

**Ancient Accepted Scottish Rite of Freemasonry**  
**MEMBERSHIP AND PROGRAM DEVELOPMENT MODEL**  
**Phase II - Strategic Planning**  
 Designed and compiled by Duane Kemerley  
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**The Fraternal Family Home / Our “Home Sweet Home”**

- Front Door                      Where people enter
- Living Spaces                 Where people spend their time
- Back Door                      Where people quietly leave

**Categories of Emphasis**

- Front Door                      Reaching & Receiving
- Living Spaces                 Nurture & Enrichment
- Back Door                      Retention & Reconnection

**The TWO Essential Questions:**

What is our purpose?

To make good men better by offering them the ‘Masonic experience’

Life-building teachings via ritual  
 Philosophy via actions  
 Fellowship via relationships  
 Mutual fraternal care  
 Community involvement & improvement  
 .....

Who is our target audience?

- |                  |                        |
|------------------|------------------------|
| • Born 1901-1924 | G I Generation         |
| • Born 1925-1942 | Silent Generation      |
| • Born 1943-1960 | Baby Boomer Generation |
| • Born 1961-1981 | Gen X Generation       |
| • Born 1982-2003 | Millennial Generation  |

<b>AASR MEMBERSHIP &amp; PROGRAM DEVELOPMENT MODEL</b>		
<b>Three Categories of Emphasis / Nine Areas of Effort</b>		
<i>Reaching &amp; Receiving</i>	<i>Nurture &amp; Enrichment</i>	<i>Retention &amp; Reconnection</i>
Recruitment	Orientation and Incorporation	Fraternal Care
Hospitality	Smorgasbord Programming of Activities	Response to at-risk members
Promotion	Personal Development and Training	Reactivation

**RECRUITMENT**

Purpose:

To encourage and facilitate appropriate and attractive invitations

- to masons to become Thirty-second Degree masons and
- to select non-masons to become a part of the Masonic fraternity.

Potential scope of work:

One-to-one recruitment training & resources  
Team strategy training & resources  
Valley wide membership programs  
Information fliers and packets for prospective members  
Events specially geared to prospective members

Resources and ideas to consider:

Reaching Out for a Positive Response, DAK  
Monument Builders DVD & notebook, AASR  
Friend to Friend Video or DVD,  
Masonic Renewal of North America  
Keys to Membership Development, DAK

<b>HOSPITALITY</b>
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Purpose:

To create a pleasant and welcoming environment at all Scottish Rite events.

Potential scope of work:

- Reception and Registration Committee
- Tyling Committee
- Banquet Room Committee
- Greeters at all events,
  - Friendly face & "ASK ME" badge
  - "Welcome, how may I help you?"
  - Handshake
- Receiving and hosting distinguished guests
- Welcoming kiosk
- Refreshments

Resources and ideas to consider:

- Readable, attractive name badges
- Special needs assistance and referral
- Information on car pools, transportation for valley events

**PROMOTION**

Purpose:

To get the good news about Scottish Rite activities and happenings out to the general public, the Masonic family, members, and prospective members in a timely and attractive manner.

Potential scope of work:

- Public Relations Committee
- Newsletter
- Internet communications
  - Website
  - Listserve
  - Map quest
  - Photos
- Targeted Mailings
- Public and Masonic Media

Resources and ideas to consider:

- Review formats from other newsletters
  - Articles complete and informative
  - Answer all questions 'up front'
  - Timely notification – three months, six months, one year
  - Multiple 'hits' – built in redundancy: 5, 7, 11
  - Front page highlights upcoming events, not people with numbers
- Newsletter
- Photographer(s)
- Getting the Word Out . . . and Back, DAK

<b>ORIENTATION AND INCORPORATION</b>
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Purpose:

With new members –

- To provide useful resources and settings that inform;
- To facilitate involvement and relationships;
- To encourage participation and the development of fraternal bonds.

Potential scope of work:

Class directors and marshals  
Recruiting and equipping mentors (job description & checklist)  
Provide presentations during reunion  
Fully developed informational packet  
Personal interest and skill survey (if to be utilized)  
Strategies for invitations to involvement and participation

Resources and ideas to consider:

Dinner or event a week or month later  
Direct / personal invitation to next reunion  
Follow-up session at next reunion  
Mentor Guidelines, DAK  
Recent Member Contacts / Follow-up, DAK

**SMORGASBORD PROGRAMMING OF ACTIVITIES**

Purpose:

To oversee, encourage, and develop a wide range of attractive and meaningful events that connect with the surveyed interests and needs of the five living generations.

Potential scope of work:

Broad scope events – wide range of interest level  
Narrow scope event – specific or targeted interest level  
Survey members for interests  
Plan cycles of events: Annual, rotational, one time.

Resources and ideas to consider:

Events that are generationally sensitive:  
G I Generation  
Silent Generation  
Baby Boomer Generation  
Generation X  
Millennial Generation  
See that events and activities are constantly upgraded, current,  
and contemporary  
Include community involvement opportunities

**PERSONAL DEVELOPMENT AND TRAINING**

Purpose:

To provide programs and resources geared to developing personal, professional, and fraternal skills.

Potential scope of work:

- Offer training events
- Connect with other training opportunities
- Host trainers, presenters, and resource people

Resources and ideas to consider:

Some events free, some with a fee

Possible topics:

- Computer training
- Leadership development
- Financial seminars
- Elocution & presentation skills
- Area specific coaching
- Personal finances
- Estate planning

Fred Pryor Seminars, [www.pryor.com](http://www.pryor.com)

Dates, Times, and Places That Work, DAK

Meetings People Will Attend, DAK

Building Effective Committees and Teams, DAK

Stages of Organizational Decline and Regeneration, DAK

Communicating Across the Generation Gaps, DAK

Becoming a Highly Effective Listener, DAK

Leadership Overdrawn, DAK



**FRATERNAL CARE**

Purpose:

To develop and oversee plans, programs, and resources directed toward making caring responses to members' life milestones, difficulties, tragedies, major illness, etc.

Potential scope of work:

- Cards
- Letters & Notes
- Telephone calls
- Visits
- Special Invitations
- Home Care Equipment
- Hospitalier's Fund

Resources and ideas to consider:

- Networking possibilities
- Referral sources
- Becoming a Highly Effective Listener, DAK
- How Members Bond and Intervening in the Dropout Track, DAK

<b>RESPONSE TO AT-RISK MEMBERS</b>
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Purpose:

To devise and implement plans to reach out in positive ways to:

- Absent and disgruntled members;
- Members coming up on suspension;
- Members suspended within the last year or so – encouraging them to continue or renew their Scottish Rite affiliation.

Potential scope of work:

Training individuals and teams to do intervention  
Assist members in re-incorporation and re-involvement

Resources and ideas to consider:

“Caring Contact Calls” outline and information sheets, DAK  
How Members Bond and Intervening in the Dropout Track, DAK  
Becoming a Highly Effective Listener, DAK

**REACTIVATION**

Purpose:

To develop and promote activities and programs to reconnect with and renew fraternal bonds with inactive and marginalized members.

Potential scope of work:

- Reunion reunions –
  - Most recent class and , 10 years, 20 years, etc.
- Recognitions of classes and groups
- Special group invitations to reunions and events

Resources and ideas to consider:

- Utilize 'feed back' line
- Look for opportunities to ask, "What would it take . . . ?"

**LEADERSHIP TEAM PROCESS**

- A. What specific / intentional programs or resources does your valley have in this area?
  
- B. What is your best practice / strength in this area?
  
- C. In what aspects do you need to do more (or better) in this area?
  
- D. What is your weakest link in this area?
  
- E. Develop specific, written short term goals (before the end of the calendar year) and long term goals (within the next one or two years) in this area for your valley. Be prepared to share these goals with your valley officers and leadership.
  
- F. Check to see in each goal if your focus is mission / vision oriented or maintenance directed.
  
- G. What is the first item you will work on in this area in your valley?