

Should Masonry Advertise for Membership?

**Rick Holloway, SGD
Grand Lodge of Idaho**

Rocky Mountain Masonic Conference
July 16, 2021



Objectives

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 - Open the front door
 - Close the back door

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- Interactive-share ideas
- Where is our “comfort zone”
- We are the best kept secret there is-many men could benefit from our lessons and ideals
- Our principles and tenets have stood the test of time

Limits of Advertising or Recruiting

- Marshal's Interrogatories "unsolicited by friends..."
- All Obligations "own free will and accord"

Why Join a Volunteer Organization?

- People want to belong to something—a family, a church, a group who shares a common interest or belief with them
- Usually to encourage, validate, grow intellectually or spiritually
- Allows them to give back to others less fortunate
- Must be on a “winning team”

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- Heard someone, especially someone he respects, at work or elsewhere talking about it, saw a flyer or social media post, attended a Masonic meeting and so on and wanted to know more

What is “Advertising” and Advertising vs. Marketing

- “Calling attention of something to the public especially by means of paid advertising” (Merriam-Webster)
- Informing people that you exist and the foundations of the organization-is this advertising?
- How do we call attention to ourselves without soliciting or recruiting?
- “Marketing” is the process of identifying customer needs and developing a product to meet those needs

What constitutes “Advertising?”

- 10 Aggressive Recruiting, promising a “reward”
- 9 Asking friends to join for improper reasons
- 8 Social media/print ads asking people to join
- 7 Current Status of your Lodge?
- 6 Ask Friends to Lodge Event/Info Night
- 5 Pancake breakfasts, Bikes for Books, Fair
- 4 Articles in paper/Social Media
- 3 Highway cleanup, Paint the Town, etc
- 2 Signs/Lodge Building
- 1 Do Nothing

What is “Advertising?”

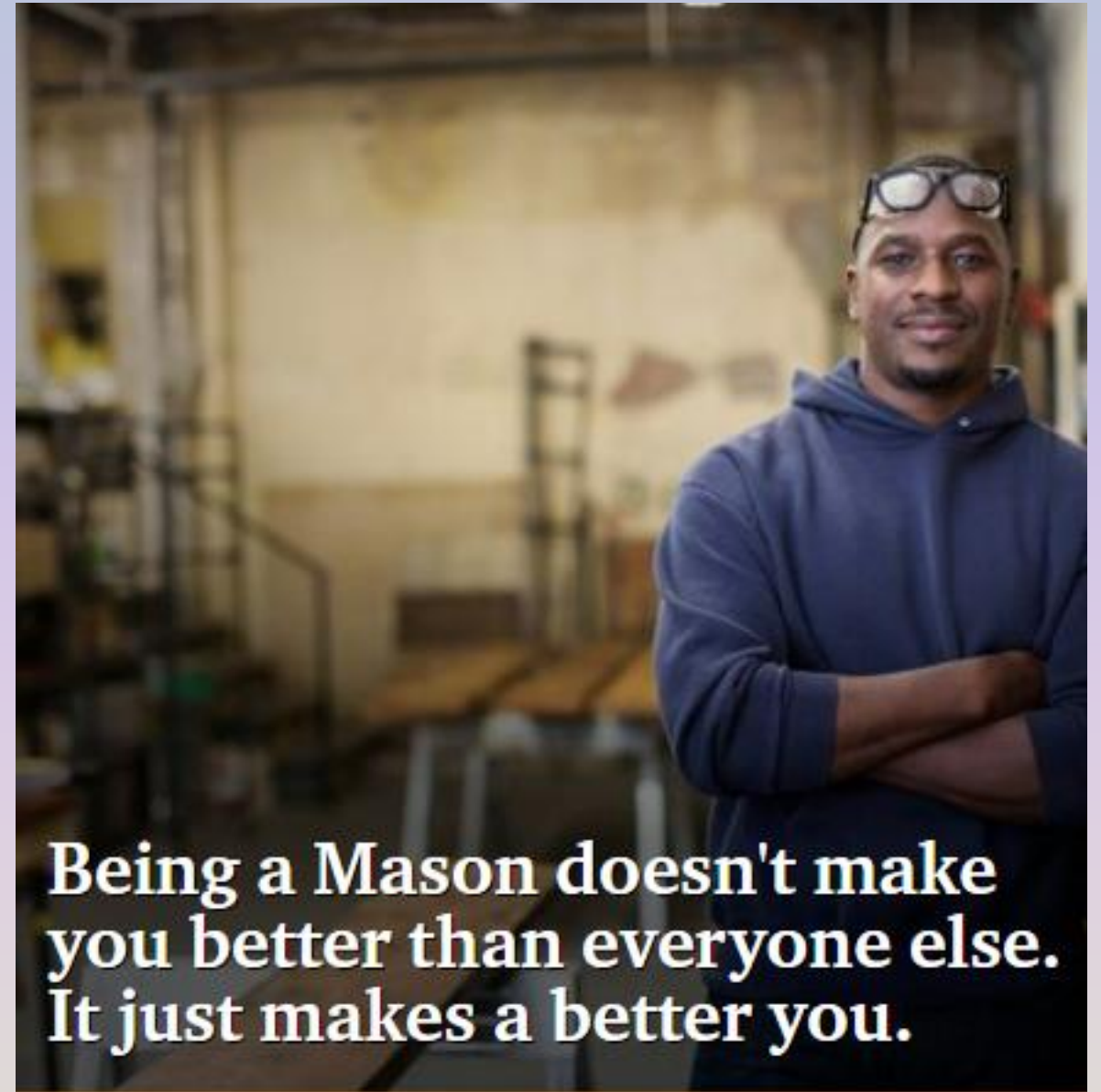


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www.beafreemason.org



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Not Just a Man. A Mason.

What is “Advertising?”

Silver Stars and Masons donate school supplies



Donated school supplies

Members of the Silver Star Chapter 83 and the Silver City Masonic Lodge 13 delivered 25 backpacks full of school supplies to Homedale Elementary School last week as part of an ongoing donation the groups plan to continue.

Nearly \$600 was raised by the two organizations to purchase school supplies for a selected group of students in the local school and the groups plan to continue the project with shoes, coats, mittens and hats this winter.

“We plan to do this every year,” Masonic Lodge Worshipful Master Rick Holloway said Wednesday. “We hope to eventually cover four of the surrounding schools by helping them with school supplies for children who need them.”

Silver Star Worthy Matron Tonya Garrison said her chapter worked hard to collect the funds for the supplies, but the smiles received from the children who were given a backpack replaced any work the group did.

the supplies for one reason or another is worth any work to be able to provide it to them.”

“It is tough for parents,” Homedale Elementary School Counselor Leslie Parker said. “Parents work so hard to make ends meet. With everything parents have to buy the kids

for school, if you have more than one child, it gets very expensive.

“We want to thank the members of the Silver Star and the Mason’s for their donation. I know many families will be grateful for the assistance.” -CP



What is “Advertising?”



Join us NOW!!!



Advertising Without Actually Advertising

- Make sure your Lodge is in good repair and painted
- Signage that is attractive and noticeable
- Have a highway cleanup in a well traveled route
- Pancake breakfasts-more than just a fundraiser
- Join with Eastern Star, Shrine, Scottish Rite, etc in activities
- Post about your activities on social media-make sure to have media releases!

Advertising Without Actually Advertising, cont'd..

- Social Media
 - Younger potential members are not reading newspapers
 - Must be monitored...some Brothers don't post how we want to be seen
 - Politics and religion must be left out of posts
 - Should only post positive, uplifting messages
 - Posts will be available in perpetuity

Advertising Without Actually Advertising

- Wear your Square and Compasses every chance you can- jewelry, shirts, embroidery, etc.
- Act and treat others according to our Principal Tenets
- Have an “elevator speech” ready to go at any time someone asks you about Masonry
- Don’t be afraid to tell someone you know who would make a good Mason about the great things you do in Masonry. It needs to sound fun to them! Examples are...

What is working for you?

- Let's not be the “best kept secret”
- Advertising is not soliciting-we should never solicit
- Reach potential members on their own turf
- Freemasonry is not an “immediate gratification” organization.
- It is as meaningful and necessary today as it was hundreds of years ago