

## Marketing, Recruitment, Retention – Actions – Summary

### i. Market and Develop the Outward Face of Freemasonry

- a. Websites and literature / materials to showcase Freemasonry and Membership
- b. Focus on the diversity of Freemasonry and inclusivity of all men of quality with a belief in a Supreme Being, whatever their religion or ethnicity, using appropriate imagery and language. Focus on the meaning of Membership, not just Freemasonry
- c. Increase use of social media and the internet (Lodge websites, FB and Twitter)
- d. Set up and manage a Provincial blog – “Life in the Province”
- e. Districts and Lodges to provide more regular news for Masonic Media channels and be provided with Masonic Information / Promotional Material
- f. Promote Masonic Halls for outside use and equip Halls to showcase Freemasonry and advertise membership
- g. Maximise use of local media, invitations for events and Masonic activities, seek out radio interviews etc
- h. Ensure the promotion of Freemasonry is the objective, not the photo opportunity.

### ii. Recruit

- a. Appoint one of Executive as Recruitment Tsar, supported by a Recruitment (Membership) Officer in each District (SPC – Single Point of Contact)
- b. Make Prominent Membership and Recruitment information and literature be available on new Recruitment Area of the Website, in Masonic Halls and for Lodge, District, and Provincial Events. We need to sell Freemasonry and Membership. Make contact details readily available at any opportunity
- c. Encourage and train every Lodge member to be an ambassador for Freemasonry; to be able to verbalise about membership and Freemasonry to non-Masons. Similarly RA Masons to be able to give an account of the RA and membership to Craft Masons
- d. District to plan for recruitment (Masonic Hall Open days)
- e. Lodges to plan for recruitment (Lodge Open evenings, white table events, non-Masonic guests at Social and Fundraising events). Give direction and support
- f. Review and implement systems for cold callers at the Provincial, District, Masonic Hall Staff and Lodge Level
- g. PMDLs, E&D, Comms and District Officers to embrace activities supporting Recruitment activities
- h. Identify Recruitment Opportunities at major District Events (Festival Functions etc)
- i. Target Minority Groups and Local Organisations and Establishments (Universities, Businesses, Schools, Information Centres, Civic Bodies and Leisure Centres etc)
- j. Affiliate with similar Organisations (Gentlemen’s Clubs, Rotary Club, Round Table and 41 Club etc)
- k. Champion the link between Freemasonry, Charity and having fun while fund-raising
- l. Encourage ownership of the approaches and tactics used in recruitment, everyone has something to contribute
- m. Address Masonic Hall issues that they can compete in the 21<sup>st</sup> Century – Design, Cleanliness, Décor etc.

### iii. Retain

- a. Promote awareness of Retention Issues – websites, Pastoral visits, Newsletters.
- b. Activate Mentoring activities in Lodges (Every member matters, Every meeting matters) - Mentoring Toolkit etc
- c. Instruct District and Lodge Mentors to perform their duties (ProvGMentor)
- d. Encourage use of materials to enhance the Masonic experience, identify, support and encourage where Summons business is lacking
- e. PMDLs, E&D, Comms and District Officers to embrace activities supporting Retention and Mentoring activities. Enhance their profile and involvement
- f. Lodges to plan for the year with a focus on Mentoring, Education and the Orators' Scheme
- g. Promote and support the formation of Masonic Academies, Initiate clubs etc
- h. Arrange Bonding Events – Hosted Meetings, Joint Convocations, Best Practice Demonstrations
- i. Implement training programmes for key Lodge and Chapter Officers
- j. Encourage the active involvement of Ladies and Family whenever possible
- k. Encourage brethren to engage more with their Masonic Halls – take greater ownership and utilise the facilities

### iv. Communicate

- a. Deliver Consistent, Clear, Positive, Robust messages, at all levels, on Retention (Mentoring), Recruitment, Hall Viability and the inextricable relationship between them. Continue to bang the recruitment drum
- b. Grand Officers, District Officers and recent Appointees / Promotees in PGL to be briefed and engage in MRR associated activities and Communication on the same
- c. Embrace electronic communications (Twitter, Follow the APGM, Facebook etc.)
- d. Share Good Practice. Invite successful members to talk at other Lodges
- e. Develop a Recruitment and Retention Road Show
- f. Provide Template and Resources for Open Days – Professional Display units, Presentations, Q&As, Museum, Regalia, Charity and other display materials
- g. Seek ideas from the brethren, solicit the views of newer Brethren
- h. Develop working relationships and involvement with local community groups and activities, organisations, minority groups, County Shows etc
- i. Develop relationships with the local press and other media outlets, provide regular press releases for publication
- j. Review, feedback, plan and implement