

# **How members bond to an organization:**

1. Shared beliefs and ideas;
2. Personal friends;
3. Involvement in small groups.

## **Mentors**

While a lot of what we do in Masonry is done, and measured, in a large group format the most notable success of Masonry happens inside the individual member as he begins to live his life differently because of the lessons he learned in the various degrees that he has received.

Not every member is ready to participate in a coaching or mentoring relationship either as the mentor or the student, but to some members that is exactly what they are looking for. Great mentors come from within every organization and are members that have a deep understanding of the lessons within the organization and their application in real life. Great mentors are personable people who others are drawn to naturally. Those that are looking for this type of relationship with the fraternity may need your help.

As you review your Valley's membership keep a list of those members that you are interested in seeking opinions from and others that other members are seeking guidance from and use this as a start to your mentoring list.

You can't force people to become good friends, but you can help introduce new members to others within the organization that they may have something in common with and that would be interested in getting to know them. The Activity and Interest Survey included in this outline will help you determine these possible linkages.

## **New Member Bonding / Assimilation**

### Personal Contacts

Within 60 days after each reunion –

A designated member of the Valley meets with each new member for lunch, for coffee, or other face to face social event where they may talk and get to know one another.

During the meeting, the designated valley member fills out the new member information sheet with the new member and returns it to the Valley secretary.

All new member information sheets should be in the Valley office within 90 days of each reunion.  
(A sample can be found in the recruitment section of this document)

## Recent Member Contacts

(new members from last reunion)

Our goal is to make personal contact with each of our new members from the last reunion 2 weeks prior to the upcoming reunion, let them know their membership in our Valley is appreciated, and invite the new member back to the upcoming reunion. (Sounds simple enough, doesn't it?)

Here's the plan: We will contact each of our new Brethren from the last reunion and, using the checklist below, we will invite them to attend the upcoming reunion. Some of the items on the checklist may seem elementary to us, but remember these are brand new members and they may not be as savvy as you are.

### PHONE CONTACT CHECKLIST:

- Call each Brother on your list.
- Introduce yourself (name only – no titles please).
- Tell him you're calling on behalf of the 32nd Degree Masons of the Valley of \_\_\_\_\_, Ancient Accepted Scottish Rite.
- Tell him how much we appreciate having him as a member and that we'd really like to see him have a tremendous Scottish Rite Life experience and that reunions offer a chance to meet new and old members.
- Remind him that although he witnessed the 32° in the spring / fall, there are many other interesting and inspirational degrees.
- Tell him the next degree dates are \_\_\_\_\_. (Keep it simple, he may not know what a Scottish Rite reunion is).
- Tell him the approximate time the degree days begin and end.
- Tell him he can come either day or both days, all day or part of the day.
- If he can't come in the fall/spring, tell him the next reunion date is \_\_\_\_\_.
- Remind him that there is no charge for attending these degrees.
- Remind him about the meals and that he got a reservation card in the mail and ask if you can make a reservation for him or if he's already sent the card in. (Modify as needed)
- Tell him all he needs to do is show up and **bring his Lodge and Scottish Rite dues cards.**
- Tell him what to wear, where to park and how to register when he gets here.
- Tell him you're looking forward to seeing him in (month of reunion) and you would like to meet him personally.
- Finally, ask him if he has any questions.

Some of this information may seem too simple, but remember this is a new member. The last thing we want is for him to feel embarrassed because he doesn't know.

If we put some effort into this, we'll see big dividends from it. We know we won't get them all here, but with a little effort we can get a fantastic turnout this reunion. Thank you for your help in this endeavor.

## *ACTIVITY INTEREST SURVEY*

Complete the following. Your responses will be used to help develop the program of activities throughout the year, so it is very important that you provide complete responses.

**Name:** \_\_\_\_\_ **Age:** \_\_\_\_\_

**Best means of communicating with me is:** (Please provide number or address below)

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_ **US Mail** \_\_\_\_\_

**Date:** \_\_\_\_\_

**1. What specific interests do you have that you would like to see our Valley pursue during the year?**

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**2. Do you have any ideas or suggestions for activities that would address these interests?**

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**3. Consider for a moment these six experience areas (citizenship, service, leadership development, social, ritual, and fitness). How would your interests fit into any of these areas?**

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## ACTIVITY INTEREST SURVEY

Please check those activities, tours, projects, and seminars that you would like the Valley to plan as part of its program for the year.

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| <input type="checkbox"/> Cruise, sailing          | <input type="checkbox"/> Ice skating              | <input type="checkbox"/> Tennis clinic          |
| <input type="checkbox"/> Fishing                  | <input type="checkbox"/> Skating                  | <input type="checkbox"/> Outdoor living         |
| <input type="checkbox"/> Recognition Dinner       | <input type="checkbox"/> Ski weekend              | <input type="checkbox"/> Train tripping         |
| <input type="checkbox"/> Auto Mechanics           | <input type="checkbox"/> Career clinic            | <input type="checkbox"/> Cycling                |
| <input type="checkbox"/> Gourmet Cooking          | <input type="checkbox"/> Slide show               | <input type="checkbox"/> Pancake breakfast      |
| <input type="checkbox"/> Shooting sports meet     | <input type="checkbox"/> Cave exploring           | <input type="checkbox"/> Dance                  |
| <input type="checkbox"/> Backpacking              | <input type="checkbox"/> Job interviewing         | <input type="checkbox"/> Parents' night         |
| <input type="checkbox"/> Halloween party          | <input type="checkbox"/> Snorkeling               | <input type="checkbox"/> Watercraft             |
| <input type="checkbox"/> River rafting            | <input type="checkbox"/> Child care               | <input type="checkbox"/> Diet, nutrition        |
| <input type="checkbox"/> Barbecue party           | <input type="checkbox"/> Leadership Development   | <input type="checkbox"/> Part time jobs         |
| <input type="checkbox"/> Ham radio                | <input type="checkbox"/> Christmas party          | <input type="checkbox"/> Water-skiing           |
| <input type="checkbox"/> Road rally               | <input type="checkbox"/> Lifesaving Classes       | <input type="checkbox"/> Disabled citizens      |
| <input type="checkbox"/> Beach party              | <input type="checkbox"/> Sports medicine          | <input type="checkbox"/> Photography            |
| <input type="checkbox"/> Walking trail cleanup    | <input type="checkbox"/> Civil defense            | <input type="checkbox"/> Weather                |
| <input type="checkbox"/> Rock climbing            | <input type="checkbox"/> Military                 | <input type="checkbox"/> Drug abuse             |
| <input type="checkbox"/> Bike hike                | <input type="checkbox"/> Sports safety            | <input type="checkbox"/> Physical fitness       |
| <input type="checkbox"/> History                  | <input type="checkbox"/> College/University visit | <input type="checkbox"/> Easter egg hunt        |
| <input type="checkbox"/> Sailing                  | <input type="checkbox"/> Sports tournaments       | <input type="checkbox"/> Planetarium            |
| <input type="checkbox"/> Family history           | <input type="checkbox"/> Mountaineering           | <input type="checkbox"/> Emergency preparedness |
| <input type="checkbox"/> Saving money             | <input type="checkbox"/> State capitol            | <input type="checkbox"/> Plants                 |
| <input type="checkbox"/> Bowling                  | <input type="checkbox"/> Communications           | <input type="checkbox"/> Winter sports          |
| <input type="checkbox"/> Hobby smorgasbord        | <input type="checkbox"/> Movies                   | <input type="checkbox"/> Family picnic          |
| <input type="checkbox"/> Scholarships             | <input type="checkbox"/> Community cleanup        | <input type="checkbox"/> Plays                  |
| <input type="checkbox"/> Horseback riding         | <input type="checkbox"/> Music                    | <input type="checkbox"/> Family sports day      |
| <input type="checkbox"/> Scuba                    | <input type="checkbox"/> Swimming                 | <input type="checkbox"/> Fashion show           |
| <input type="checkbox"/> Camping trip             | <input type="checkbox"/> Newsletter               | <input type="checkbox"/> Progressive dinner     |
| <input type="checkbox"/> Hunter education         | <input type="checkbox"/> Swimming party           | <input type="checkbox"/> Fire safety            |
| <input type="checkbox"/> Senior citizen education | <input type="checkbox"/> Cooking                  | <input type="checkbox"/> First aid              |
| <input type="checkbox"/> Canoeing                 | <input type="checkbox"/> Orientation flight       | <input type="checkbox"/> Public speaking        |

## **Assimilation: Converting candidates into committed members**

### **1. Intentional development of one on one relationships with candidates/new members.**

- a. Candidates/new members meet with designated members of the Valley outside of reunions (for coffee, lunch, other social events, etc) after these “getting to know you” sessions designated member completes candidate/new member information sheet and turns into Valley Secretary when complete.
  - i. Measured in % of completed records within 90 days after the reunion.
- b. % of newest member attending reunion immediately following becoming a member
- c. % of newest member attending reunion 1 year after becoming a member
- d. % of newest member participating in committee, cast, etc.

### **2. Relational data entry/maintenance (used to build relationships)**

- a. Complete MDS records for all new members within 90 days after the reunion.
  - i. Including phone numbers, emails, and family information
- b. Updating existing current members to include the same information as new members.
  - i. Measured by increase in % of complete records compared to benchmark date of \_\_\_\_\_.

### **3. Measured participation by name.**

- a. In its simplest form participation is measured by collecting head counts at all events, meetings, practices and totaling these numbers then dividing that number by the number of events multiplied by the total membership.
- b. For a class by class assimilation function members names and class dates should be collected and the formula described above applied using the total members of that class instead of total Valley members.

### **4. Dues payment measured by class**

- a. Total members of the class divided by number paying dues each year

**Notes:**