get 8 seconds of our attention to grab us and make us interested.

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Scottish Rite of Freemasonry, S.J., U.S.A.
https://scottishrite.org/
Ancient and Accepted Scottish Rite - A&ASR
It's time! Has your Valley submitted its workbook yet? Learn More. Free PDF Book for Scottish Rite, SJ. Masons—Just confirm your email address...
Honours - Centennial Jubilee - Visitor information - VMAP

Scottish Rite - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Scottish_Rite
Wikipedia
The Ancient and Accepted Scottish Rite of Freemasonry (the Northern Masonic Jurisdiction in the United States often omits the and, while the English Constitution in the United Kingdom omits the Scottish), commonly known as simply the Scottish Rite or in the United Kingdom as the Rosa Cross (although this is only one of ...
Morals and Dogma - Southern Jurisdiction, USA - Scottish Rite Cathedral
You visited this page on 1/18/16.

Phoenix Scottish Rite - Home
www.srmason-az.org/
The Ancient and Accepted Scottish Rite is a two hundred (200) year-old branch of the world-wide order of fraternal societies known as Freemasonry. Today, the ...
Optimize Your Search Results
Generation Z - We do our Research.
You get 8 seconds of our attention to grab us and make us interested.
Optimize Your Search Results

Generation Z - We do our Research.
You get 8 seconds of our attention to grab us and make us interested.

Not found.

Sorry about this, I couldn't seem to find what you were looking for.
The Origins of the Scottish Rite

Image: Copy of the Grand Constitutions of 1786 from the Archives of the Supreme Council, 33°, S.J., U.S.A., in the handwriting of Rev. Frederick Dalcho, ca. 1801–02

Like so much early Masonic history, the origins of the Scottish Rite are hidden in mist. There’s evidence that by the early 1730s in England there were “Scotch Masters” or “Scots Master Masons,” a step after the Master Mason Degree (and apparently unrelated to Scotland). By 1742 in Berlin there was talk of “higher or so-called Scottish Masonry.” In 1743 the Grand Lodge of France adopted a regulation limiting the privileges of “Scottish Masters” in lodges. It’s clear from these few mentions that something was going on behind the scenes with “Scottish Masonry,” but we’re not quite sure what. These developments were happening at the same time the Royal Arch was gestating before its birth in 1734. It’s even possible that the Royal Arch and Scottish Masonry came from the same sources. We just don’t know.

What we do know is that the high degrees found fertile ground when they were introduced to French Masonry. In 1745, two years after restricting Scottish Masters, the Grand Lodge of France gave them special privileges, and more privileges and authority followed in 1747 and 1755. In contrast, the Royal Arch appears in lodge minutes in America in 1753 and England in 1758 with little official notice. By 1762 we know that an elaborate sequence of High Degree or “Scottish” Masonry is being worked in France. There’s much activity prior to 1762 that we’ll cover later, but we want to take a look now at that sequence of High Degrees.

Emperors and Knights in France

Competition is the force that drives the world’s economies, and it also seems to have driven Scottish Masonry in France, which became part of jockeying for power within the Grand Lodge of France. The Council of the Knights of the East, Sovereign Prince Masons, was organized in 1756, and included in its government middle-class Masons who had been excluded in previous High Degree ventures. It is not known how many degrees the Knights worked, but they seem to have faded out around 1768–1779.

Coming on the heels of the Knights of the East in 1758 was the Sovereign Council of Emperors of the East and of the West, Sublime Scottish Mother Lodge. The Emperors attracted the upper class and nobility and competed with the knights in the number of degrees they offered. (Just from a marketing point of view the newer group bested the older: “Emperors” are more powerful than “Knights,” and “East and West” is twice an extensive as only “East.”)
Landing Pages

Landing pages are employed more and more in marketing today, it is the concept of making your homepage for prospective members and not active members. VERY visually appealing, NOT a lot of words.
Landing pages are employed more and more in marketing today, it is the concept of making your homepage for prospective members and not active members. VERY visually appealing, NOT a lot of words.

Sign up for your Wistia account
All of our plans come with a 2 week free trial, so you can test everything out and make sure you’re happy before paying us a dime.

First name
Last name
Your email
Set a password
How did you first hear about Wistia?
What is your main goal with video?

Create account
Landing pages are employed more and more in marketing today. It is the concept of making your homepage for prospective members and not active members. VERY visually appealing, NOT a lot of words.

Learn how to use landing pages for higher converting campaigns
A free 11-part course with expert marketing advice from 10 world-renowned conversion experts

Get Started
Landing pages are employed more and more in marketing today. It is the concept of making your homepage for prospective members and not active members. VERY visually appealing, NOT a lot of words.

Educating Tomorrow's Leaders Today.

Be a DeMolay
Be a DeMolay Parent
Be a DeMolay Volunteer
Search Scottish Rite on YouTube.

The Scottish Rite has to become a brand that markets to a younger audience as well as an older one.
The Scottish Rite has to become a brand that markets to a younger audience as well as an older one.

- **Real Masonry Scottish Rite**
  - Mason Mike
  - 1 year ago • 5,332 views
  - A quick look at Scottish Rite masonry. Scottish Rite encompasses the 4th through 32nd degrees, 33rd degree if your extra special.

- **A Brief History of the Scottish Rite.mp4**
  - ScottishRiteNJ
  - 3 years ago • 5,544 views
  - Scottish Rite for the 21st Century — Short Stories for Prospective Members: A Brief History — What's so Scottish about Scottish Rite ...

- **Enter The House Of The Temple**
  - Press For Truth
  - 3 years ago • 50,726 views
  - A look inside The Supreme Council (Mother Council of the World) of the Inspectors General Knights Commander of the House of ...

- **Scottish Rite & York Rite Masonry Explained**
  - TheLipTV2
  - 9 months ago • 4,567 views
  - Go inside the Scottish Rite, and York Rite of Freemasonry, through the blue lodge entry as it is explained by Robert W. Sullivan IV.

- **Scottish Rite Masonry**
  - cadyo72
  - 8 years ago • 131,345 views
  - A closer look at the Scottish Rite Fraternity.
Wrap Up
Generation Z
Your Future
New Generation, New Scottish Rite

How my generation will influence the Scottish Rite of the future.