

THE 3 R's OF MEMBERSHIP

RECRUITMENT - RECOGNITION - RETENTION

Companions and Sir Knights,

As we approach the New Year and the installation of new Officers (in most states), membership has developed into a priority for York Rite. Every Chapter, Council, and Commandery needs to work diligently together on the 3R's of Membership. This is the number 1 (#1) priority of Grand Master Jeff Nelson. As we begin our effort to not only recruit new members but equally as important to retain members, each of the constituent bodies of York Rite should be communicating the importance of having Blue Lodge participation. One might wonder why, I include the above bodies? If we do not recruit them into the Chapter, we will never see them in Commandery.

The three R's of any campaign are recruitment, recognition, and retention. They are the foundation upon which any campaign must be built.

RECRUITMENT: The lifeline of any organization is built upon new members. Without a new base of membership, we cannot reach the heights that our wonderful York Rite so richly deserves. We intend to present a workable, viable recruitment program that is a time tested tool that works.

RECOGNITION: Many of our Companions accomplish awards worthy of being recognized at our monthly Convocations. Make a concerted effort to learn both the recipients' name and the award. Then insure that this individual attends your next Convocation and have a knowledgeable member make a presentation to him West of the Altar. Folks love hearing their names. Find a way to accommodate this phenomenon.

RETENTION: Often, the only thing a wavering brother needs is encouragement. We can turn the tide of NPD's with a friendly call or visit, informing the member of the importance of his remaining with the York Rite. A phone tree can do wonders in keeping members informed and teaching them that the York Rite has value for them.

Each Grand York Rite body needs to appoint a Membership Chairman, and give him a committee consisting of a Chairman for Recruitment, a Chairman for Recognition, and a Chairman for Retention. This team needs to consist of men who are active and willing to WORK. Make this team part of your annual committee appointments. Make it a priority.

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