

Roadmap to Membership Success

Commitment – Empowerment – Accountability

It is important to remember that a temple's very existence greatly depends on a strong, ongoing membership program. It should be the #1 priority of the Potentate, Divan, Membership Committee and the responsibility of EVERY member to assist with membership development. It must be stressed to all members that it is important to identify and recruit new members into the Masonic fraternity. The Potentate should appoint a Noble to serve as Membership Chairman, Recruitment Chairman, Masonic Relations Chairman, Retention/Mentoring Chairman and Restoration Chairman. These appointments should not be left to chance. Meticulous consideration must be given to choose the right Nobles for these positions. Many temples also designate the HP& P to serve as liaison to the Membership Committee.

If every Noble works enthusiastically at Creations, Retention and Reinstatements, a temple will succeed in its Membership Endeavors. Membership is something that must be addressed at every opportunity. No matter where you travel or to whom you speak, you must always remember to ***"THINK MEMBERSHIP"***

Committee Members Qualifications

- Should have leadership abilities and be well respected by temple nobility.
- Able to devote a great deal of time (day, evening, weekends)
- Good relationship with Grand Lodge and Lodges in your jurisdiction.
- Should be computer literate.

Membership Chairman Duties

- Work with Potentate to find qualified committee members and Membership Chairman for Clubs & Units.
- Manage Membership Committee and Communicate Monthly to Clubs & Units and Nobility.
- Set attainable goals for temple clubs and, units.
- Organize and Conduct monthly or Quarterly Membership Meetings.
- Give a report at every stated meeting and in every edition of the temple publication.

Divan Liaison Duties

- Assist the Membership Committee with the implementation of the temples Membership program.
- Update the Potentate and BOD on the Membership committee's progress.
- Assist with development of Future Membership planning.

Recruitment Chairman Duties

Shrine temples must recognize the need for a continuous aggressive effort to attract and enlist men of outstanding character as members. Temples must realize that we have to reach out to our family and friends and encourage them to become Masons and Shriners. When they join the fraternity, we must provide a quality experience that will encourage them to stay in the Shrine, get active and bring in their friends and relatives.

- Set a yearly Goal to Recruit 5% of Regular Membership as of Jan. 1.
- Provide every member with tools necessary for approaching and recruiting new members. (CD, brochures, etc)
- Develop and implement at a minimum a quarterly member prospect event. These may include membership luncheons, dinners, and socials. Use a well-designed PowerPoint presentation to show the positive reasons to become a Blue Lodge Mason and Shrine-Mason. Show a public relations hospital DVD or fraternal DVD that is provided by the Public Relations office. Have the event well organized from beginning to end.
- Request that units and clubs hold member prospect events monthly or at least 2 per calendar year.
- Involve every member and their family in prospecting activities.
- Work closely with temple Public Relations, Speaker's Bureau and Donor Relations committee to jointly promote both our fraternity and our charity.
- Upon request, provide membership promotion programs for Masonic bodies.
- Print a petition and a short list of tips on how to recruit and prospect in every temple publication.
- Assist the Divan in planning their activities and functions for the next year that will include prospect and family events.
- Encourage clubs and units to include prospect and family/ legacy events.
- Include a membership presentation at every Shrine event.

Masonic Relations Chairman Duties

Those Shrine temples that have shown membership gains list “good Masonic relations with area Blue lodges and their Grand Lodge” as a vital component of their success. Each Shrine temple MUST work to enhance their relationships with area Blue lodges and show them how Shrine membership can be used as a retention tool. All temples must work to support and work with Masonic Lodges, Grand Lodges, other Masonic related organizations and youth groups to promote our joint growth by recognizing the importance of our Masonic heritage while recognizing that the Shrine was founded to provide a vehicle in Masonry for fun and fellowship.

- Regularly support and interact with all Masonic organizations in your temple’s Jurisdiction especially Blue Lodges.
- Schedule a visit of the Divan and Membership team to a local Lodges.
- Form and promote the use of Shrine-Mason degree or Ritual Assist teams. Consider a Past Masters Shrine Unit.
- Host at least one annual Temple event honoring the leaders of Grand Lodges and Blue Lodges in your temple’s jurisdiction.
- Ask every unit and club to consider hosting at least one annual event honoring the leaders of the lodges in their area.
- Encourage members to be active in their respective lodge and to assist with membership development in Masonic bodies.
- Coordinate Masonic calendars with other Masonic bodies.
- Have joint Masonic events with other Masonic bodies.
- Encourage members to become more active in their Masonic lodge.
- Encourage every Divan member to promote Masonic lodge attendance and involvement and to attend important Blue Lodge events in the area.
- Assign Blue Lodge Ambassadors to every Blue Lodge in the area.
- Contact Lodges in your jurisdiction to offer a membership program.

Retention / Mentoring Chairman Duties

Every temple should initiate a concerted effort to provide an environment that allows members to engage in meaningful communication, education, entertainment and fellowship. Each temple must recognize there is a need to provide diversified activities for the Shrine-Mason, his lady as well as his family and friends. We must afford members an opportunity to participate in diversified activities that provide fun, fellowship, family entertainment, personal improvement, community involvement, unit involvement and the opportunity to network with men with similar interests.

Mentoring has proven to be an essential tool to the retention of new members. It is important to the new members to be aware of information pertaining to temple events, i.e. when, where, what time, what to wear, etc. Be certain to include information for the noble’s lady. Mentoring starts on Ceremonial Day and **only** nobles who are qualified should be assigned as mentors to new nobles. Care should be given to assign only a designated number of new nobles to each mentor.

- Reduce suspensions to less than 2% of your organization’s membership.
- Implement an effective mentor program and provide for a follow up of program effectiveness.
- Plan, provide for and communicate, at a minimum, 6 annual Temple activities that promote Fun, Fellowship and Family Legacies.
- Recommend that clubs and units also plan and provide for at a minimum 6 annual activities that promote Fun, Fellowship and Family Legacies.
- Ensure that Temple, club and unit activities are not in conflict with each other and with those of other Masonic organizations.
- Increase continuous and timely communication with all members.
- Further explore our members’ needs and desires as well as their expectations of membership.
- Identify desired activities.
- Implement programs meeting the determined member’s needs, desires and expectations.
- Schedule quality activities for members on a regular basis.
- Communicate to those who have not paid their dues for the current year.
- Encourage personal contact of inactive members to determine their needs and to inform them of current and future activities in hopes of increasing participation.
- Interview members who have been suspended for non-payment of dues for the past year to determine reasons for dropping their membership.
- Develop and implement a plan to provide for the measurement of member satisfaction.
- Review existing means of communication for effectiveness.
- Ask members by what means they wish to be contacted, i.e. providing email addresses.
- Develop new ways of communication, i.e. email blasts, Calling Post, Constant Contact, websites.

Restoration Chairman Duties

Bringing back members who were once members is essential to membership success. These men once recognized the value of being a Shrine-Mason but for some reason quit paying their dues. Contacting them and revisiting the reason for being a Master Mason and Shrine-Mason can bring very rewarding results.

- Set Restoration Goal of 2% of temple membership as of January 1.
- Ensure that the data on suspended members is current, accurate and available to the membership committee.
- Assist the Potentate and Divan in establishing an agreeable, long-term amnesty program.
- Implement a program for contacting those members who have been suspended during the past 3 years. Personal contact through a personal visit or by phone is best. Keep good accurate records of information gathered during visit/phone call.
- Maintain a productive restoration committee.
- Recruit and train a restoration team.

INVOLVING UNITS AND CLUBS IN MEMBERSHIP

It is very important to have a membership chairman in each club and unit. This person must be willing to work hard for membership and not be someone who just carries the title of unit/club membership chairman. It is also important that the temple membership chairman provide the unit/club membership chairmen with training, materials to be successful in their position, and monthly updates on membership events. It should be stressed at unit/club seminars that the President of each club and unit will call upon the unit/club membership chairman for a report at each unit/club monthly meeting.

Recruitment

Encourage members to assist with membership development. Stress that it's important to recruit new members for Masonry and Shrine.

- Organize member Legacy / Prospect events at least two times per calendar year.
- Involve every member and their family in prospecting activities – Legacies.
- Membership Report at each meeting.
- Mentor local beashrinernow prospects.
- Distribute "Masonic –Shrine Legacies" contact request to members.
- Plan a Masonic Guest night for local Lodge members.
- Track & Assist prospects through Lodge.

Retention

Personal contact by the unit and club membership chairmen of unit and club members who have not paid their dues for the current year has proven to be successful. This contact by a Noble of the club or unit emphasizes the importance of retaining their membership in the Shrine and remaining a part of the club and/or unit.

- Mentor New Members.
- Contact & Survey Delinquent Members.
- Plan Legacy / Family Events at least twice a year.

Restoration

Contacting a "lost member" by a unit or club member and asking him to restore his membership in the shrine and the Club/Unit can be of extremely effective. Knowing that his former closest shrine friends care enough to ask him to restore his membership can make a significant difference in his decision.

- Contact inactive and suspended members.
- Assist Past Members with reinstatement in Lodge, temple, Club or Unit.

Membership Resource Funding

It is the duty of the Potentate to provide adequate funding for membership programs to include but not be limited to: seminars, travel, workshops, incentives, promotions, fellowship events, printing, postage and operational expenses. The membership budget should be at least 2% of the total temple budget (excluding hospital transportation expenses).

January

Membership Meeting

Date: _____ Topic of Discussion: _____

Membership Events

Date: _____ Event: _____

Date: _____ Event: _____

Goals: _____

Roadmap for Success

For a temple to be Successful in Membership and Prosper, you need a Roadmap and Goals for where you want to go. Find the best TEAM possible to do the job, define their duties and train them.

Your Association Membership Director can assist you with adapting the "Roadmap" for you temple and help with its implementation.

Membership Chairman

- Organize temple membership meeting / training for committees – officers – club & unit membership chairman.
- Set attainable recruitment goals for the coming year – temple, clubs and units.
- Use the "know your numbers" to show how to reach each of the goals.
- Be sure the Membership Team has access to the MDS site.
- Organize Membership Committee – Each member understands responsibilities for the year.
- Review temple membership communication methods: website, emails, phone tree, social media etc.
- Assist the Potentate and Divan in establishing an agreeable, long-term amnesty program.
- Organize a temple Shrine Membership Action Renewal Team (SMART) to discuss current and future Membership.
- Conduct Monthly Membership Meeting – Plan future meetings.
- Assist with planning and implementation of Ceremonial Membership Events.
- Assist with planning of Ceremonials at Clubs in outer jurisdiction.
- Calling post from Potentate to Paid members, thanking them for renewing.
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Recruitment

Priorities:

- Conduct East – West Shrine Game party for prospects, legacies and members.
- Current year membership information to Clubs & Units membership chairmen.
- Communicate Recruitment Goals, Current Membership Program, membership recognition or rewards to Nobility.
- Mail Potentate's recruitment Letter.
- Provide every member with tools necessary for approaching and recruiting new members. (CD, brochures, etc.)
- Request that units and clubs hold member prospect events two times per calendar year.
- Print a petition and a short list of tips on how to recruit and prospect in every temple publication.
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Masonic Relations

Priorities:

- Schedule a visit of the Divan and Membership team to a local Blue Lodge, and or Potentate's Lodge.
- Divan to host meet and greet with the Grand Lodge officers at the Temple, meet and greet, share calendars.
- Form and promote the use of Shrine-Mason degree / Ritual Assist teams.
- Publish Lodge events in temple publications.

- List/Calendar to Lodges of upcoming Shrine "Family type events", fundraisers.
- Start planning for Temple event honoring the leaders of Grand Lodges and Blue Lodges in your temple's jurisdiction.
- Ask every unit and club to consider hosting at least one annual event honoring the leaders of the lodges in their area.
- Assign each Unit/Club to a Lodge; send a letter of Introduction from the Potentate to the Master of the Lodge, introducing the new Lodge Ambassador.
- Identify lodges that will allow a short Shrine-Masonic presentation to be made at their stated meeting.
- Encourage members to be active in their respective lodge and to assist with membership development in Masonic bodies.
- Coordinate Masonic calendars with other Masonic bodies.
- Have joint Masonic events with other Masonic bodies.
- Encourage every Divan member to promote Masonic lodge attendance and involvement and to attend important Blue Lodge events in the area.
- Encourage all members to promote – visit – participate in Masonic Lodge Activities.
- Add ALL of the Lodges in your area to the MDS site.
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Retention

Priorities:

- Organize and meet with Delinquent Dues committee, review program and committee responsibilities.
- Prepare lists and form to record information from calls and suggested action by temple – calling protocols, membership toolkit on shrinersvillage.com
- Start monthly calls to wish nobles Happy Birthday –information can be found in Reports / MDS Support System.
- Notify Clubs and Units of delinquent members – remind them that delinquent noble cannot participate in Clubs & Units.
- Recommend that clubs and units plan and provide for at a minimum 6 annual activities that promote fun, fellowship and family in a social setting.
- Increase continuous and timely communication with all members.
- Further explore our members' needs and desires as well as their expectations of membership.
- Identify any desired activities for New Club or Unit.
- Implement programs meeting the determined member's needs, desires and expectations.
- Communicate during the first quarter to those who have not paid their dues for the current year.
- Encourage personal contact of inactive members to determine their needs and to inform them of current and future activities in hopes of increasing participation.
- Initiate and promote temple Perpetual Life Membership program.
- Develop and implement a plan to provide for the measurement of member satisfaction.
- Develop new ways of communication, i.e. email blasts, Calling Post, Constant Contact, websites.
- Create a mentor program and provide a follow up of program effectiveness.
- Calling Post from the Potentate to those who have not paid their dues by January 15th.
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Restoration

Priorities:

- Recruit and train a restoration team.
- Ensure that the data on suspended members is current, accurate and available to the membership committee.
- Implement a program for contacting those members who have been suspended during the past 3 to 5 years.
- Keep good accurate records of information gathered during visit/phone call.
- Create and implement a program that permits for easy reentry into the fraternity.
- Plan Events for Suspended members -Hospital Presentation, Arch Ceremony, one a quarter if possible.
- Calling Post from New Potentate to last 5 years suspended Nobles.
- Personal Call from New Potentate to last year suspended Nobles.
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February

Membership Meeting

Date: _____ Topic of Discussion: _____

Membership Events

Date: _____ Event: _____

Date: _____ Event: _____

Goals: _____

Membership Chairman

Priorities:

- Conduct Monthly Membership Meeting – Plan future meetings – Manage Committee
- Monthly report to Divan meeting, Temple business meeting, note progress / concerns.
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Recruitment

Priorities:

- Publish temple membership goals in publication.
- Use the “know your numbers” to show how to reach the goals.
- Organize and make membership presentations to clubs and units.
- Encourage clubs & units to include prospect or family nights in their events.
- Assist Clubs and Units with conducting Member prospect event. (At least 2 times per calendar year)
- Check that all beashrinernow prospects are being contacted.
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Masonic Relations

Priorities:

- Encourage Divan members to: promote – visit – participate in Masonic Lodge Activities.
- Support and interact with all Masonic organizations in your temple’s Jurisdiction especially Blue Lodges.
- Invite Grand Master to attend Imperial (share cost among Temples in state)
- Continue planning -Masonic Fair - Master, Secretary, Wardens dinner.
- Share Shrine calendar events with Lodges.
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Retention

Priorities:

- Committee to call and wish Monthly Happy Birthday to Nobles.
- Communication to the NPDs about temple functions & Hospital information – Can only participate with current dues card.
- Monthly NPD committee meeting to review results, issues and recommendations for remittance of dues.
- Organize lists of Delinquent Nobles for officers, committees, clubs and units. Lists need to include all contact information, name of top line signer, creation date, age and clubs & units.
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Restoration

Priorities:

- Order and mail “Your membership has expired” Postcards from Office of Membership Development.
- Publish a list of “lost in the desert” Nobles and list of last years suspended Nobles
- Assign sufficient number of nobles to the NPD committee to get the job done. Each member is given a list of nobles to work until Paid, Remitted or Suspended. They must follow up with multiple calls if needed. At first of year calls can be made to communicate about temples Shrine Hospital activities and patient success stories. Personal calls can also be made to inform delinquent member about upcoming temple functions for Nobles and Family. It will be necessary to remind noble that all temple and Shrine club functions require a current dues card. *The calls should let the Noble know that a Brother is calling to visit and is willing to help them get involved with their Philanthropy and Shrine.*
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March

Membership Meeting

Date: _____ Topic of Discussion: _____

Membership Events

Date: _____ Event: _____

Date: _____ Event: _____

Goals: _____

Membership Chairman

Priorities:

- Conduct Monthly Membership Meeting – Plan future meetings – Manage Committee.
- Monthly report to Divan meeting, Temple business meeting, note progress / concerns.
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Recruitment

Priorities:

- Legacy Event / Rush Night /Prospect Night.
- Publish “updated” temple club and unit membership goals in publications.
- Work with Club and Unit Prospect nights.
- Promote Shrine Legacies.
- Check that all beashrinernow prospects are being contacted.
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Masonic Relations

Priorities:

- Encourage Nobles to be active in their Lodges.
- Divan Visits to area Lodges.
- Publish area Lodge events in Shrine publications.
- List to Lodges of upcoming Shrine Events.
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Retention

Priorities:

- March RED FLAG - Percentage of Delinquent Members should be under 20 %**
- Mail 1st Retention Letter (shrinersvillage.com – toolkit file 13)
- NPD committee meeting to review results, issues and recommendations for remittance of dues.
- First Hospital Public Relations presentation for delinquent nobles can be conducted in temple or clubs / units.
- NPD List distributed to Clubs & Units and membership chairman.
- Continue Noble Birthday calls.
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Restoration

Priorities:

- Restoration committee working on previous years suspensions.
- Monthly meeting for calling committee to discuss progress or concerns.
- Interview members who have been suspended for non-payment of dues for the past 5 years to determine reasons for dropping their membership.
- Send special newsletter or communication to nobles on delinquent list starting from first of the year. Include hospital news, temple functions, family activities, etc. Explain member benefits and how to get involved. *Emphasis is always on the fact that they have current Shrine Dues card to participate.*
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