

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

Lodge Renewal

Source: Masonic Leadership Training Manual.
Grand Lodge of Florida 2010

Pgs. 142-145

Ten Steps to Lodge Renewal

- Grand Lodge of Florida Masonic Leadership Training Manual. Adapted from the Grand Lodge of Iowa
- 1. Plan, Program, Prepare:
 - Have Lodge set goals and agenda for the year (Hold a planning and goal-setting meeting with officers)
 - Document specific activities and goals each month that your Lodge wants to accomplish. Use a calendar, citing specific items. Review goals and stick with it.
 - Insure your Lodge is represented at Grand Lodge

Ten Steps to Lodge Renewal

- 2. Attract New Members:
 - Identify men in your community who would meet our membership qualifications.
 - Look for relatives of present and past members
 - Look at your circle of friends, especially those who may have time on their hands. These are men looking for what Masonry offers: a chance to “give back” to their communities, a sense of belonging, fraternal relations, etc.
 - Find men who have expressed an interest in Masonry in the past, such as those who may have taken their 1st or 2nd Degrees. Maybe it wasn't the right time, or circumstances interfered with their membership.

Ten Steps to Lodge Renewal

- 2. Attract New Members (Cont.)
 - Discuss with the aforementioned men their potential interest in the Fraternity (using your personal experiences) and what Masonry has meant to you.
 - Send a letter to your friends outside the fraternity
 - Hold a “Friendship Night” or “Brother Bring a Friend Night”. <http://www.masonicrnewal.org>

Ten Steps to Lodge Renewal

- 3. Spice up Lodge Meetings:
 - Streamline necessary business portion of your meetings. Summarize – don't read communications verbatim.
 - Add informational and educational programs to every Stated Communication
[KC: Helion Lodge's Historian, R. Storey, gives a detailed report on a subject in Masonic history on the anniversary of that subject, at each regular communication]

Ten Steps to Lodge Renewal

- Spice Up Lodge Meetings (Cont.)
 - Do not always rely on the same Brother to provide the program. Pass the responsibility around
 - Encourage Brothers to prepare and present interesting programs
 - Experiment with meals/refreshments before and/or after meetings
 - Experiment with timing of programs: i.e. have your program before dinner, followed by Lodge meeting, have the program during the meeting, or afterwards during coffee/refreshments

Ten Steps to Lodge Renewal

- Spice Up Lodge Meetings (Cont.)
 - Remember, a large part of Masonry centers on self-improvement.
 - The program does not have to be Masonic. Have a member talk about his profession (many Brothers would find this of interest)
 - Consider non-members to provide the program.
 - Include wives/families in some programs and activities
 - Contact the Grand Lodge for speakers on occasion
 - Announce the program agenda in advance (Lodge communication materials, postcards, media)

Ten Steps to Lodge Renewal

- Spice Up Lodge Meetings (Cont.)
- Have your officers and members visit another Lodge for their regular or special meeting.
- Establish a Mentoring Program to educate current and long-term members
- Create curiosity and interest in the meeting announcement
 - Example: “Did you ever wonder why Thos. Jefferson was never made a Mason” vs. “The Masonic Opinions of Revolutionary Leaders”

Ten Steps to Lodge Renewal

4. Family Involvement

- Involve the ladies in your planning process.
- Find ways to involve the entire family in your events

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- 5. Community Involvement / Visibility
 - Take part in parades, community festivals, celebrations, etc.
 - A Lodge Open House could be held in conjunction with a community celebration [KC: Helion Lodge has an open house at the annual Christmas tour of historic homes, receiving as many as 900 visitors]
 - Organize a service function such as services for the elderly. A media photo of Brothers doing home repair for the elderly would represent your Lodge well.

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- 5. Community Involvement / Visibility (Cont.)
 - Community Involvement possibilities are limited only by your imagination
 - Adopt a community service in partnership with other Community Service Organizations (e.g.. Kiwanis, Lions, Rotary, Jaycees, [KC: Knights of Columbus])

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- 6. Fundraiser
 - Initiate a Major Fundraiser, For your Lodge or a worthy cause in your Community (e.g. funds for volunteer fire dept. truck)
 - Do not reinvent the wheel. Join in an existing community project, especially if your Lodge is short of active members.
 - Hold regular Pancake breakfast on a schedule known to and anticipated by the community
 - Conduct publicized redeemable can drive with large containers strategically placed.

Ten Steps to Lodge Renewal

- 7. Membership Retention / Utilization
- Get new members involved right away
- Contact Brethren who haven't attended Lodge lately
 - Let them know they have been missed. Assign them a duty for the next meeting, and offer to pick them up and bring them.
- Organize a "Telephone Tree" for easier contact of Brothers
 - If each Brother has to contact only 2 or 3 other members (who in turn contact 2 or 3 others) the entire membership can be contacted in a very short period. This is particularly useful for funeral and special meetings

Ten Steps to Lodge Renewal

- 7. Membership Retention / Utilization (Cont.)
- Organize a “Pick-up Service” for Brothers who may need a ride to Lodge, especially for members with difficulty driving at night or in poor weather
- Survey your members, particularly the younger members, as to what type of activities they would be interested in. Think outside the box (e.g. watching sports on a big-screen TV). Listen to their ideas. Make them feel that they are a real part of the process and the Lodge.

Ten Steps to Lodge Renewal

- 7. Membership Retention / Utilization (Cont.)
- Hold a “Rusty Nail” Degree or a “Re-Obligation Night”
 - Publicize the event. Invite other Lodges. A re-obligation night reminds Brothers why they became Masons in the first place, and why they have maintained their membership

Ten Steps to Lodge Renewal

- 8. Publicize Your Lodge (Internally and Externally)
- Appoint a member to be in charge of Public Relations
- Internal Publicity
 - Obtain e-mail addresses of Lodge members. This will provide one more avenue of communication
 - Initiate or improve your Lodge Trestle Board
 - If you have a Trestle Board, consider spicing it up, doing something radically different to generate interest in the next issue. Rearrange the contents to add new features. Use sensational headlines, have fun with it.

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- 8. Publicize Your Lodge (Internally and Externally)
 - External Publicity:
 - Submit press releases to local newspapers
 - Local newspapers are looking for fill space; make certain articles are complete and well written, free of type or spelling errors
 - Place notices of Lodge meetings and events in newspaper [web-site] inviting out-of- state Brothers to same

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- 9. Lodge Appearance
 - One of the Lodge's best sources of publicity and community involvement is the Lodge building itself. The appearance of your Lodge says much to the uninitiated. Are you sending the right message.
 - Hold a clean-up, painting party. Make a fun day or night of it
 - Insure the sign on your building is clean and in good shape
 - Place highway signs at each entrance to your community (info. of regular meetings)
 - Insure Lodge grounds are kept cut and trim, giving a welcoming feeling and [curb appeal in the neighborhood]
 - Post emergency contact names and numbers at entrance

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- 10. Last But Certainly Not Least – Ritual
 - Insure your Lodge can and does conduct first-class work in Lodge Degree work, and conduct of meetings
 - Hold a Ritual School of Instruction (Contact District Lecturer for assistance)
 - Identify members who are potential degree lesson instructors and degree team members

Ten Steps to Lodge Renewal

- 10. Last But Certainly Not Least – Ritual (Cont.)
 - Finally Brethren: understand that you and your Lodge are not in this alone. It is a TEAM effort!
 - Search for sources for Lodge Renewal ideas
 - Reference Materials
 - <http://www.iowamasons.org/>
 - <http://www.masonic-renewal.org/>
 - <http://www.msana.com/>



END

Lodge Renewal Section