

BLUE LODGE OFFICER PREPAREDNESS TRAINING PROGRAM

2014

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Reviewed by the Committee on Education and
Public Relations, Grand Lodge of Alabama

2014

COMMUNITY RELATIONS

Service to The Community & The
Fraternity:
Public Relations and Community
Outreach

Service to The Community & The Fraternity: Public Relations and Community Outreach

Source: Masonic Leadership Training Manual.
Grand Lodge of Florida 2010. pgs. 160-168

Program Objective

- To provide subordinate Lodge officers and potential Lodge officers with a foundation for the development of programs of service to the community and the fraternity relative to Lodge public relations and community outreach.

Service to Community & Fraternity

- Freemasons support more ways to help people than any other private organization
- Freemasons donate more than \$2 million a day to charities
- Pre-Twentieth Cent Masonic charity was largely limited to members and their families

Service to Community & Fraternity

Masonic Lodges have been a community focal point throughout the history of Alabama

Lodge Halls served as church sites, post offices, schools, and polling places

Lodge Halls served as planning sites for civic functions (parades, city event planning, etc.)

Service to Community & Fraternity

- Masonic charity reaches beyond the Fraternity
- The great majority of Masonic charity dollars is given to those without a Masonic connection
- There are hundreds of civic and community projects in which Masons are active

Service to Community & Fraternity

- Selflessness is the essence of Masonry
- Masonry teaches that we are obliged to help make things better for everyone
- Members Feel Pride: Pride results when a leader or member feels that a personal or Lodge goal is achieved in the community

Service to Community & Fraternity

- Lodge leaders have a choice:
 - To pursue activities that create pride, thereby increasing member satisfaction and support
- Or:
 - Continue on the path of noninvolvement and wonder why members have gone

Service to Community & Fraternity

- Masonry dies when it stays in the Lodge room
- It is our task to seek new ways to benefit our communities
- A good Lodge requires a good, strong, humane, compassionate community
- A compassionate community deserves a good Masonic Lodge

Service to Community & Fraternity

- Masonic Renewal Committee of North Amer. Research:

Men who would consider joining the Fraternity, want to be involved in their community

Service to Community & Fraternity

- **Why Connect With Your Community?**
- Future members:
 - are in the community. When the Lodge is involved in the community, prospective members will discover what Masonry is about.
- Future members demand that an organization in which they are involved be active in their community

Service to Community & Fraternity

- **Why Connect With Your Community?**
 - The Lodge is a perfect community service organization
 - Members will be proud of their role in the community
 - For any organization to grow it must be able to involve all its members in someway, such as in community involvement

Service to Community & Fraternity

- **Why Connect With Your Community?**
- Member participation in community service can be a powerful unifying force for your Lodge
- Such service builds a strong Lodge team and enhances their commitment to the Lodge
- Your Lodge image improves with community involvement

Service to Community & Fraternity

- **Sell Your Community Involvement**
- To attract new members, we must be visible and involved in our community
- Younger men insist on community involvement
- Relevant organizations are involved in their community

Service to Community & Fraternity

- **Sell Your Community Involvement**
- The importance of community involvement is not to change what the Lodge is doing, but to increase member interest, participation, awareness and pride

Service to Community & Fraternity

- **Sell Your Community Involvement**
- Communicate your project to your members to gain their support and involvement
- You might interest inactive members
- Make sure one man does not bring it down

Service to Community & Fraternity

- **Sell Your Community Involvement**
- Present members the benefits and results – not problems
- Members are doing these community projects because you asked them. Make sure it is fun.
- Learn to motivate volunteers

Service to Community & Fraternity

- **Involvement with schools**
 - Involvement with local schools is excellent way to become relevant in community (student's fathers' will recognize the contributions of Masons)
 - The news media is more likely to recognize an organization's support of schools

Service to Community & Fraternity

- **Involvement with schools**
- Making a difference with children is in keeping with Masonic tradition
- Educators are important in the community, broadening every member's social and fraternal reach.

Service to Community & Fraternity

- Involvement with schools
- Educators identify top five ways a Lodge can help.
 - Read to children in the classroom a few hours per month (most often noted)
 - Year long programs (grooming play areas, library aids, chaperone field trips, etc.)

Service to Community & Fraternity

- Educators identify top five ways a Lodge can help.
 - Lodge scholarships
 - Annual awards to teachers (money for teacher's advanced education)
 - Volunteer time for adult education at school if needed, refinish gym floor, etc.

Service to Community & Fraternity

- **Fraternal Service Programs**
 - Child ID Program
 - Philanthropies of Allied and Appendant Bodies
 - York Rite Knights Templar Eye Foundation
 - Cryptic Masons Research Foundation (atherosclerosis)

Service to Community & Fraternity

- **Fraternal Services to the Community**
 - Royal Arch Research Assistance (auditory maladies)
 - Scottish Rite Childhood Language Disorders
 - Shriners Hospital for Children
 - Eastern Star Educational Loan Program
 - Job's Daughters International Hearing Impaired Kids Endowment

Service to Community & Fraternity

- **Community service activities to consider**

- Adopt a needy family at holidays
- Deliver food or toys at holidays
- Create children's event at local fair
- Collect & clean coats for children
- Build play area in local park
- Sponsor public speaking or photography contests for high school students

Service to Community & Fraternity

- **Service Activities (Community)**
- Sponsor or assist in 4th of July celebration
- Provide medical supplies for local EMT
- Raise funds: for public library, renovation of ball park, United Way,
- Sponsor food-for-the-hungry campaign with local businesses
- Adopt local library, park, playground (clean-up, etc.)

Service to Community & Fraternity

- **Service Activities (Community)**
- Assist **food kitchen** on holidays
- Garden projects for street medians
- **Dive elderly** for weekly store trips
- **Organize blood drives**
- **Transport elderly routine medical visits**
- Serve as parade marshals, direct traffic at local events
- Assist with Crisis Hotline

Service to Community & Fraternity

- **Service Activities (Community)**
- “Meals on Wheels” for elderly
- Help in hospitals
- Help League of Women Voters
- **Adopt-A-Mile program**
- Volunteer staffing (zoos, museums, gardens, soup kitchens)
- Arrange **Corner-Stone ceremony** for public bldgs.



END

Community Relations, Public Relations
& Outreach Section