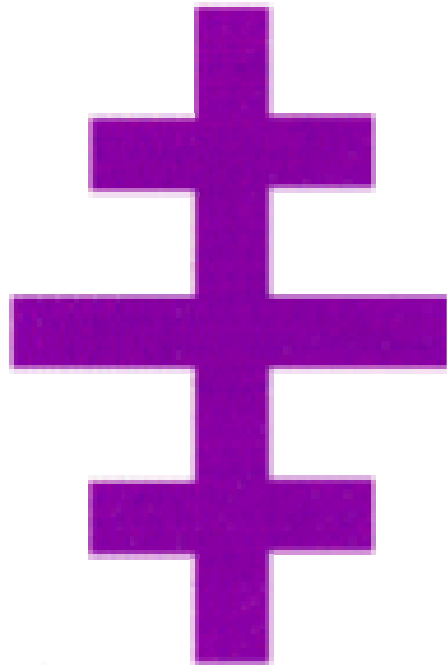


# Building and Sustaining Templar Membership



**An Official Communication from the Grand Encampment of  
Knights Templar of the United States of America**

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Published and distributed by the Committee  
On Membership of the Grand Encampment

May 2002

*“Every Christian Mason Should Be A Knight Templar”*

# Acknowledgements

To the Committee on Membership of the 48<sup>th</sup> Triennium of the Grand Encampment of the United States of America who provided the basic context of this publication; we applaud your timeless wisdom. Robert M. Rewick – Chairman, W. Arthur Patat and Charles Butz Wolfertz Committeemen.

To the Grand Commandery Officers of all jurisdictions in the 61<sup>st</sup> Triennium; your input and suggestions show your deep devotion to Templary and its continued success.

To the Chairman of the Membership Committee of the Grand Commandery of Michigan, S.K. Gerald B. Gibbons; the “New Member Packet” is a significant and creative improvement to the assimilation of new members.

To Sir Knight Willard R. Clutter, DC, and former chairman of Templary 2000 and creator of the 21<sup>st</sup> Century York Rite Odyssey; your succinct and professional publications in the Knight Templar Magazine provided significant enhancement to the supplements herein.

Finally, To the Grand Encampment Officers and Committee on Membership of the 61<sup>st</sup> and 62<sup>nd</sup> Trienniums; thank you for providing the opportunity, encouragement and support to elevate membership awareness and education to new levels of importance.

*This publication, while not complete in every facet concerning membership, does provide proven methods to insure the growth of Templary and retention of its members. We believe these suggestions will help you; but a plan, regardless of how well designed, will not work unless you are committed to implementation. We challenge you, as dedicated Sir Knights, to try these methods, adapting them to local conditions, then watch your Commandery grow.*

Douglas K. Johnson, P.D.C., Chairman David K. Billings, P.G.C.(ME) Lloyd A. Hebert, P.D.C.

The Committee on Membership of the Grand Encampment of the United States of America

## OFFICIAL APPROVAL

This booklet entitled “BUILDING AND SUSTAINING TEMPLAR MEMBERSHIP” bears our official approval, and we highly recommend that the Officers and Members of all Constituent and Subordinate Commanderies use it to enhance their membership efforts.

*Grand Encampment of Knights Templar of the United States of America*

WILLIAM JACKSON JONES, Grand Master  
KENNETH BERNARD FISCHER, Deputy Grand Master  
RICHARD BURDETT BALDWIN, Grand Generalissimo  
WILLIAM HOWARD KOON, II, Grand Captain General

# Forward

***IF YOU ASK, THEY WILL COME!*** This derivative of the famous line from “A Field of Dreams” carries a simple but effective message about membership recruiting and retention. You need only take the time to ask that potential member or dormant member to actively participate in Templary and they will come!

“EVERY CHRISTIAN MASON SHOULD BE A KNIGHT TEMPLAR.” This is the message of our Most Eminent Grand Master and it must be the guiding lesson of every Templar. We have a duty to insure the continued success of Templar Masonry and this will occur only if each of us takes the personal responsibility to preserve it. The Grand Encampment Membership Committee has developed, revised or updated its membership materials. **Growing** the business is the preeminent goal of the Grand Encampment; stemming the flow of losses is an unacceptable one.

Personal involvement and commitment are minimum requirements for a successful membership process. A knowledgeable and enthusiastic sales organization is equally important to insure that we are getting good results. We use the term “sales” because it perfectly describes our task at hand, selling membership in an organization whose prime mission is the “Support and Defense of the Christian Religion. No other organization unites all denominations of Christians together for this common cause. Knowledgeable Knights make enthusiastic and successful salesmen because they know the quality of the product and the benefits of ownership. A Knight who is well versed in all aspects of Templary must also “walk the talk” if he expects to be a convincing salesman.

As we move into the 21<sup>st</sup> Century, the Grand Encampment Membership Committee is redoubling its efforts to train and encourage Knights Templar leadership at all levels to implement the plan and the processes necessary for success. Individual leadership, commitment and accountability are keys to an effective program; but the real key is **YOU!** Membership recruiting and retention cannot be delegated to committees, or the sole responsibility of the leadership. We must live by this motto,” *If it is to be, it’s up to me*”.

As Knights Templar, we have one foe that we must collectively vanquish, and that is apathy. The membership program of the Grand Encampment is an action program designed to perpetuate our organization and it will succeed if **all** members do their part. We read in Chapter 28 of the Book of Matthew where Jesus commissioned his disciples to “Go ye therefore and teach all nations, baptizing them in the name of the Father, and the Son, and the Holy Ghost”. Your Grand Encampment Membership Committee would paraphrase this commission by asking every Knight Templar to, “Go ye therefore and teach all Christian Masons, encouraging them to unite under the banner of Templary”. Our Grand Master puts it more eloquently, “Every Christian Mason Should be a Knight Templar!

We cannot wish away our declining membership; we must be individually accountable for growing our business. Don’t wait for somebody else to do what you can do **now**.

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*To: The Department Commanders, Grand Commanders and Commandery Officers, Eminent Commanders and Officers of Constituent and Subordinate Commanderies, and to the Chairmen and Members of all Membership Committees:*

**KNIGHTLY GREETINGS:**

## **The Importance of Manpower in the Advancement of Templary**

THE GRAND ENCAMPMENT believes that manpower is Templary's greatest asset. Membership and retention are the key indices by which the progress of our great Order of Knighthood is judged. A growing membership shows a healthy condition. It means that men are being attracted to become Knights Templar, and that our present members are anxious to retain their membership.

Templary must have the strength that comes through increased manpower. As a blood transfusion injects new life into the body, so does the "new blood" of Templar recruits furnish new life to the Commandery. Their impact quickens the whole structure of the Commandery. Securing candidates who are ready, willing and able to take an active part in the ranks of our Order is vital to our continued viability.

The Grand Encampment fully realizes that membership growth is a "grass roots" problem of superlative importance which must succeed at the local level, and with all the assistance that can be given by the Grand Encampment leadership. With this in mind, the Grand Encampment has taken two important steps in this direction:

1. The Grand Master requests that every Grand Commander appoint a Membership Committee in each Grand Jurisdiction, and has requested that every Eminent Commander appoint a Membership Committee in each Commandery. He has urged these Committees to stress the matter of recruiting and retaining members at every opportunity.

2. The Grand Encampment has published this brochure to assist Grand Commanderies, Subordinate Commanderies and Constituent Commanderies with membership growth and retention programs. Participating in a strong cooperative effort with other York Rite bodies to stimulate membership growth is highly recommended.

The following material is intended to be a guide for the development of membership growth and retention activities. Any portion thereof may be amended or adapted to facilitate individual programs. You are encouraged to use it.

We all recognize membership growth and retention is the life and purpose of all Masonic bodies. If we are to continue the good works of Christian Masonry, it must be up to every individual to accept the challenge. Never underestimate the value and power of the ordinary being implemented with extraordinary zeal and diligence.

# The Necessity of Action to Strengthen Templar Manpower

No Commandery can rest on its laurels or past accomplishments. We are living in a different era that demands modern techniques. Unless a Commandery is alert and anxious to succeed, it will not attract new members.

The purpose of this publication is to suggest a definite plan:

- Recruit Christian Masons to become Knights Templar
- Re-activate the interest of our present members, and
- Restore and re-instate former members

No institution in all Christendom has any more vital mission than our loyal cadre of Knights Templar. Founded upon the Christian religion and the practices of Christian virtues, Templary should attract all Christian Masons to join our ranks. Too often Templars take for granted that we do very little to attract new members or hold the interest of present members. Nothing could be farther from the truth. It is imperative that every Templar takes a personal responsibility for growth and retention. We have a place for Christian Masons and their best interests lie with us.

The invitation to Christian Masons should come from Templars. We should not be smug or stand idly by and assume that Christian Masons will storm our doors to join, simply because our cause is noble, even though we have something they need. We should be the ones to initiate the selective process, by extending an individual invitation to each Christian Mason. If he becomes sufficiently interested, he will find a way to accomplish it.

The objectives of Templary are the same as they have always been, but times have changed. Our whole approach to the problem of membership must be reviewed to keep abreast of the times. Old clichés such as “we have always done it that way” must yield to up-to-date methods of the 21<sup>st</sup> Century in which we live. Our whole scheme of life has changed, and we must adapt ourselves to the fast-paced age in which we live. We need not sacrifice any of our principles, but we do need to alter our methods if we would attract new recruits and grow.

This necessitates a sense of urgency and a realistic approach to the whole manpower problem. In these times of boundless choice and world-class quality products and services, men need to be continuously “sold” on the most essential things in life, and Templary is no exception. We need to create new ways to win men to our banner. We need not become undignified; we do need to adopt an “approach” that will get successful results. In short, it is vital that we modernize our thinking in recruiting members for Templary. It is also absolutely necessary that we readjust our attitude with respect to holding the interests of our present members.

Accordingly, it is the leadership judgment of the Grand Encampment that now is the time to promote a membership campaign upon a carefully planned, vigorous, sustained and dignified basis in every **Constituent and Subordinate Commandery** across the land. There is no substitute for an all-out campaign to strengthen and build Templar manpower.

# The Thrill of “Membership Development” Is Back!

The majority of Knights Templars in the jurisdictions within the Grand Encampment are experiencing an “adrenaline rush” associated with the enthusiasm of the recent Crusade. What a thrill it is to be a part of such a magnanimous order, and a participant in the Crusade.

***This is Not Your Father’s Commandery Anymore.*** This is because new members are joining of all ages; new programs are being added to include family activities, guest speakers, and community involvement. New members bring new ideas, and this results in healthy growth for the Order. Become a part of this new energy transformation!

***Membership Value is Critically Important.*** Non-York Rite Masons are busy people, and need to be convinced that committing time and talent to a new Masonic Organization has value. Be sure to sell the total attributes of your Commandery. Be sure to emphasize the new activities and involvement in your Commandery, and promote the positive. Increases in our membership base are critical to sustaining both our future, and glorious heritage. You can do it!

***Migrating To A “Dot.Com” Fraternity.*** We continue to be impressed with the many Knights Templar that are connected to the Internet. Many Commanderies are now getting connected to the “net”, and building impressive Web Sites to promote their Commandery activities such as festivals, membership programs, and activities. The Internet improves communication, and saves postage costs among other things. Being a “dot.com” fraternity might be a differentiating factor in selling this great fraternity to Non-York Rite Masons.

***Green Carrots.*** Many Commanderies have instituted incentives to reward “Top-Line Signers”. Membership development is hard work, and those that contribute more than their fair share should be rewarded. Examples of incentives include: ***Dues reimbursement, cash, gift certificates, Knight Templar Eye Foundation Life Memberships, and Templar Uniform credits*** are incentive programs that have value, and are worth testing in all jurisdictions. Give it a try for both restorations and new members.

***Happier Troops.*** A Crusade is both an event, and a renewed emphasis on membership development. It is an opportunity for all Sir Knights regardless of rank to become engaged in a program that assures success if each Sir Knight contributes. The excitement of Crusade participation continues to grow. Please get involved. Ask a Masonic friend to join, and do it now!

***Promote Your Good Works.*** Write articles, take pictures, and publish your Crusade program activities. Promote your activities. No one can purchase a product they are unaware of.

# ***“Who” Is On First***

Many of us recall the famous comedy team of “Abbott and Costello”, and their infamous baseball related skit entitled “Who’s On First?” It was simple entertainment, and brought laughter to all of us. Perhaps you may recall that the entire problem presented was simply a lack of effective communications.

## The “Who” Is You

Yes, the “who” is you, and you are needed to assist in our membership development efforts. If you think that our desired goals will be accomplished by the dedication of Commandery Officers and Membership Committees alone, then think again.

We have structured a comprehensive membership campaign and attempted to communicate it effectively through this magazine, Department Conferences, and numerous memos to our leadership team. But, it can only produce the desired results if each of us makes a singular contribution. We need to maximize participation.

Each of us can drive in a game-winning run by hitting “singles”...just one York Rite petition. Please play your part, get involved, and become a Top- Line Signer to a friend.

## Restorations Are Important Too!

Please remember that restorations goals need to be established for any ***“Crusade”*** as they too are important in our membership development effort. Work with your local Recorders, and develop a list of those Sir Knights that need to be restored to active membership. Tell them that they are missed, and welcome them back.

## New Member Packet

The Grand Encampment Committee on Membership recently distributed a “New Member Packet”. It is very useful when personalized and distributed to each new Sir Knight.

The implementation of this “Packet” will require some work, but future dividends will be returned in the new members that may become future York Rite leaders. Begin to use this now in your Commandery as the new Sir Knights will appreciate and benefit from it while reflecting favorably on both Templary and the local leadership. Please remember to invite the new Sir Knights back!

## Nothing But Success!

A “Crusade” will be successful because of you, and only you. Remember the ***“Who” Is You***, and not another Sir Knight. The future of this Christian Order is in each of our hands. Thank you for being a part of this great endeavor.

# Managing the Way Others Perceive Your Commandery

You know your Commandery inside and out. You know who the members are, and what they want. You have served as an Officer with dignity, and love the Christian fellowship. You may also know many Non-York Rite Masons, and what you think they want. But maybe you need to know something more.

Perhaps your Commandery needs to perform a self-evaluation of its reputation of “implementing change” to meet the needs of its membership. How do they perceive your Commandery? What are you doing right? What could you be doing better? What keeps potential members away from local York Rite membership, and yet they may be active in Symbolic Lodges or other Masonic organizations? Is there any way to change their perception of the Commandery?

The answer is “Yes”! Any company or fraternity can research, and manage the way it is perceived by its current or future members or any other group that’s important to its success. Perceptual issues, if not positive, can have many tangible effects on a local Commandery ranging from revenue impact to morale.

The key is for the leadership of a Commandery to identify and manage the perceptions of those it wishes to reach. This can be accomplished by borrowing from many of the traditional disciplines such as market research, marketing, public relations, customer service, and media advocacy programs.

But these are fancy terms for performing a “situation assessment” of your Commandery. How can we do this quickly, determine if changes are needed, and prepare for our membership development efforts? Don’t we want to assure ourselves that we have a good product with defined features and tangible benefits to sell to an emerging audience?

## A Quick Situation Analysis – Focus Groups

Simple market research can be accomplished by identifying three (3) separate categories: Existing Knight Templars, former Knight Templars (who either demitted or are inactive in the Commandery), or Non -York Rite Masons active in their Symbolic Lodges.

Call a meeting of the Commandery leadership. Agree that the task at hand is to determine what changes in our product offering are needed, if any, to improve the perception of the Commandery by members, former members, and potential members. Develop a list of names of people who you know and respect that fall into one of the three categories. Agree as to who should contact them.

Active Knight Templars (Satisfied Customers) – Ask them what is it about the Commandery that creates the commitment, and desire to participate in our Order. Is it the meetings, the ritualistic conferral of the Orders, the family activities, programs, drill team, philanthropies, and fellowship? Ask them to identify areas that need improved.

***“Every Christian Mason Should Be A Knight Templar”***

## MANAGING THE WAY....CONTINUED

Also ask them for any recommendations of changes that, if made, might bring back inactive Sir Knights or assist in attracting new Sir Knights to join our ranks. Make a list of the recommendations.

Inactive Knight Templars (Possibly Dissatisfied Customers) – These are the Sir Knights that are either inactive members or have demitted from our ranks. Performing a “product assessment” with this group requires patience and perseverance. But these are also the Sir Knights that may feel the Commandery did not meet their needs or expectations. Perceptions to these Sir Knights are based upon first hand experiences.

First, tell them how much they are missed. But begin to further explore the reason for their inactivity or separation. Focus the questioning on what changes could or should be made to meet their needs. Listen intently, and avoid being defensive. Acknowledge their observations or recommendations, and make a list of them.

Potential Knight Templars (New Customers) – These Masons are the primary target of our membership development effort. These are the future Knight Templars that will not join our ranks unless we have the “right product” for them. They may know little about our Christian Masonic heritage, but may have formed an impression of what it represents based upon perceptions.

Share with them an overview of the York Rite, and emphasize the features and benefits of membership. Ask them to consider joining the York Rite. Invite them to a planned activity. But, does your local Commandery really meet their needs?

### Feedback Results

Once you know what motivates your target audience, you can take the appropriate action. Do they need to be re-educated, inspired, trained, won over or even entertained? Must we “re-define” or change our product to meet their needs? How can we persuade them to join Templary?

### Action Plans

We might now have learned that our beloved Commandery is not meeting the needs or expectations of some current, former, or new members. Our product may need to be “re-engineered” for the existing, and perhaps be “re-defined” for the new. We are not referring to changes in our Orders or our Christian teachings and principles, but progressive changes in operations that might be considered.

Perhaps we have learned that we may need more programs at Stated Conclaves involving diversified topics of current interest, more family involvement and scheduled activities. We may also need more Masonic education, leadership training, and increased promotion of our good works. Perhaps support in community projects, programs and activities for our youth, and more joint activities with other Masonic organizations. Maybe some “teambuilding” is in order.

## MANAGING THE WAY....CONTINUED

Discuss the results of your feedback with the Commandery leaders, and decide what changes need to occur. Establish both short and long-term changes that should be implemented. Begin the implementation process with enthusiasm.

### Promote Any Progressive Change

Begin to communicate the changes, and include all three groups in the implementation process if possible. You might be surprised at the enthusiasm change can create. You must develop effective programs that best connect with your key perceivers. Finally, follow up. Continually monitor the results of your efforts and make adjustments to achieve the best possible results. Ask for restorations, and seek new members to become a part of the Order.

Once this is accomplished, it's not a once-and-for-all activity. Perceptions, like anything else, can change over time. Changes in our social climate can have an ongoing impact on how your key perceivers get their information and form opinions.

That's why it's important to continually track your efforts over time, making sure that our product offering meets the major needs of current members, re-kindles interest to former members, and is attractive to potential members.

### So What's The Point?

Perceptual issues can be managed just as you manage finance, or growth of any enterprise. Taking this approach helps avoid the effects of "unfavorable opinions" by understanding the "needs" of your target audience, and implementing the changes needed to satisfy them.

With the implementation of creative new management techniques, we have the opportunity to re-examine our product and assure ourselves of the value received. Until you have seen your Commandery through the eyes of others, you haven't seen one of your greatest opportunities for customer satisfaction and growth.

# Organized Planning Before Launching a Membership Campaign

A membership campaign requires careful and exhaustive organized planning before being launched. A Commandery that rushes pell-mell into a membership campaign without prudent deliberation and a complete, detailed and well-thought-out plan of action is apt to fail.

The first consideration of a membership campaign is to evaluate the situation, and adopt an overall plan – just like an architect would do before starting the erection of a building. The plan must run the gauntlet of hard analysis by Sir Knights with mature experience and skill in each local community. A Commandery should welcome suggested alterations of the proposed plan that would put it to the test of practicality.

Such a plan needs to contemplate the selection of the right men for the job. It should also include the indoctrination of those Sir Knights whose loyalty, zeal and stature in the community give convincing evidence of their willingness and capacity to participate. The plan needs to be placed in the hands of men who will give it the necessary time and attention to follow through until it is successfully concluded.

Before it begins there must be intensive preparatory work and complete understanding between everyone having any part in the work. A few hours spent in careful planning at the outset will save untold hours of effort for the entire team. As is modern business, organized planning will spell the difference between success and failure.

Many excellent plans have failed because the process of implementation was not rock-solid. In order to consider a membership campaign successful, it must have the process of implementation well defined, measurable (to see that it is meeting the goal), and a high level of accountability.

Several “Supplements” will be found on the following pages that provide examples of proper planning techniques.

# “Begin Planning Now”

As you know, *Saturday, [Month/Day/Year]* has been designated as the primary target date that Commanderies have been requested to confer the “Order of the Temple” on more than two thousand new Knight Templars. Think of it, thousands being knighted and welcomed into this Order on the same day worldwide! What a marvelous way to begin a new century emphasizing membership development and preserving our Christian heritage!

This goal is achievable if the Officers of each Commandery begin to plan for this event now. No, we cannot achieve this goal if all Commanderies do not participate. Yes, many Officers and Sir Knights possess good leadership and planning skills to methodically organize and coordinate the conferral of the Orders on single or multiple candidates. What can we learn from them, and how do they effectively organize their activities?

## *A Positive Attitude*

Many are in agreement that the success of any project begins with a positive attitude. Some refer to this as a “can do” spirit. Leaders in any organization possess this trait, and display it frequently. It is a contagious spirit, and usually becomes a virtue of the entire leadership team.

If the Officers or members of a Commandery believe they may not be able to contribute to the goal then a reminder of an age-old quote might be appropriate:

*“If you keep on doing the things that you have been doing,  
then you’ll continue to get exactly what you’ve been getting!”*

## *Take Advantage of the Skills Available*

We know that each Commandery has Sir Knights possessing great skills and talents. Ask them to become a part of this great Crusade even if they may not have attended a Stated Conclave recently. The use of their talents will make a significant difference. Don’t forget to include the ladies in the event planning, as they too will contribute to the overall success. In particular, the Chapters of the Social Order of Beauceant have always supported the Knight Templars, and can always be counted on. Invite the Companions of local Chapters and Councils as the entire York Rite benefits from the effort.

## *An Effective Implementation Plan*

Develop a new list of all the activities that will be needed to make the event a success. Start with reserving the Asylum for the event. A suggested “check list” is included as a reminder, but please remember that this will be a “premier event” requiring premier planning.

## **“BEGIN PLANNING NOW” – CONTINUED**

### *Begin to Target New Members and Restorations*

The “*Crusade*” targets both new members, and restorations. We know that the Symbolic Lodges provide us with the primary source for new Christian Masons. Templar Membership Committees should consider targeting Masons with current brochures that summarize Templary and its philanthropies.

Acquire a list of non-York Rite Masons from your Symbolic Lodge, and divide the names into smaller lists. Ask for volunteers from the Chapters and Councils to assist, and try to include Masons that you personally know on your list.

### *Selling Templary*

The “one-on-one” sales technique has historically been the most effective. Prepare an updated Commandery membership roster, a description of its activities, family involvement, community projects, and the benefits of joining our Christian Masonic Order. Know something about our philanthropies. What were the benefits that inspired you to join? Share them. Also, provide recognition to the Sir Knights that are successful in gaining new members or restorations.

### *Today’s Relevance*

A nationally known religious leader once said that if you put God first, everything else falls into place. How simple, and yet how profound. This is the spirit of Knight Templars today! There are many Masons that will enjoy and appreciate membership in this great Order. All you have to do is tell them what we stand for and ask them to join. Let’s show everyone that we are as good as we say we are!

# *A Commander's Checklist for Success*

Successful leaders experience goal attainment for a variety of reasons. One reason is they have challenged and elevated their Officer team thinking and prepared a plan that emphasizes effectiveness more than efficiency. The following ideas have been noted and if implemented will help each Commander ensure that his plan will increase in effectiveness.

## *Have You Considered Any Of These?*

1. Send a letter on your Commandery stationary to each Officer expressing your support of the Crusade, and to enlist his. Tell him you are proud of him. Add a sense of urgency to your request.
2. During your next Officers Meeting secure a commitment from each of your elected and appointed Officers to get at least one petition. This sets a good example for other members. Encourage them to do the same. It also displays commitment to a common purpose among the leadership.
3. Write regular personal endorsements of the Crusade in your monthly newsletter. Request the Chapter and Council leaders to do the same.
4. Consider establishing a unique Award for the Crusade, i.e., Most Knightings in Home Commandery, Highest Membership Gain, Most Restorations, etc. Offer special incentives too like free meals for two . Be creative!
5. Get more Committees involved! Review your Committee list, and get some inactive committees active. This spreads the leadership around and offers a chance for other Officers to show what they are made of.
6. Consider writing a letter to all of your Past Commanders. Share your plans with them, and enlist their support, and participation. They will assist you.
7. Meet regularly with your Chapter and Council leadership. Working together within the "Family of Masonry" increases cooperation exponentially.
8. Call or meet with the Deputy or Actives of the Scottish Rite, and seek their support. They might be willing to support a direct mail campaign for the Crusade, and encourage "Non-York Rite" Scottish Rite Masons to join. Perhaps you could arrange a York Rite conferral at their next Convocation in their auditorium?
9. Call or meet with the leadership of the Shrine Temples in your state. Request consideration for a joint "Cold Sands" event with your York Rite Crusade Festivals. Request the Shrine help sell the benefits of York Rite just as the York Rite should sell the benefits of Shrine membership.
10. Consider a York Rite Festival to honor the Grand Master of the Grand Lodge. Perhaps his junior Officers would join too if they were Non-York Rite Masons.
11. Assign each of your elected and appointed Officers of the Commandery, to become a "Crusade Speakers Bureau". Request that they arrange invitations to Blue Lodges to present "York Rite Overview Programs" to promote our Christian Masonry heritage. Suggest three programs per month each.

# Creative Membership Opportunities

1. Develop a Membership Package for: a) *Recruitment* and b) *Regeneration*.
2. Develop *Recruiting Teams* and *Regeneration Teams* to make things happen.
3. Create a spirit of Enthusiasm and Personal Commitment.
4. Develop a York Rite Awareness Program.
5. Investigate a “combined” York Rite Membership program where all three York Rite bodies are working together for the common good.
6. Establish a *mentorship* program, (e.g. “intender” process) for all new members.
7. Create a Knight Templar library of reference materials for loan to constituent Commanderies to assist in local membership and education programs. Use available aids (videos, books, etc.) from Grand Encampment, or make them.
8. Suggest activities that will enhance *Recruitment* and *Regeneration* efforts. (See Attached Creative Leadership list from recent Workshop)
9. Distribute (unsolicited) information regarding the benefits of membership in the York Rite to non-York Rite Masons.
10. Target population for Non-Masons: a) Business and personal friends who would receive and give benefit to the organization, b) DeMolay, c) Clergy, d) Professionals (Doctors, Lawyers, etc.). Don’t forget to talk to their wives also!
11. Target population for Masons: a) Blue Lodges, Scottish Rite Clubs, Shriners, Eastern Star Masons, Grottos, etc.
12. Publicize Knight Templar activities and programs in newspapers and on T.V.
13. Request opportunities to speak to Scottish Rite Clubs, Shrine classes, Blue Lodges and other Masonic groups to increase our opportunities. Don’t wait for them to come to us, it won’t happen.
14. Set up recruiting stations at all Scottish Rite and Shrine activities
15. Develop a “Petition Packet” containing all three York Rite Petitions, information on all York Rite bodies, business cards and a cover letter.
16. Ask for the petition! Don’t wait for it! Be anxious/not aggressive!
17. Set up coordinated festivals with ALL Masonic degrees and orders being conducted over a few days or weeks. (Joint Task force required).
18. Form Commandery “Drill Corps” for social activities and drill instruction.
19. Offer the services of our Honor Guards at Receptions, Installations, etc.
20. Make a potential member a “solid friend” first, then make sure your new member doesn’t become an “old friend”. Remember, always *be a friend!*
21. It is always important to set a good example. Consider your conduct, as it is the doorway to your soul and the surest way to attract or repel.
22. Be candid about your feelings for Masonry and speak well of them often. If you believe in the “product”, it’s not hard to sell!
23. Let everyone know this is a “Christian family” organization
24. Advertise our philanthropies and solicit support of them from other Masonic bodies.
25. Create awards and incentives to induce members to recruit.
26. Relieve the burden of owning a uniform by creating a Grand Commandery Uniform Center to subsidize and assist those who cannot afford new uniforms.
27. Create a summer uniform to encourage greater participation in parades and exhibitions. Referred to the Uniform and Regalia Committee.

# Previous Crusades – Lessons Learned

- Start earlier – strong consensus
- Need greater engagement by Grand Commandery Officers:
  - Promotion
  - Recruiting
  - Information
- Keep program going – maintain the momentum
- Get support from General Grand Council/General Grand Chapter early
- Maintain continuity of program to maintain momentum
- Utilize Grand Encampment website more; also use FTP site
- Personal, one-on-one, contact is the only effective recruiting technique
- Provide clear definition of process on a broad scope – not well communicated
- Key man concept good – a ‘critical success factor’
  - Communications varied from good to bad
  - Execution of the process varied from good to bad
  - Changing of G.C. officers is detrimental to communications and momentum
- Need more effective presentation tools, e.g. eye-catching slide show
- York Rite, Scottish Rite & Shrine Unity are essential. A Win-Win for everyone!
- Build a stronger infra-structure to support membership activities
- Grass-roots management is essential to:
  - Forecasting
  - Recruiting
  - Execution of process
- Video-tape – “Every Christian Mason Should be a Knight Templar”
- Leverage sub-division leadership within the jurisdictions
- Need broader coverage of information and communications
- Don’t compete with other Masonic bodies; think win-win
- If the Most Worshipful Grand Master is not a York Rite Mason, make him one and name the class after him; if he is already a York Rite Mason, use him as a sponsor.

# Selecting a Campaign Membership Team is Vital to Success

The Chairman should possess executive and salesmanship ability and have such standing amongst his peers that he can lead the membership team to success. It should be considered a position of honor to serve as Chairman and he should be willing to give sufficient time to do a good job. His selection as well as his acceptance should be based upon this single question: Can he lead us to success in this membership campaign?

1. The Commander should make the selection of the Chairman of the Membership Campaign only after conferring with his officers and Past Commanders, and it must have **TOP PRIORITY**. The Chairman should be the best-equipped man in the whole Commandery for such a job, without reference to Commandery rank, attendance or any other consideration.
2. If the campaign is large in scale, the Chairman should be authorized to appoint at least three members of the Membership Campaign Executive Committee. These Sir Knights should have executive ability and a sense of dedication. They should be willing to see the job through to success. They should be ready to assume whatever responsibility may be delegated to them by the Chairman.
3. The Chairman should be authorized to appoint a Campaign Secretary who should be one who has sufficient experience to take charge of all records in connection with the campaign including prospect cards, petitions for membership, and numerous similar activities.
4. Next comes the selection of those who are to participate as team members. This is not a simple matter like “choosing up sides” for a pick-up baseball game. On the contrary, every member should be handpicked by the Chairman, by and with the advice of the Executive Committee. A small team is often more effective than one which is too large.
5. Every Officer and Past Commander should be willing to make himself available for appointment to any place on the membership team.
6. If a drill corps exists in the Commandery, its members are usually well equipped to serve, and should be considered along with every other member of the Commandery.
7. There should be complete cooperation with other Masonic Bodies, especially York Rite Bodies. Regularly planned and scheduled visits should be made to each of the York Rite Bodies. We must remember that this is where our candidates come from. We should not forget the Scottish Rite Bodies, or the Shrine, since their membership committees can work hand-in-hand with us on a reciprocal relationship.
8. Before a campaign begins, the membership team should make a careful survey of every qualified Christian Mason in the community who might become a candidate for the Orders of Knighthood. A record system should be established to capture vital candidate information such as his name, home and electronic addresses, phone number, his Masonic affiliations, and the name of the Sir Knight who identified the candidate. Any other helpful information about each prospect will assist those who call upon him.

## Selecting a Campaign Membership Team is Vital to Success - Continued

9. Ambassadors should be carefully selected to have charge of solicitation activities for each of the following organizations in the community:
  - (a) Each Blue Lodge of F. & A.M.
  - (b) Each Chapter of Royal Arch Masons
  - (c) Each Council of Royal and Select Masters
  - (d) Each Temple of the Shrine
  - (e) Each Scottish Rite Body
  - (f) Each local cooperating Christian Church
  - (g) Each local civic or service club
  - (h) Each professional group of lawyers, doctors, dentists, accountants and others
10. A full-scale meeting of the entire membership campaign should be held at least thirty days before the campaign is launched, at which time the entire plan of action is reviewed in detail so that every participant is acquainted with the entire plan as well as the personnel who are managing the campaign. Attendance at this meeting is **very** important and should be stressed. Any team member who does not attend should be thoroughly briefed and prepared before engaging in the campaign.
11. The membership campaign should be launched on a date to be selected in advance and solicitation should be vigorously conducted on a day-to-day basis thereafter until the date set in advance for the final report.
12. Reports should be obtained at frequent intervals throughout the membership campaign. The team member should return every prospect record to the Chairman with an explanation of the result of each solicitation. The Chairman should carefully review this information and consider re-assignment of any prospect follow-up where it appears that some other member of the team might succeed in securing a petition.
13. The prospect information must be continually up-dated to be part of a permanent membership solicitation record to be used by succeeding Membership Committees.
14. The campaign member in charge of a Blue Lodge should always obtain the names of Master Masons as they are raised, either by being in attendance himself or delegating another to be present.

Supplements will be found in the following pages that provide examples of membership campaign organization.

# Recipe For A Successful Festival

Remember that any good recipe can be modified to the user's taste, with a little more of this ingredient and a little less of another.

1. Establish an "Organizing Team" and assign the following areas of responsibility:
  - General Chairman
  - Secretary/Recorder
  - Site Chairman
  - Director of Work
  - Publicity Chairman
  - Membership Chairman
2. Determine Asylum or Site for the event:
  - What is the occupancy of the site for both work and dining?
  - Does adequate parking exist?
3. Confirm Date and Time for the event:
  - Establish a date that minimizes conflicts with other Masonic events.
  - Confirm Asylum availability, and date with other York Rite leaders.
  - What date will prerequisite Degrees/Orders be portrayed?
  - What time will each begin and conclude?
  - What time will lunch and/or dinner be served during the schedule?
  - Make an event schedule, and plan to "stay on time".
4. Cost estimation:
  - Traditional or customary Monitors, jewels, certificates, etc.
  - Determine meal menu costs. Offer an upscale menu.
  - Estimate printing costs for programs, letters, flyers, etc.
  - Estimate postage costs for mailing invitations, announcements, etc.
  - Cost of any complimentary meals planned.
  - Add up meal cost estimates, subtract complimentary meals, and divide by estimated paying attendees. This is your meal unit cost target if you plan to charge.
5. Establish a unit price for the event.
  - Candidate Price (Meals, York Rite Per Capita, etc.)
  - Member Price (Generally meals only)
  - Add small amount for unforeseen expenses or "coverage".
6. Secretary/Recorder Duties:
  - Mails announcements to all nearby York Rite Bodies/Blue Lodges.
  - Sends invitations to Officers of the Grand Commandery, Chapter, and Council
  - Prepares forms for registration of both Candidates and Members.
  - Prepares Programs for the event.
  - Orders Candidate Certificates, Pins, Jewels, etc.
  - Prepares/Mails Meal reservation forms for Candidates and members.

7. Site Chairman Duties:
  - Establishes Registration Desks for the event.
  - Organizes Paraphernalia for all Degrees/Orders.
  - Verifies Asylum is cleaned and prepared.
  - Coordinates people responsible for meals.
  - Assigns people for “last minute” errands.
  - Provides optional organist for background music.
8. Director of Work Duties:
  - Assigns one Chairperson responsible for each Degree and Order who:
    - Selects experienced Casts from various York Rite Groups.
    - Encourages each cast member to bring one candidate.
    - Identifies various cast back-ups, as they will be needed.
    - Inspects and inventories of paraphernalia required.
    - Schedules rehearsals with Degree/Order Chairmen.
    - Identifies “stage crews” for Degree/Order set-ups.
    - Schedules prerequisite Chapter and Council Degrees for completion on or before the scheduled date.
9. Publicity Chairman Duties:
  - Prepares Invitation/Mailing Lists for Secretary.
  - Prepares monthly Knigh Templar magazine Supplement Articles.
  - Completes new Candidate packages for members to use in recruiting.
  - Prepares event posters/flyers for mailings to all nearby Blue Lodges.
  - Creates a “Campaign” Speakers Bureau for promotion.
  - Selects and invites “After-Dinner” Speaker(s).
  - Promotes family attendance at the dinner.
10. Membership Chairman Duties:
  - Utilizes existing local Commanderies Membership Committees.
  - Organizes and develops specific area Blue Lodges to be contacted.
  - Seeks approval as a program speaker at all Lodge Stated Meetings.
  - Prepares and presents a “York Rite Story” including Philanthropies.
  - Distributes new Candidate Packages and asks for signed petition.
  - Acquires lists of non-death suspensions from Secretaries/Recorders.
  - Assigns restoration target lists for calling/contact by members.
  - Establishes reporting procedure for new petitions/restorations.
11. General Chairman Duties:
  - Assures all local Commanderies participate.
  - Provides overall supervision of the event.
  - Provides updates to the Grand Commander and keeps him informed.
  - Orders Candidate and “Top-Line Signer” Pins and Certificates.
  - Is final decision-maker on event details.

The primary ingredient in the “recipe” for a successful membership development program is to establish an organizational structure with clearly defined areas of responsibility to ensure program success. A campaign to inspire all Officers and members to unite in a common goal with “uncommon” results is necessary. Use your best judgment.

# A Recommended Grand Commandery Membership Committee

1. A Membership Program shall become integral to the Strategic Long Range Plan of each Grand Commandery.
2. All Grand Commandery Officers should be appointed *ex-officio* members of their Grand Commandery Membership Committee.
3. The Grand Commander, Deputy Grand Commander, Generalissimo, Captain General, Senior and Junior Wardens are assigned specific functional responsibilities to assist the Committee.
  - Grand Commander: Chairman of the Board
    - Key enabler - empowers the team
    - Key enforcer - holds the team accountable
  - Deputy Grand Commander is responsible for:  
*Enthusiasm/Recognition/Accounting/Reporting*
    - Motivation
    - Positive attitude
    - Commitment
    - Awards/Trophies/Banners
  - Generalissimo is responsible for:  
*Retention/NPDs/Amnesty/Assimilation of new members*
    - New member packet
    - Attendance incentives
    - Participation, personal interest and engagement
    - Drill Corps
    - Fellowship - Communicate your own enthusiasm
  - Captain General is responsible for:  
*Training and Workshops*
    - Leadership
    - Continuity
    - Ritual/Tactics
    - Retention and recruiting techniques
  - Senior Warden is responsible for:  
*Publicity, Lectures and Presentations*
    - Communications
    - Education
    - Philanthropies
    - Videos
    - Leverage local media
  - Junior Warden is responsible for  
*Recruiting, Acquisition, Restorations and Affiliations*
    - Networking internally and externally
    - Honor Guards
    - Pride Committee

# Recruiting Christian Masons for Templary

In order to be successful in recruiting Christian Masons to become Knights Templar we must be completely “SOLD” on Chivalric Masonry ourselves. Only then will we be able to generate the proper amount of enthusiasm for our cause. Everyone who takes part in a membership campaign should know much about the organization he belongs to. Most certainly our own Sir Knights should know what Templary is all about! We must learn everything we can about our great organization and its “product”. How can we recruit for Templary if we are well enough informed to answer basic questions about our great order? Too many recruiters forget the old rule: “Know your product!”

We may not think of obtaining a petition for membership in terms of “selling,” but that is exactly what it amounts to. It may be true that we are not in commercial business, and we are not out to make a profit – but the knack of “selling Templary” is based upon the same art of persuasion that governs everything else in the business world.

“Selling” Templary is still the art of convincing the other fellow that we have something he needs. We may not have a “sales department,” but each one of the Sir Knights in the Grand Encampment should consider himself to be a part of sales force. We should be able to persuade every Christian Mason that we are on the right track, and that he belongs with us. Before we start on our selling job, each of us should be able to answer the question: “What does Templary stand for?”

Let us answer this question with all the enthusiasm we possess. Templar Masonry stands for the highest ideals of Christianity. It represents the best and noblest in humanity. It encourages right thinking and right living. It reveals Christianity in action. The world needs Templary because it is a positive spiritual force for good.

Let us answer this question by telling them the story of our allegiance to protect and defend the Christian faith. Let us explain to them our commitment to commemorate the birth, life, death, resurrection and ascension of the Great Captain of our Salvation. Let us tell them of our witness in every day life for the upright and moral things in the community in which we live.

Let us tell them about our symbolic ancestors – the brave Crusaders of the Middle Ages when Knighthood was in flower – as well as our modern peaceful devotion to the same noble principles for which they fought. Let us tell them of our public parades where we proudly march as a Mighty Host in step with the stirring battle song of “Onward Christian Soldiers.” Let us tell them of our church observances on Easter, Ascension and Christmas Day, and our staunch support of civic decency and of patriotic activities.

Let us assure each Christian Mason how much his enlistment under the banner of Templary will mean in stimulating the good impulses and the forces of righteousness in which he himself believes. Let us tell him how much he needs us! Let us convince him by our enthusiasm for our cause and the sincerity of our appeal that we are in most serious when we tell him we want him to come with us – **now!**

## **Recruiting Christian Masons for Templary - Continued**

No Mason can fully appreciate the depth of the work of Masonry until he has participated in the work of the Orders of Knighthood! No seeker of truth will ever be able to experience anything more impressive and inspiring than the Order of the Temple. Every Christian Mason owes it to himself to put the “Cap Stone” over his York Rite Masonry.

### **Ten Reasons Why You Should be A Knight Templar**

1. The Commandery offers you a grand opportunity to improve in every walk of life through the study and work in the progressively expanding light of pure Freemasonry.
2. It is the mightiest non-theological Christian organization in the world. It stands for the noblest principles in individual life and the highest standards of good government.
3. It is founded and draws its inspiration from the Christian Religion and the faithful practice of Christian Virtues.
4. As a vigorous Christian command, we wage war unceasingly in the defense of innocent maidens, destitute widows, helpless orphans and the Christian Religion.
5. It teaches and assists you to “Let your light so shine before men that they may see your good works and glorify you Father which is in Heaven”.
6. Its work presents an advance and liberal education to all mankind designed to bring forth their finest character and works to be shared without limit with one another.
7. It gives you the richest of fraternal fellowship, peaceful freedom of mind and a deep understanding of character enabling you to live in harmony with God and with benefit to your Country.
8. It bases all its teachings upon the fundamental truth, thereby adding greatly to your understanding of the symbolic significance of the first three degrees of Freemasonry.
9. In mastering the exalted lessons of Knights Templar you learn by taking a full active part in the beautiful work of each Order of Knighthood. Templary has no special class for the portrayal of its truths.
10. Templary extends to you the privilege of sharing its priceless heritage from the past as Defenders of the Faith and ennobles your life through participation with the Sir Knights in the work of Freemasonry’s greatest Order.

“Supplements” in the following pages provide examples of recruiting

# First Contact Letter to Newly Raised Masons

Dear Brother \_\_\_\_\_,

I congratulate you upon being raised to the sublime degree of a Master Mason! Masonry, as you know, is full of rich teachings and enigmatic symbolism; it is nearly impossible to receive and understand it all. I encourage you to attend Lodge and witness every degree as often as you can. Each and every time you attend, you will pick up something “new”, which may have escaped your notice from the time before. The teachings and knowledge from Masonic symbolism we call “Truth” or “Light”. A wise man will always have a desire for the “Light” as you did when you became an Entered Apprentice, then more “Light” as a Fellowcraft, and the further “Light” as a Master Mason.

In the Blue Lodge, its ancient secrets and basic moral principles are only partly revealed. Even when the Master Mason degree is concluded, you are left with only a substitute word or plan for the solution of your fraternal and spiritual problems. Remember, *“Behold the Temple is not yet completed”* and later the Master’s Word is lost, and a substitute given *“Until future generations shall find out the right”*. This means that there must be further “Light”. And it is my duty to inform you there is! Join the York Rite, today, and discover the further “Light”

From 1717, it was almost a century before the various groups in England were consolidated and the powers and prerogatives of the Grand Lodge were acknowledged and accepted. Still, the tradition that Masonry existed “From time immemorial” persisted. Changes and innovations were vigorously resisted. After years of negotiations and the testing of innumerable degrees that clamored for Masonic approval, the Masons of England formed the United Grand Lodge of England, December 27, 1813, and definitely defined the elements of Ancient Craft Masonry in their General Laws and Regulations as *“Pure ancient Masonry consists of three degrees and no more, those of Entered Apprentice, the Fellowcraft, and the Master Mason, including the Supreme Order of the Holy Royal Arch.”* The York system is completed in the Knights Templar.

At that time, only Past Masters of Blue Lodges were qualified to receive the Royal Arch Degree. It was then deemed that this degree was so important, Master Masons, who having received the Mark Master Degree, were then able to become (Honorary) Past Masters, thus making them eligible to witness completion and dedication of King Solomon’s Temple, and receive the long “lost Masters Word” in the Royal Arch Degree. The Royal Arch Chapters confer the Mark Master, Past Master, and Most Excellent Master Degrees.

The Royal Master and Select Master Degree in the Council are beautiful in their expressing why the “Word” was lost and the secret of its preservation and recovery.

The Commandery of Knights Templar offers the Chivalric Orders of Christian Knighthood through the Order of the Red Cross, Order of Malta, and the Order of the Temple. These Orders as they are called, are most impressive and explain the Christian interpretation of Freemasonry. Discover for yourself, “Why every Christian Mason should be a Knight Templar.”

The York Rite provides that further “Light” through the most beautiful degrees and Orders in all of Freemasonry given by Royal Arch Chapters, together with Councils of Royal and Select Masters, and Commanderies of Knights Templar.

You or any Master Mason is entitled to a petition. I look forward to hearing from you in the very near future and again welcome you as a Brother to our Fraternity. Please contact me at Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Sincerely and Fraternally Yours,

# Follow up Letter to Newly Raised Masons

Dear Brother \_\_\_\_\_,

By now you should be comfortable in Lodge and gaining experience as a Master Mason. As the Commandery Mentor to our Lodge, feel free to ask me for any help you may need. I know it is not always easy being the “new guy”. The only conciliation I can offer is that we have all been in your situation.

As beautiful and impressive as the Lodge ritual and degrees are, they are far from being everything Masonry has to offer. While the first three degrees teach the cardinal virtues upon which the entire structure of Freemasonry is based, there is more light in Masonry beyond the degree of Master Mason.

I would like to take a few minutes of your time to remind you of the opportunities waiting for you in \_\_\_\_\_ Commandery No. \_\_\_\_ and the rest of the York Rite. The Commandery meets on \_\_\_\_\_ at \_\_\_\_\_ p.m. in the \_\_\_\_\_ Masonic Temple. Royal Arch Chapter \_\_\_\_\_ meets on \_\_\_\_\_ at \_\_\_\_\_ p.m. in the \_\_\_\_\_ Masonic Temple and \_\_\_\_\_ Council of Royal & Select Masters meets on \_\_\_\_\_ at \_\_\_\_\_ p.m. in the \_\_\_\_\_ Masonic Temple.

Each of the York Rite degrees has its own special character and teaches important lessons in Masonry. However, the Commandery Orders are something set apart from anything you have experienced. They are very different in character. The first of the Orders is the Red Cross. It takes place in the time of the Babylonian captivity before the building of the Second Temple. At the end of the evening, a new Order of Knighthood has been created, dedicated to truth. At this point the stage is set for everything that is follow in the next Orders. Before you are created a Knight of Malta, you will be invested with the Mediterranean Pass and learn the history of this Order of Knighthood. Finally, the Order of the Temple is conferred; the only true “Christian” Order. This Order is the longest, most impressive and involving work in Masonry. It ask the candidate to examine his life in the light of his call to a life if integrity, honor and service.

The Commandery actively supports three national philanthropies: The Knight Templar Eye Foundation, The Knight Templar Educational Foundation and The Holy Land Pilgrimage for Christian Ministers.

I hope that you will consider the York Rite and specifically the Knights Templar. I am sure that our work will interest you and we would like you to join with us. We have a lot of good work left to do and would welcome your help.

I would like to invite you and your lady to be our guests at \_\_\_\_\_. This will be a good opportunity to meet some of the Commandery members informally and have a great time in the bargain. As you are our guests, there will be no cost to you other than your time, which I hope will be richly rewarded with fellowship.

If you have any questions, please do not hesitate to call me at: \_\_\_\_\_

With Highest Fraternal Regard,

# Membership Telephone Script

Before making any call it is important to be prepared. Know your script! Have all reference materials by the phone and be able to use them effectively. Record responses on a separate piece of paper numbered like your script. Write brief notes; do not pause to write down a response. Be pleasant and calm; most people are wary of unsolicited calls.

1. Brother \_\_\_\_\_?
  2. This is \_\_\_\_\_ a Brother of \_\_\_\_\_ Lodge.
  3. Do you have a few minutes? \_\_\_\_\_ (*If yes, continue. No, ask if there is a better time that you can talk and set an appointment to call back.*) New date/time: \_\_\_\_\_
  4. I am calling to collect information that will help the York Rite Bodies, Chapter, Council and Commandery, better serve Masonry in our state. Would you be willing to help us? \_\_\_\_\_ (*If yes, continue. If no, ask if there might be a better time. If yes, replace the call at that time. If No, thank him and terminate the call*)
  5. If he has negative remarks about the York Rite or any of its bodies, list them below, thank him for his time and end the call. (*Do not argue or attempt to explain your point of view*)
  6. Our records show that you are not a member of the Commandery, is that true? \_\_\_\_\_ (*If yes, continue. If No, ask his affiliation and invite him to attend one of your meetings- End the call*)
- 
7. Do you know that there is a Commandery in \_\_\_\_\_? (*If Yes, continue. If No, give locations and meeting times and dates of the York Rite Bodies – BE PREPARED!*)
  8. Has anyone ever approached you about membership in the Commandery? \_\_\_\_\_
  9. Did you ever consider becoming a Knight Templar? \_\_\_\_\_ (*If Yes, find out the particulars then continue. If No, ask why? List the reasons and continue*)
  10. Are you aware of the good works of the many York Rite philanthropies? (*If yes, continue to next question. If No, explain briefly the York Rite Charities – BE PREPARED!*)

11. Are you aware that the York Rite Degrees and especially the Commandery Orders are considered by many as the most impressive and beautiful in Masonry? *(If Yes, continue to next question. If No, refer to the following):*
- In the Royal Arch, the 4<sup>th</sup> through the 7<sup>th</sup> degrees continue the definition and qualities of a Master Mason and tell of the completion and destruction of the Temple we built in the first three degrees. In the 7<sup>th</sup> degree the true Master's Word, which was lost in the 3<sup>rd</sup> Degree, is rediscovered. In the degrees of the Cryptic Council the same story of losing and finding the true Master's Word is told from different points of view. Here you can walk with Hiram Abiff and discuss the unrest among the Fellowcraft as well as see how and why the Master's Word was hidden. These degrees complete the story of the building of King Solomon's Temple and make way for the Order of the Commandery. The Commandery Orders teach truth, duty, integrity, honor, and charity with the Order of the Temple being the only Christian degree in Masonry.
  - These degrees are conferred on individuals or in small groups and are designed to cause the individual to examine himself in the light of the truths being taught in our ritual.
  - The Order of the Temple is the longest and most elaborate work in Masonry and it is offered to any Christian Mason who has completed the pre-requisite degrees and Orders.
  - Don't you believe that the degrees that include the candidate in the ritual are more effective and are remembered longer?
12. Are there any factors standing in the way of you becoming a member of \_\_\_\_\_ Commandery?
13. If someone you respected and knew asked you to petition the Commandery, would you be interested? *(If Yes, ask who that individual is. If No, list reasons and continue)*
14. The Most Eminent Grand Master of the Grand Encampment of the United States of America has challenged the Knights of all jurisdictions to increase membership. Part of that effort involves contacting a select group of Masons to understand why they have not become a Knight Templar.

To better acquaint you with the Knights Templar, and as a reward for your kind help. I would like to invite you and your lady to join us at \_\_\_\_\_ *(member function: dinner, sports event, theatre, etc.)* as our guests and at no charge to you. Our next event is on \_\_\_\_\_, can you attend? \_\_\_\_\_ *(If Yes, give the necessary information and continue. If No, continue with last statement)*

Thank you for your help this evening. The opinions you expressed are very important to us and will go a long way in helping us improve our contribution to the Masonic community. I appreciate your time and honesty. May we follow up with you after a period of time? *If Yes, set a time to call back. If No, thank the Brother again and terminate the call).*

# Recruiting and Retention Record

Commandery No. \_\_\_\_\_

Month of: \_\_\_\_\_

## RECRUITING/SOLICITATION

Prospect Talk(s) Made

To: \_\_\_\_\_ On: \_\_\_\_\_ By: \_\_\_\_\_

To: \_\_\_\_\_ On: \_\_\_\_\_ By: \_\_\_\_\_

To: \_\_\_\_\_ On: \_\_\_\_\_ By: \_\_\_\_\_

## RESULTS

Petition Received From: \_\_\_\_\_ For: \_\_\_\_\_

From: \_\_\_\_\_ For: \_\_\_\_\_

From: \_\_\_\_\_ For: \_\_\_\_\_

## RE-ACTIVATION/REGENERATION

Visitation/Call To: \_\_\_\_\_ By: \_\_\_\_\_

To: \_\_\_\_\_ By: \_\_\_\_\_

To: \_\_\_\_\_ By: \_\_\_\_\_

## RESULTS

Inactive Member Name: \_\_\_\_\_

Function Attended: \_\_\_\_\_

Inactive Member Name: \_\_\_\_\_

Function Attended: \_\_\_\_\_

Inactive Member Name: \_\_\_\_\_

Function Attended: \_\_\_\_\_

# Successful Recruiting Results in Securing Petitions - Leadership Needed

Experience has shown that in most cases it is wise to have team members go in pairs to interview each prospective candidate. Each member of the team should know the answer as to fees. The solicitation should be kept on a professional level and with dignity at all times. It must be remembered that some prospective members are quick to respond, while others need time to think it over. Of course it is much better to obtain a petition on the first call, but patience is a virtue that may be required to get results.

Our invitation should come to the prospect in a very personal, face-to-face basis. As a matter of fact, the whole approach must be based upon seeking out the Christian Mason as an individual, and not as part of a mass-production effort.

Of course, if the prospective candidate inquires as to what good deeds we are doing, each Templar must be familiar with the great philanthropies of Templary. Obtain and familiarize yourself with up to date brochures on the Knight Templar Educational Foundation, The Knight Templar Eye Foundation and the Holy Land Pilgrimage. Take copies with you to present to the prospective member. Also, any local or state Templar Project should be mentioned to the candidate. While Templars never boast of their numerous charities, it is of prime importance in “selling” Templary. Prospects are entitled to know that Templars are daily **practicing what they profess!**

It’s not difficult to sell Templary! When we are really inspired, do you think for a moment we would doubt our ability to “sell” our magnificent Orders of Knighthood in a world that needs everything we stand for? To any timid sold who shrinks from the task, let us assure him that the prospective candidate will thank him over and over again for his perseverance. After being knighted, he will acknowledge it as an inspiration of a lifetime!

Careful attention to election of qualified leaders all along the line in our great Order could result in excellent improvements in our performance. The Grand Commander or Commander should be the type of leader who will see to it that Membership Committees function! Too much time is demanded from an executive of a local Commandery upon ritualistic and tactical matters, whereas if a cast of specially trained and expert ritualists is on hand to confer the Orders, the officer can devote more time to “running the show”.

The number one duty of the Commander is to do everything possible to increase membership and build the manpower of his Commandery. He should make this his **first** duty – and follow it up **constantly!** Just to appoint a Membership Committee isn’t enough – they must work hard and bring in petitions! **Leadership is the number one quality** to be looked for in any new executive officer, and the “leader” must devote the major part of his time to the executive functions for which he is best qualified.

Supplements will be found in the following pages that provide examples of recruiting tools to assist in securing new members.

Insert  
Tri-Fold  
Here

What Does  
York Rite  
Masonry  
Offer?

Insert  
Three-Way  
Petition  
Here

# Assimilating New Templars Into Our Ranks

Assimilation of each new Templar should start when he is elected to become a member of our Order. Notification of his election should be given to him immediately. He should be congratulated by his Templar friends and assured of the wisdom of his course of action. He should be given the dates at once for receiving the Orders of Knighthood. Some Past Commander or other highly qualified Sir Knight should be assigned by the Eminent Commander to act his counselor from that time on. His advance to The Order of the Temple should be the signal for special notice to his Templar friends of the time of his Knighting.

The evening of the Knighting should become one that he will never forget. Here is the time and place when important and lasting impressions will be made. If the work is done in a dignified and exalted manner, he will respond – as thousands have done before him – and become deeply impressed. If the work is done in a careless manner, he may be forever lost to our cause.

The ritualistic work should be programmed in such a way that there be no lost motion or wasted time. Everything should be well timed. A “stage manager” should be selected whose sole job is to see that the work moves smoothly and without gaps. The ritualistic work deserves the assignment of the best and most talented ritualists available.

After all, it is the candidate who is the most important one to consider, and he is entitled to the best exemplification the Commandery can provide.

After his Knighting, the new Templar should be warmly welcomed by every Sir Knight in the Asylum, and made to “feel at home” at once. He should be given some small assignment – no matter how small – so that he will return to the Asylum at the very next Knighting, when he can live over again the beautiful work in which he has participated. From that time on his Mentor should give him instructions about the customs and traditions of the Order. He should “take him under his wing” until he is thoroughly oriented.

The **follow-up** process cements this fine relationship and secures his continued interest and involvement in the Order. If there is a drill corps in the Commandery, he should be invited at once to join. The sooner the newly knighted Templar learns how to handle his sword and tactics, the better member he will become. The early days and weeks of membership will often be decisive as to whether the new Sir Knight will take an active interest in Templar activities, or become absorbed in other affairs and fail to come back.

Many Commanderies, at the time of the Knighting, present a new Templar with one or more of the following: A membership certificate, a Knight Templar lapel pin, an up to date roster and a calendar of upcoming events.

A special supplement entitled “New Member Packet” has been developed by the Grand Encampment Membership Committee and is provided to assist you.

# **“The Trap Door” At the Base of the Triangle**

Each of us has heard of the old “trap doors” created by building architects of the past. They were hinged platforms hidden in inconspicuous locations within a floor, and with the slightest tug of a pin, chain, or rope the person standing on the “trap door” would disappear from sight, and fall into a pre-designed chamber. They may have become prisoners and faced cruel torture, but generally were never seen again.

## *Templar Parallel?*

Are Commanderies ready to properly introduce these new Sir Knights to our history and heritage? Will this information stimulate these new Knights Templar to return to the Asylum, and want to become actively engaged in our travels, or will they fall through the “Trap Door” never to be heard from again.

## *A Recent “Trap Door” Story*

*A personal experience story described by a Most Worshipful Grand Master.*

He had become a Knight Templar during a York Rite Festival, and was favorably impressed with the lessons contained in the degrees and orders. But when the ceremonies had concluded, and he had returned home, he had no idea of the name of his Chapter, Council, or Commandery. Further, he did not know when or where they met. He did not know because no one told him...he fell through the “Trap Door.” A new, distinguished York Rite member perhaps never to return? How would you feel if this had been your experience?

## *Avoiding the “Trap Door”*

Recruiting new members for any fraternity is hard work. It requires a time, and resources committed to a singular purpose. But new Sir Knights can be lost in heartbeat if they are not properly and personally welcomed and assimilated into the fraternity by its leadership. After the knighting, but before they return home, they need to be given a “new member packet” with their name on it by the Eminent Commander. What information should be contained in the information packet?

## *An Ideal “Welcome” Package*

The answer to what should be contained in this packet of information is endless, but here are a few suggestions that should be mandatory:

1. A personal letter of congratulations and welcome to the new Sir Knight signed by the Eminent Commander preferably on Commandery stationary. The letter should contain information on Stated Meetings, and invite him to attend the next one. A letter from the Grand Commander would be ideal if logistically possible.

## **The “Trap Door” - continued**

2. A list of the Officers of the local Commandery along with their addresses, both telephone and “cell phone” numbers, and e-mail addresses. Include the names of their spouses or “significant others”.
3. A summary of the special activities of that Commandery that may have become traditions and part of its local heritage: Annual events, Quarterly events, Special Holiday events, and planned events. Mention activities like trips, picnics, cookouts, festivals, parades, and celebrations that include the ladies and the entire family. Encourage them to attend and invite a guest.
4. A history of your local Commandery: the date of its Charter, the size of its membership, how many live out-of-state, how long you have met in the current building, interesting stories from your history, Public or Fraternal leaders (past and present) that are proud members. Include the ladies as they too may have assumed key leadership roles in selected organizations. This is a time to promote your long history.
5. List the names of any Masonic “Youth Groups” that may meet locally, and the names of the leaders along with their telephone numbers. Many new Sir Knights may have children or grandchildren who might fit the age criteria to belong. If not, at least give them a summary of the purpose of the organizations to inform the new members of the purpose of the organization. Informational brochures are available locally for DeMolay, Jobs Daughters, and Order of the Rainbow for Girls.
6. A history of the glorious Knights Templar, and its evolution into the fraternity we now belong. The Grand Encampment Office publishes a list of the information that is currently available. It is distributed to each Grand Recorder and to the Officers of each Grand Commandery.
7. A summary of the Philanthropies of the Grand Encampment Knights Templar of the U.S.A. This too is available from the Grand Encampment Office.
8. A description of the Knights Templar Education Foundation describing the loan program available to qualifying students as well as the terms and conditions.
9. A Commandery or York Rite dues card with the new Sir Knights name on it.

### *Create an Atmosphere of Belonging*

As you know, we now live in the “Information Age”. People are busy, live in the fast lane, and are pressed for time. They want to participate in organizations if it is worth their time, and experience a sense of fulfillment by belonging. The sharing of information and knowledge is critical to making new Knights Templar and their family feels welcomed in a new fraternal order.

### *“Trap Door” Eliminated by Personalized Information*

Think about it. It’s the right thing to do. You never get a second chance to make a first impression. Perhaps you’ll be starting a new tradition, but you will have eliminated the invisible “trap door”. You will also be displaying leadership, and retaining new members. Don’t talk about it, just do it! Don’t take a vote, just do it! Take charge. Make it happen!

Insert  
New  
Member  
Packet  
Here

# Retention is Critically Important

Just as important as obtaining a new member is the retention of present members. In the last several years, we have witnessed an increase in demits and suspensions. This trend denotes a loosening of Knightly ties, and should be a matter of serious concern to every Officer and Sir Knight in each Commandery across the country. An application for a demit is a storm signal. Should a demit application be received by the Commandery, the Eminent Commander should move swiftly to determine the motive of the Templar submitting it.

A Standing Committee should be appointed in every Commandery to inquire into applications for demits. Personal interviews to determine the cause for the application are essential and may prevent further applications in the future. If the applicant for demit intends to move to another city where a Commandery exists, encourage the applicant to transfer rather than demit and then facilitate his successful transfer. If there is no Commandery in his new location, encourage him to keep his membership in his home Commandery – as thousands have done before. Often, he will reconsider and cancel his application for demit.

The Sir Knight who moves to a new location may be a former Officer or a dedicated Templar who is only awaiting a call from the Commandery in his new location to join with them. If the demit applicant is neglected, he may never again become an active member. The responsibility rests squarely on the two Commanders of the Commanderies in the new as well as the old location. There is absolutely no need to lose any member when he moves to another location! It is our responsibility to see that this doesn't happen.

Let us remember that an application for a demit has taken the same vow we have taken, and we must treat him with that same dignity and respect that will effectively and firmly remind him of his allegiance to our Cause. If it is found that the Sir Knight is ill or financially unable to keep up his dues, then ways and means should be found by the Commandery to retain such member by remitting the dues, or even paying them out of a charitable fund for a reasonable time.

As for suspensions for non-payment of dues – this may originate in the Blue Lodge, Chapter or Council (where the Council is a pre-requisite). Under Templar law, it is necessary to start suspension proceedings if the Sir Knight is suspended from other bodies. Of course, the member may become delinquent in his dues to the Commandery, which likewise entails similar proceedings.

However, long before any of the foregoing events occur, an alert Officer or member can learn about such impending difficulty. In the early stages, it is possible to do a great deal more than after written notices have been served by registered mail and embarrassment has occurred. The ingenuity of a good Recorder is almost priceless in this field of suspensions for non-payment of dues

No suspension for non-payment of dues should become final until the Eminent Commander is willing to take personal responsibility for certifying that everything humanly possible has been done to prevent such a suspension. Let us recall the phrase about “going the distance of forty miles, \* \* \* to relieve the distress of a worthy Sir Knight.”

Supplements follow that provide examples of Membership Retention practices.

# A Guide to Membership Retention

- A Commandery must have well planned and implemented programs for promoting attendance and participation in order to:
  - Retain its membership
  - Reinstate demitted and suspended members
  - Get new members
- Well planned programs mean:
  - Planning and organizing
  - Leadership training – education
  - Motivation – Positive attitude
  - Unanimity – Working together
  - Implementation plans
  - Communication up and down
  - Review and follow-up
- What do you want to do?
  - Plan and implement programs to promote attendance and participation in my Commandery
- Now What?
  - Assemble Officers and Committeemen to plan and implement a process to promote attendance and participation.
  - Do not take “NO” for an answer
  - Attendance by the Commandery Officers is mandatory
- DO IT NOW!
  - Establish the enthusiasm, motivation and commitment
  - Select a convenient time and location
  - Prepare an agenda and assemble brochures, pamphlets, written instructions, teaching aids, etc.
  - Give adequate notice, in writing, to all attendees. Include a brief description of the purpose of the meeting, the agenda, curriculum and other pertinent material
  - Require, in writing, a positive commitment from the designated attendees to attend the meeting and implement the process
- Implement the process
  - Communicate the plan(s) to the Commandery, then execute
  - Measure your progress to determine if progress is being made
  - Constantly “check your pulse” – get feedback from your members

# Obtaining Restorations and Affiliations

When a member is suspended for non-payment of dues, there is still a chance that he may some day be restored to the Templar fold. Most often his status is traceable to financial difficulty and not to any dissatisfaction on his part. Accordingly, each Commandery should be on the alert to prevent such occurrences if possible. Additionally, they should regularly review those inactive members to determine whether they may have made a financial comeback and are able to afford to become dues-paying members again. If it is ascertained that a former member is indeed financially secure, he should be contacted immediately so that no time is lost in signing an application for Restoration.

When a Templar takes a demit and withdraws, with his dues paid to date, there is likewise no reason to ignore the fact that he too may be ready, willing and able to come back to Templary some day. The Commandery must be alert to the reasons for the demit. There may have been financial difficulty or it may have been dissatisfaction with some aspect of the Commandery. It is extremely important for the Commandery to review the rolls of its former members at least annually to determine whether anyone is ready, willing and able to petition for active membership.

All over the country Commandery Officers are suffering from a mistaken belief that when a Knight Templar takes a demit or is suspended for non-payment of dues he is forever lost to Templary. It is time we opened our eyes to the fact that the financial status of some former members may have changed for the better and they would be anxious to come back. We should take the initiative and interview these prospects for Restoration and Affiliation. There is no good reason to feel that it is inappropriate to discuss matters of Restoration or Affiliation with any one of our former members. The Commandery should look forward to the day when these former members may be restored or affiliated.

No one knows just how many of our lost members, possessing attractive personalities, keen minds, strong bodies and Christian spirits, could be restored or affiliated, if we would only light a candle of love and search for them. How many of our demitted and suspended former members might be led back into the fold by a kind word or deed? We must show that we care enough to seek them out.

Wouldn't it be wonderful if each Commandery, at least annually, would declare a period for seeking Affiliations and Restorations – and set as its goal at least **five** restored and/or affiliated members? Do you realize that an overnight gain of **thousands** of members would be added to the rolls? This in itself would be a cause for celebration! The rewards would be far reaching in every asylum, for if we are to do the work that we have been called to do, we **must** be concerned for the “lost.”

A supplement follows that provides examples of reinstatement techniques.

# Ideas For Reinstatements

Do “fresh ideas” relative to reinstatement programs ever become transformed into a working plan with a defined objective in your Commandery? Do you need some fresh ideas?

## *Ideas for Restorations:*

1. Each Commandery appoints a Sir Knight to handle this special project. Not the Membership Chairman.
2. The appointed Sir Knight and Recorder work together in a spirit of cooperation.
3. Compile a list of those Sir Knights who have been suspended or have demitted from the Commandery during the past 2-15 years.
4. The Commandery, Chapter, and Council must be willing to jointly consider granting amnesty to all former members before contacting them.
5. If all the York Rite bodies cooperate (Item #4 above), the Chairman and an informed team of Sir Knights must make a personal contact with him, preferably in person. (Telephone contact is second choice.)
6. If personal finances are the problem, ascertain if he can pay the per capita only.
7. If he agrees to be reinstated, make him feel welcome and keep in contact with him.

## *So What's the Point On Restoration Ideas?*

Avoid knocking your head against the same brick wall on restoration strategies. Be willing to compromise and change. Try something new. Perhaps a new “personal” approach will yield better results.

# Stimulating Membership Interest and Attendance

Leadership is vitally important in all Templar activity but never more urgently needed than in the task of stimulating membership interest and attendance. The good leader finds ways of interesting men to work for the good of the Order. There are countless ways of challenging their interest. There is no rule of thumb that everyone must follow. A good leader will display initiative and will devise and invent ways to inspire the interest of the Commandery. The Sir Knights must be made to feel that they are “Part of the team”- and not just spectators. The best way to get them to feel that way is to actually put them to work as a part of the team. There are so many tasks to perform and so many jobs to do that no Sir Knight ought to be left out.

Here are some places to put men to work:

1. Membership on one of the many Regular or Standing Committees
2. Membership on one of the Committees for Special Projects
3. Membership on a Drill Team
4. Membership in a Ritualistic Team
5. Membership on a York Rite Festival Committee
6. Membership on the Property or Locker Room Committee
7. Membership on one of the many, newly created Committees

A little ingenuity will reveal many more ways to put Sir Knights to work. Experience shows that men will respond and will begin making suggestions on their own part to improve the work. All it needs is a determined leader. It was Colonel John Glenn’s father who told his famous son when he was a boy: “The world will stand aside for a man who knows where he is going.”

Attendance at the Commandery meeting is a by-product of arousing interest in Commandery activity. Attendance is most important to any Masonic organization – but particularly where we depend so largely upon manpower. Only by attendance of dedicated and devoted Templars can we progress and prosper. There are numerous ways to stimulate attendance, among which are the following:

1. Arrange a York Rite Festival
2. Hold “Special Nights” –
  - a. Honoring some Sir Knight on his birthday
  - b. Awarding a pin on an membership anniversary (25<sup>th</sup>, 40<sup>th</sup>, 50<sup>th</sup>)
  - c. Honoring a Sir Knight upon some civic achievement
  - d. Honoring a Sir Knight who has performed outstanding service
  - e. Honoring Past Commanders
  - f. Receiving and honoring distinguished Masons, Grand Officers, etc.
  - g. Honoring an anniversary night of your Commandery

## Stimulating Membership Interest and Attendance - Continued

3. Publishing a Commandery Bulletin. This is of tremendous importance because it will be the means of telling the members of coming events. It will carry the Commander's orders, and will elaborate on social affairs, entertainment and speakers. The Commandery Bulletin is the regular and continuous contact between the Commander and the Sir Knights. The bulletin does not need to be elaborate or expensive; however, it should be attractive and informative. The use of the names of Sir Knights will also give it greater appeal. A story about Templar projects will increase the reader's interest. As for finding an Editor – the average Commandery will be pleasantly surprised to see how much talent it has along this line if they only look.
4. Organizing a York Rite stated meeting night. In many sections of the country, The Chapter, Council and Commandery (located in the same town) can meet on the same evening for their Stated Conclave. Short, sequential meetings are critical to success. Their routine business is transacted in one evening instead of spending three separate nights. This speeds up business and leaves other nights for the conferral of the Degrees and Orders. It also tends to unify the three bodies of York Rite and increases membership attendance and participation.
5. Organizing a Ladies Auxiliary or affiliation with the Social Order of the Beauceant, composed of the Templar ladies. If the women attend a meeting at the Masonic Temple, it is surprising how attendance of the Sir Knights grows. Many women would welcome an organization of their own to assist Templary or to perform some useful work for the community. A ladies organization, meeting on the same night and at the same place as the Commandery has frequently resulted in doubling the attendance at the Commandery Conclave.
6. Designate a night to honor each of the Blue Lodges, Chapters, Councils, Scottish Rite and Shrine in the Community.
7. Conduct all meetings on a business-like basis. After all is said and done, one of the best ways to secure attendance is for the Commander to conduct all meetings on a business-like basis and let it be known in advance that –
  - a. Each meeting will begin on time;
  - b. Conferral of the Orders will be done with dignity and finish promptly;
  - c. The Commander will plan ahead and follow his agenda;
  - d. The Conclave will adjourn at a reasonable hour; and
  - e. Social events of general interest with outstanding speakers, excellent food, good music, or other exciting entertainment are scheduled throughout the year.

A supplement follows that gives additional examples and fresh ideas for stimulating interest and attendance in your Commandery.

# Ideas For Membership

Do “fresh ideas” relative to membership programs ever become transformed into a working plan with a defined objective in your Commandery? Do you need some fresh ideas?

***Ideas for Membership: Never underestimate the value and power of the ordinary being implemented with extraordinary zeal and diligence.***

1. Name a class in honor of a well-liked or influential local Lodge member.
2. Perform at least one of the Degrees or Orders in special costumes that are not normally used.
3. Do one of the Degrees or Orders in a special or historical location.
4. Confer some of the work in a Temple that may not have a York Rite Body established there. Bring the mountain to Mohammed!
5. Everyone likes a deal – Consider reducing or eliminating the fee, or include one year’s dues free of charge.
6. Honor the “first-line signers” locally! Have a dinner for them or give them free dues for a year also.
7. Establish a joint one-day class with the Shrine, and work to establish new members for each organization.
8. Exchange mailing lists with a nearby Scottish Rite Valley, and work to establish new members for each organization.
9. Provide good speakers for Blue Lodges, but send someone not from the local area.
10. Provide a Knights Templar program for an Eastern Star Chapter dressed in Templar uniform. Let the ladies talk Templary to their husbands.
11. Establish purely social events for the Commandery. The list is endless of possible social functions. The point is to build camaraderie and the family of Templary without the “business” of the Order directing the agenda.

# Ideas to Improve Interest and Attendance

The following is a sampling of ideas that we can use to improve interest and attendance:

1. Stress the importance of fellowship. Encourage those who attend regularly to share their ideas about improving fellowship.
2. Give someone the job of greeting all members as they enter the asylum. Make sure this person knows that it is his job to make members feel welcome when they enter .
3. NEVER allow a new member to sit alone in the Asylum.
4. Make sure the Commander circulates among the members before all meetings.
5. Hold introductions to a minimum. Long introductions are a waste of time. Make all introductions with sincerity. They should be warm and personal.
6. Use the time after closing to reinforce fellowship. Thank the members for coming. Ask for feedback. How satisfied were the members and guests with the quality of fellowship they received. Follow up with a personal note to a new member or guest thanking him for being with you.
7. Include the names of new members in Commandery communications with a brief summary of their interests and the names of their wives and children.
8. Place a suggestion box in a prominent place in the Asylum.
9. Give members a questionnaire they can use to evaluate the level of fellowship or Commandery activities.
10. Do not waste time. The leading cause of dissatisfaction among members is that meetings were boring and that too much time was wasted. Many of our senior members come to Commandery for relaxation, fellowship and fun. Spend less time with the “business” of the Commandery and more time in “fellowship”. Adding some excitement and interest to the meetings will help bring members back.
11. Limit remarks at the end of the Conclave. Do not allow ‘personal agendas’ to mar an otherwise efficient meeting.
12. When planning meetings, consider the interests of the youthful and mature members equally. The older member may want things to remain unchanged; the youthful member may expect variety and excitement. Remember that newer members are determining whether they did the right thing in joining. They will evaluate your plan for the evening on their terms.
13. **Focus on Quality!** No matter what you do, do it well. Nothing works as well as high quality to achieve member satisfaction.
14. Make something special happen at least six times a year. Force yourself to plan in detail for the meeting; this forces you to consider the desires of the members. Plan at least six months in advance and involve your members in the planning.
  - a. Call on individuals in your community to provide excellent programs.
  - b. The principle of a local school can speak about the scholarship needs of students or ways the Commandery can help improve the school.
  - c. A financial planner can help members discover important financial or retirement services available to them and answer their questions.
  - d. A travel agent can speak about trips that are available to individuals or groups and how to save money.

## **Ideas to Improve Interest and Attendance - Continued**

- e. Show any number of videotapes that will interest the members. They can be educational, fraternally related or just plain entertaining.
  - f. Invite a strategic planning expert or futurist from a local college or consulting firm to meet with the Commandery about how the needs of men have changed and will continue to change.
  - g. Ask every member to be involved by accepting an assigned date to lead a discussion on a relevant topic to Templary or Masonry. The Masonic Service Association of North America publishes a monthly "Short Talk Bulletin", a great source of relevant information. Ph. (315) 735-2217
15. Constantly focus on communications up, down and across the entire organization. Dress up and spruce up your existing publications and communications to members.
  16. Consider at least a quarterly publication mailed to the member and his family.
  17. Develop a list of men who have been raised to Master Mason in the past three years and ask the officers or volunteers in the Commandery to contact each by phone and invite him to a special meeting, a dinner, or a "Friends Night."
  18. Mail remembrances to members and their wives on behalf of the Commandery on significant holidays, birthdays or anniversaries. Remember, every time a communication comes into the home from the Commandery, it raises the awareness of the member.
  19. Maintain an attractive bulletin board and keep it current with member related news and information.
  20. Improve the quality of the photographs and graphic images you use. Find a member who may be a designer or graphic artist with computer desktop publishing experience and let him review all communications, then listen to his recommendations.
  21. Assign every new Sir Knight a "Buddy". This can be the top line signer of his petition or a fellow Sir Knight about the same age who agrees to be at each stated and special meeting for at least six months. This "Buddy" keeps close personal tabs on his new charge and assists him with his assimilation. He also introduces this new member to other members at every opportunity.
  22. Watch for any loss of interest of a member. If attendance starts to lag, get in touch with him immediately and determine the cause. Don't let more than a few meetings to pass before contacting him. Nothing works as well with members as personal contact. Try to meet face-to-face.
  23. Contact all new members who have joined over the last five years, but have been absent from the Commandery. Listen to them tell you the reasons why they have lost interest. Share the exciting new things that are happening in the Commandery. Agree to assist them with the proper signs and words if they have forgotten.
  24. Identify the skills, talents and interests of each of your members, especially new members. A man joins an organization with the expectation that he will somehow be involved with the members, involved in the leadership, and involved with the community. Understand that involvement means using a man's talents. Match their involvement with their gifts and talents.
  25. Reward real performance and real contributions in some meaningful way.