

251+ ways

**Ideas to help your lodge grow with
your members and in the
community**



***Building the future on the finest traditions of the past,
A product of the Masonic Renewal Committee of North America***

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Step 1

Focus on Fellowship

It's only natural to go where you feel most welcome. This includes attending a meeting at lodge. All too frequently we hear Masons say, "We shouldn't give ourselves more than a C+ when it comes to fellowship in the lodge."

If we don't offer a member good fellowship, why do we call ourselves a fraternity- particularly one based on brotherly love? Making a man feel at home and welcome in lodge should be the first step in making him a Mason.

It shouldn't take you long to discover a dozen things you can do differently, and at almost no cost, to improve the fellowship in lodge. Here is a baker's dozen of suggestions you can review.

How to Achieve Fellowship

1. **Discover as much as you can about a new member during the home visit and make this information available to the members.** If members know what a new member does, his interests and hobbies, and his reason for joining, they will have something to talk with him about.
2. **Record the information about the new member in your files.** Use the new member profile included in the appendix of this book to identify important information you will want to include. If your lodge has a computerized membership management program, use it. If it does not, consider purchasing or developing

one. Make sure your membership files include all of the information found on the profile in the appendix.

3. **Encourage those who attend regularly to give you their ideas** about improving fellowship. Stress the importance of fellowship, and get their good ideas on how to make improvements.

Mistakes we make in the Lodge.

The officers meet before lodge to finalize the plans for the evening and fail to spend time with their members.

No one is assigned to greet men as they arrive.

Guests and New Members are left to fend for themselves.

Men stick with their small group of friends and don't circulate.

Members fail to introduce new members to their friends.

4. **Give someone the job of greeting all members as they enter the lodge.** Make sure this person knows that it is his job to make the members feel welcome when they enter and to steer any new member or guest to someone on the fellowship committee so he is not left alone. Distribute name tags for new members and visitors.
5. **Make sure the Worshipful Master and his officers circulate among the members before lodge is opened.** Try to match new members and guests with someone in lodge who will be his “host” for the evening. never allow a new Mason to sit alone in the lodge room.
6. **Make all introductions during lodge warm and personal.** Ask all members in lodge to warmly welcome new members and guests.
7. **Use the time after closing lodge to reinforce the fellowship** that was present before opening lodge. Thank your members for attending.
8. **Ask for feedback.** See how satisfied your members and guests were with the quality of fellowship they received.
9. **Follow up with a personal note** to a new member or guest thanking him for being with you in lodge. Your fellowship committee could handle this important task (see Page 37)
10. **Include the names** of new members in lodge communications with a brief summary of their interests and the names of their wives and children.
11. **Tell your members** you are working to improve fellowship and why. Inform members of the important role they can play. Don’t be concerned that you are trying something new or that you need their help.
12. **Place a suggestion box** in a prominent place in the lodge. Give members a questionnaire they can use to evaluate the level of fellowship in the lodge. Use a fellowship “barometer” to show graphically how fellowship has improved. Try to achieve 100% member satisfaction.
13. **Keep member satisfaction** Job #1. remember fellowship is an important reason why a man becomes a Mason. Its something you can provide free of charge.

What Masons said contributed the most to good fellowship:

The good example set by leadership
 Absence of Cliques
 A warm and pleasant setting
 Effort on the part of all members
 An open and friendly atmosphere

Step 2
How are you using time?

Nothing is more frustrating than to hear a member say that a Masonic meeting was a waste of time. but the fact of the matter is that time is one of the most precious resources we have. Consequently, no one, absolutely no one, has a second to waste.

When 1000 Masons were asked what they were dissatisfied with in their fraternity, the leading cause of dissatisfaction was that the meetings were boring and that too much time was wasted. For many, the misuse of time was directly related to their dissatisfaction and their loss of interest in lodge.

How are you using time?

Ask a member to time the activities during a meeting where there is no degree work. Make a time chart if that will help. Ask the member to record in minutes how much time you spent in lodge on each of the categories below. (Remember, if these categories are not applicable to your lodge, substitute a category that does apply):

Activity

Minutes

- Opening or tiling the lodge.....?
- Reading minutes and correspondence.....?
- Introductions and reports.....?
- Special Programs.....?
- Closing the Lodge.....?

Consider the following questions:

1. For about how many minutes were members simply listening to someone?
2. What percent of what they heard contributed to their enjoyment, excitement or fun?
3. What can you do to reduce the amount of “wasted” time?

Why Save Time?

Your members come to lodge for relaxation, fellowship and fun. So what's the hurry? Good question. The reason we're concerned with the use of time has as much to do with future members as it does with those you already have. If your lodge is typical of most, more that 85% of your members are not active. Remember, better lodge attendance is the goal of this program. And since we do not necessarily want longer meetings, just more members in attendance, then we must pay attention to the importance of time.

An ideal use of time

It would be difficult to outline an ideal use of time that could be used by every lodge, so the chart on the next page can only be a place to start. You will notice that we have shortened the amount of time required to open and close lodge. You will also note that more time has been committed to programs. We have heard Masons say that attending lodge should be an “event”; that members should be delighted with what occurs there. Even more importantly, we have heard Masons say that when they are asked by their wives “What happened in lodge?” too often they are forced to say “nothing happened”.

Listed are 8 steps you can consider. Again, if something is against the “rules” of your lodge or Grand Lodge, make your decisions reflect those rules. If the rules need to be changed, and if you can get others to agree, follow due process for your jurisdiction.

An ideal use of time

Men come to lodge when there is a special program that interest and delights them. Not always an easy task. But before you can even consider the program, you have to make time available. You will have to use some of the suggestions on this page to make this work, but here’s an ideal way to use time in the lodge. See how close you can come to this model.

Activity

Minutes*

Opening.....10
 Reading minutes and correspondence,
 Treasurers Report.....15
 Introductions and reports.....20
 Special Programs.....35
 Closing the Lodge.....10

*Assumes a 90 minute lodge meeting

Steps to save time

1. Summarize minutes, correspondence and communications that are not of major importance to the lodge. Members who feel they need to review the full document or correspondence can find a copy posted on a bulletin board in lodge.
2. Begin your meetings at the time they are scheduled. If

you are scheduled to begin at 7:30 start at 7:30. Give members notice that the meeting is about to begin. Ask others to usher members on time.

3. Increase the overall pace by which events occur. There is no reason why responses to questions asked the Worshipful Master to the Junior and Senior Warden should be dragged out. Make commands crisp and clear. Insist that responses are delivered the same way.
4. Post the full minutes and the report of the treasurer. Ask only for a summary for members in lodge. Help your secretary understand why this request is being made and ask for his cooperation.
5. Make sure each presenter is prepared to act in an efficient and professional manner. Being prepared saves time, increases the responses of members, keeps their interest and adds to their satisfaction.
6. Hold introductions to a minimum. Introduce guest in a group if possible. Most members see long introductions as a waste of time. Recognition of new members and guests should be warm and personal – make them feel welcome.
7. Limit remarks presented at the end of lodge. Call on one Past Master to speak as opposed to calling on each one singularly.
8. Review with your officers how these changes are

improving lodge. Ask members, especially new members, how they view the time they are spending in the lodge. Report the results to all members.

Step 3 Plan for a perfect evening

No meeting in your lodge will be perfect unless you plan for it to happen. It will take you more time to do it right than to just let the meeting happen. Remember, if your lodge attendance is down to 10% of all members, something has been overlooked – possibly for a very long time.

Make your evening an event

Making your lodge meeting more of an event, adding some excitement and interest to the meetings will go a long way toward bringing members back. Below are a few ideas you should consider. In addition, on the following pages we've given you 7 other steps you should try. Together, they will help you plan a perfect evening.

1. Consider the interests of the youthful and the mature members equally. That does not mean they are the same. So when you plan for a meeting keep the needs of both in mind. The older Mason may want things to remain unchanged; the youthful member may expect variety and excitement. Plan your evening to accommodate both.
2. Remember that newer and older members have different

needs and expectations. Newer members are determining whether they did the right thing in joining. They will evaluate your plan for the evening on their terms. Make sure you know what they expect and provide it in your plan.

3. Focus on quality. No matter what you do, do it as well as you possibly can. Nothing works as well as high quality to achieve member satisfaction and improved attendance. When men said they did not attend lodge because they were bored and nothing happened, they were talking about quality. Make quality job # 1.
4. Delight your customers. Yes, we said customer's and we did say delight. Attendance is very related to satisfaction. If a member (your customer) comes away from an evening delighted by what occurred, you can bet he will be back and that he will tell his family and friends about his experience.
5. Balance fellowship with everything you do. Weave the good feelings of men being with other men into all of the activities of lodge. Men will want to see that members like and respect one another. Make sure the officers set an example.
6. Make food important but don't over emphasize it. All Masons like to eat but its hard to imagine that food in the lodge can be the main

- event. See other suggestions in Step 8, How food can work for you.
7. Involve your members in the evening and the meeting. Consider the fact there is a direct relationship between being involved in the activity and satisfaction with the evening. see more in Step 9, “make involvement pay off.”
 8. Realize that some men are not attending because they do not read the Lodge notices or your trestle board. So no matter how much you plan, they will not read or hear about it unless you take some special steps. See step 5 “communicate with your members”.
 9. Ask for feedback on what you need to do differently. Ask your officers, members, and guests for their ideas for improving quality.

Steps you can take

Now you can understand the importance of time and can see some of the ideas you need to consider in planning the perfect evening. Here are some concrete suggestions for the evening itself. Make sure you consider these in conjunction with the help you can receive in the following pages.

1. **Force yourself** to plan in detail for the meeting. Use a planning form such as the full page copy in the Appendix as an example for making a customized form for your lodge. A pre-planned meeting or event forces you

to consider the needs of members, after all, they will be the ones who will endorse your plan and will show their appreciation through improved interest and attendance.

2. **Make something special happen** at least six times a year during stated meetings. Work at least six months in advance so you have your choice of speakers or guests. Involve your members in the program and in program planning. A completed six month calendar and schedule will make you feel good about the progress you are making.
3. **Call on individuals** in the community who can help you provide excellent programs for your lodge. Some are related to Masonry but many others are not. they can help you find ways in which the lodge can be more active and aware of the needs of the community. Still other programs provide members services. Here are a few examples.
 - a. The principal of an elementary, junior or senior high school can speak about the ways the lodge can help improve the school.
 - b. A financial planner can help members discover the important financial or retirement services available to them and answer their questions or concerns.

- c. A travel agent can speak about trips that are available to individuals or groups and how to save money on travel.
 - d. An insurance agent or broker, or a claims specialist can speak about life, health or property insurance and offer many insights on how to avoid delays in claim processing and reduce premiums through risk avoidance.
 - e. A career counselor can speak to members about the changing nature of jobs, how to find a job and how to be better trained for the future demands of the job market.
 - f. A relocation specialist or real estate broker can speak to your lodge about changes in the real estate market and the importance of their home as an asset. Pay particular attention to the role relocating employees will have in the future, particularly as it relates to home buying and selling.
 - g. A health care specialist can speak on ways to protect good health and offer concrete steps members can follow in their personal lives.
4. **Show any** number of videotapes that will be of interest to the lodge and to the future of Masonry.
- Arrange through your local library, a local university or a professional lending library. Of particular interest are the following films:
- a. *The business of paradigms* by Joel Barker
- 5. **Invite a strategic planning expert** or futurist available through a local college or consulting firm to meet with your lodge to talk about how the needs of men will change in the future.
 - 6. **Don't forget Masonic enlightenment.** We joined to improve ourselves through Freemasonry. Ask every member to be involved by accepting an assigned date to lead the discussion. Masonic Service Association short talk bulletins are one source for help.
 - 7. **Have fun!** Use some time during the meeting to enjoy the company of other men. Relax, get excited and be involved. Plan a non-ritual meeting where members can come informally, enjoy fellowship, and be truly relaxed. Another way to enjoy companionship is to plan activities outside of the Lodge such as card parties, bowling or golf.

Here is a list of five items that usually result in a perfect evening. Use it as a checklist for your plan.

Begin your planning early

Know your exact objective

Develop a plan and agenda

Check, confirm and reconfirm

Keep member satisfaction in mind

Step 4

Getting the ladies on your side

Lets face it. Any organization we join or are active in is more fun if our spouses are enthused about our membership. Attending meetings, participating in events, having fun with our brothers and giving time to charity are all easier to achieve if the ladies are on our side.

Your wife may be a supporter of your interest in Freemasonry. She may even be a member of Eastern Star or Amaranth or active in Rainbow or Job's Daughters. But how do the wives of your less active members feel about Freemasonry? Here are some ideas you may want to keep in mind.

In a survey conducted among non-Masons, only 45% of all men over the age of 21 had ever heard of the Masons and less than 10% knew how to

join. Experience since the survey seems to indicate that women were even less aware and fewer than 1 in 20 could give a single reason why a man should join a Masonic lodge.

Your lodge may have done a better job than most in informing the wives of prospective Masons about the fraternity. Chances are the wives of your newer members are not well informed about what it means to be a Mason or why their husbands should want to attend a lodge meeting.

So how can you get the ladies in lodge on you side and supportive of their husbands role as active members?

Below are 14 solid ideas. Decide which will work for you.

How to win the ladies

1. **Information is the key.** What a woman doesn't know about Freemasonry can hurt you. From the first time she hears the name until her husband has joined and is active, its important to keep her informed. Consider using the pamphlet, *when your husband or father is a Mason* as additional information. The brochure along with several others are available from the Masonic Renewal Committee of North America.
2. **Publish a periodic newsletter for the wives.** To do this you will need to learn the names and addresses of your members wives, but it will be well worth the effort. Begin your publication by explaining the basics: What is Freemasonry? Who are

Masons? Who can be a Mason? What does the lodge support?, and what happens in a lodge? A handy way to communicate effectively with non-Masons is to have the publication include answers to the most difficult questions non-members ask.

3. **Plan the first visit** to the prospective members home carefully. Don't overlook the fact that Masonry is being evaluated even as you want to learn more about the prospective member and his family. Here are a few do's:
 - a. Try to include men of similar age on the investigating committee
 - b. Pay particular attention to the wife and children. Address questions to them too.
 - c. Encourage the family to visit the lodge.
 - d. Learn how the wife will feel about the amount of time her husband will spend becoming a Mason.
 - e. Stress the benefits that are available to the entire family.
 - f. Write a note thanking the family for allowing them time in their home.
4. **Recognize that the wife of a Mason**, particularly a youthful member will probably have a career of her own. That career will take time just as the husbands career takes time. Be considerate of the time she must commit to her job. Be sensitive to the amount of time you ask a Mason to be away from his home. Remember that parity, equal time for belonging holds true for both the husband and the wife in most 21st century families. So when you schedule events that include both spouses, plan your time and schedule events accordingly. If possible, provide babysitters for the evening.
5. **Cater** the ladies night dinner if possible. Hopefully you're already doing this. But we've heard of lodges where the ladies always cook the meal and clean up on lady's night. While you're at it, consider using linen with real china and silver. The caterer will only charge you a minimum price per place setting and they will be responsible for cleaning up and washing dishes even if you don't have dish washing facilities.
6. **Try a lighter fare** at dinners. Most wives are careful about meal planning for their husbands. Why spoil it at a dinner for the ladies loaded with fatty foods.
7. **Think and ask** before you decide what's right for your lady guests. Its probably ok to order flowers for a cruise or travel your lodge may have planned or even a special dinner. But what would your guests prefer? We've heard of lodges that have passed up a gift and

- made a contribution in the names of the wives to a local homeless shelter or to a local food bank. Gifts that ladies do like include a photograph with their husband, note cards, a book, perfume, candy, a gift certificate or even a free car wash. Above all, ask around. See what they say. You'll get good information.
8. **Remind** wives of special meetings or dates you want members to remember. You'll find attendance increases if the ladies are on your side and keeping the calendar at home.
 9. **Thank every lady** for her help. Make her feel at home in lodge every time she attends.
 10. **Pay attention to your own wife** and see that members follow your example. There's nothing more infuriating to a woman than to be invited to a meeting with her husband only to have him disappear into a group of men telling jokes or discussing Freemasonry. Or worse yet to be left outside the closed doors of a tiled lodge room without a program for them. This may not be the easiest suggestion for you to share with your members, but it will pay handsome dividends when it comes to creating a more pleasant evening or event when members and their wives or friends are together socially.
 11. **Host a meeting of the wives** of recent members sometime during the first six months. During the meeting, try to handle the questions they may still have about the fraternity. Listen to their views on the use of time, the time husbands are away from home, meetings, costs, or other comments they may have. Try not to be defensive. Most likely you will only need to provide information that the husband has overlooked. Have coffee or tea available during the meeting and make each guest feel at home.
 12. **Arrange for one of the wives** to present a program. Wives who are professional real estate agents, insurance brokers, stock brokers, teachers or professionals in other fields will present a program all members can enjoy. Present a small gift as a token of appreciation.
 13. **Travel with spouses** can present special opportunities or problems. Most wives seem to get used to being left alone for hours during meetings or being directed towards shopping centers. But how many wives would prefer to see something in a new area? Almost every city has a convention or meeting planning bureau with a toll free 800 number. There are planning professionals who are paid to make guests in a city feel at home. If you're traveling to a large city,

consider giving them a call and asking them to help arrange a visit or a day trip. Most of the time their services are free. To learn more about a city, dial 1-800-555-1212 and ask for Convention or Visitor Information Services in the city you are visiting.

14. **Feedback** will tell you everything. Ask for input from your members wives or from your guests and you'll get it. Use it.

3

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Consider conducting an informal survey. But don't be surprised if you get low responses to a written survey. Those who don't like something seldom respond.

Your Personal Workshop

When ladies were asked what they liked the most about a meeting they attended with their husbands they responded with the following suggestions.

1. Activities that kept couples together
2. Limited Business conversation
3. Avoiding Tasteless Jokes
4. Eliminating Long Introductions
5. Activities that Included the Women
6. Meeting New Friends
7. Meeting the Leaders of the Lodge
8. Short Speeches
9. Sensible Dress Requirements
10. Interesting Food

What do you think ladies dislike most about Masonic Meetings? Develop your list here of how you think they might respond

1

2

Your Turn

You can get the ladies on your side if you will use any of the ideas on the previous pages and add those you know will work for your lodge. But above all, have a plan. Remember for each action you plan, you will need someone to be responsible, deadlines for accomplishing the objectives and a list of the resources you will need.

What are the objectives of my plan for involving spouses in lodge?

How are my objectives related to my overall vision for the future of my lodge?

How am I going to approach meeting my objectives? (describe in narrative form)

What are the specific actions I need to take? (describe in detail)

Step 5 **Communicate with your members**

A recent study of members of a Masonic appendant body suspended for non payment of dues revealed several very interesting facts. First, nearly 50% of those interviewed indicated they had no knowledge of being suspended while another 35% could not be reached at all because information about them was incorrect or out of date.

Masonic Lodges throughout North America face the awesome task of not only developing a more complete set of records on members but also communicating with them more professionally, more regularly and with greater appeal. Where can we see examples of good member communications.

The airlines communicate monthly with their frequent flyers. Their objectives are to inform their customers about the miles they have accumulated but, more importantly, to keep their name in front of the customer who have many different airlines from which to choose.

The major credit card companies keep card holders informed about all manners of opportunities from leisure travel to specials on products. Triple A (AAA) provides members with an outstanding monthly newsletter offering tips on travel and safe ways to operate a car.

Colleges and Universities, social clubs and country clubs, health clubs and hobby clubs all recognize the importance of effective, appealing member centered communications.

Ten Tips on How Your Lodge Can Improve Communications

1. **Dress-up, brighten-up and spruce-up** your existing publication and communications to members. There's no doubt that the pocket sized trestle board gives us the facts about lodge. But its equally clear that its seldom appealing and inviting. Consider at least a quarterly supplemental publication mailed to the member and his family.
2. **Input your member records into a computer.** Include the name, current address, phone number, employer, wife's name, date of birth, date raised and occupation or skill code. This will not be as easy as you may think since so many members are inactive and many will not respond to a questionnaire. Once you have the records, your lodge might consider using a program such as Microsoft Access or one of the other excellent database manager software programs available.
3. **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 lodge to contact each by phone and invite him to a special meeting, a dinner or a friends night. Call back right before the meeting to confirm that he is going to attend. Members will respond to a

- personal invitation from a brother quicker than you might expect.
4. **Develop a special** greetings program for members or their wives. Mail to members on behalf of the lodge on significant holidays or birthdays. Remember, every time a communication from the lodge comes into the home, it raises the awareness of the member.
 5. **Place** as much information about the lodge in the local papers as possible. This is not always easy because the local press may not be interested in carrying news about officers and appointments. But when you do give a scholarship or make a gift to a charity or to the community, give the facts to the local press in advance and follow up with a news release afterwards. Persistence is an important ingredient. Members who see news about their fraternity feel proud.
 6. **Improve** the communication in the lodge by developing and maintaining an attractive bulletin board, and keep it current with member related news and information.
 7. **Improve the quality** of the photographs you use. The usual “grip and grins” may be easy to get but they do little to engage the reader. One lodge arranged for a group picture the night 25 year awards were presented. Most of these seldom seen Masons returned the following month to be presented with a copy of the picture.
 8. **Make a contest** out of improved attendance and compete with another lodge for the best percent of growth in attendance. Let members know of your progress.
 9. **Find a member** who may be a designer or graphic artist with desk top publishing experience and let him review all lodge communications. Listen to his recommendations.
 10. Purchase a computer for the lodge. Add word processing and graphics software. Consider adding a planning and budgeting package. Use it to improve the quality and frequency of communications to members.

Your personal workshop

What happened?

The Worshipful Master was determined to make his year different. He was not going to tell the lodge what he was going to do, he would ask them for their ideas and build from there.

He developed a survey consisting of three pages of questions asking members for their input and advice. He had the secretary send the survey to each member and he waited for the responses to come in.

Four weeks later, 17 had been returned. With more than 345 members in the lodge, the Worshipful Master thought that was a pretty poor showing. He asked the secretary what happened. He was told, "Don't feel bad, they don't respond to anything."

What went wrong? What could he have done? What should he do next?

Suggestions:

- a. Consider a phone survey; higher responses, better feedback, reduced frustration.
- b. Sometimes up to 50% of all members addresses are incorrect or out of date. Even first class mail takes months to be returned.
- c. Responses to printed questionnaires will always reflect those most satisfied. Those most dissatisfied seldom respond.

Your Turn

You should have ideas of your own on how to use improved communications to increase attendance in lodge. Use any of the ideas on the previous pages and add those you know will work for your lodge. Remember, it is important to fix some of the other problems we have been considering before mounting a major communications program to attract men back to lodge. Make improved member communications a part of your long range plan.

What are the communications objectives of my plan?

How are my objectives related to my overall vision for the future of my lodge?

How am I going to approach meeting my objectives? (describe in narrative form)

What are the specific actions I need to take? (describe in detail)

Step 6

Buddy up and Connect

Attendance at lodge is directly related to the good feelings a man has about being with other men in a fraternal setting. Attendance is also very related to him having a good time. It's just that simple. If members are not able to enjoy themselves in lodge, if the meetings are boring or if nothing happens, you'll have to correct those problems before you can make meaningful progress with better attendance.

But the real problem seems to be that a man joins, gets through his degrees and drops out of sight. The records indicate only about 35% go on to join other appendant bodies. So what happens to these newer Masons?

Well the answer is painfully simple. They did not find the fellowship, friendship or the connections they expected in lodge. Many say no one paid any attention to them. Imagine that. In a fraternity of men built on a foundation of friendship and Brotherly Love, they were left to fend for themselves. That's what these next several pages are all about. Helping a man feel at home and connect in the lodge by assigning a brother as his buddy.

How it Works

1. **Assign** every man who is elected to the lodge a buddy. This can be his recommender; more importantly, it's a fellow Mason maybe about the same age of the new member who agrees to the following:
 - a. to be at each stated and special meeting for six months.

- b. To call personally to invite the new member to each meeting.
- c. To provide transportation if required.
- d. To follow-up after each degree to answer any questions.
- e. To personally introduce the new Mason to men in the lodge.
- f. To contact the family and answer any questions they might have.

2. **Introduce** the new Mason to other Masons. A new Mason should be introduced to more and more Masons who are encouraged to become part of his circle of friends. By this method, a new teacher, for example, may be introduced to others who teach as well as to those with whom he might connect because of his age, career, interest in sports, family, children, or other factors.
3. **Facilitate** members learning about the interests of new members by introducing the new Mason in lodge. Develop a thorough introduction stressing the man's interests and his reasons for joining. Publish a personal "thumbnail" description by the new member in your lodge bulletin.
4. **Take the time** to encourage the connecting process by relating to members the name of new Masons you have met and what you found

interesting about him as a man and a Mason. Do not embarrass anyone just remind the members that this relationship building process is fun and rewarding.

5. **Buddy up** outside of lodge also. Ask a new member to a ball game or other sporting event. Ask him to invite several friends. Keep the event light and only discuss the lodge or Freemasonry if he raises the question. Use the time to get to know him as a friend. Answer any questions his friends may have if they ask.
6. **Consider** taking a photograph of the new member and adding it to the bulletin board. If the man agrees, ask him for photographs of his family or photographs of him engaged in his interests or hobbies. If there are examples of his hobby such as art or photography, consider using them in the display also.

Change the display after a couple of months and return the photographs to the member with a note of thanks from the master.

7. **Ask** for feedback periodically. Your important job is to be a friend and coach for the new Mason. He will tell you how you are doing. As you find he is making friends in lodge, you can withdraw somewhat and allow others to pick up the relationship. Remember, if you have done your job well, you will have a friend for life.
8. **Watch** for any loss of interest on the part of your new friend. If his attendance starts to lag, get in touch with him right away and determine the cause. Don't let more than several meeting dates pass before you are in touch with him to determine if there are problems or other ways you can help.

Your personal workshop
Spot the Problem.

Jerry Diggs was 54 when he became a Mason. No one in his family had been a member and he joined because he impressed with the things he had heard Masons did. The fact that so many famous men had been Masons helped too.

As a business man who spent several days each week on the road, getting the degree work done was not as easy as he had been promised. He had trouble making the classes and frequently had difficulty catching up.

He joined a lodge made up of men most of whom had spent their entire careers with the local telephone company. Most of his close friends were not members and he was having problems connecting with those who did attend. Not that he didn't have a lot to offer. He was well educated and had belonged to other organizations in another community. After several months of going to lodge and feeling left out, he stopped attending. He felt he could spend what little free time he had better elsewhere.

Questions for discussion.

1. what appeared to happening in this lodge?
2. what should Jerry and the lodge leadership have done?
3. how can this situation be "saved"?
4. what next step should the lodge take?

Your Turn

You should have ideas of your own on how to use a buddy system to improve a new members interest and attendance in Lodge. The buddy system is really another way of establishing connections and helping a new member through the process. You may be a member of a lodge where connections come easily because many of the members work for the same company. However, increasingly that is not the case. How would you increase new member interest? Develop your ideas here.

What are the objectives of my plan?

How are my objectives related to my overall vision for the future of my lodge?

How am I going to approach meeting my objectives? (describe in narrative form)

What are the specific actions I need to take? (describe in detail)

Step 7

Put the Phones to Work

Nothing works as well with members as personal contact. Whether you are looking to increase the interest in attendance or trying to identify volunteers for a charity project, if you can't meet face to face, reaching a man by telephone works best.

Sometimes you will use the phone to encourage a man to come back to lodge. Other times you may just want to check in with a member you have not seen for awhile. Others have used the phone to invite a member to a special meeting such as a past masters night, installation of officers, or other special occasions in which they have expressed a special interest. They'll appreciate the fact you cared enough to call them. With a little effort and organization you and a few of your lodge members, officers and volunteers can carry off a very effective phone program. Here's what you should try to accomplish:

An Effective Phone Program

1. **Reach** each of the newest Masons – men who were raised during the past three to five years but who have been absent from lodge. Your objectives in speaking with them include:
 - a. *Reacquainting them with the lodge* and with the last time you know they were in attendance. When? Check your Lodge's register.
 - b. *Listening to them* tell you reasons why they appear to have lost interest in

lodge or are not attending.

- c. *Sharing with them your intentions* to rebuild interest in the lodge and your goals for attendance and membership.
- d. *Handling their objections* on why they have not attended or listening to the condition that has kept them away.
- e. *Determining if there are reasons* for not attending related to not recalling the appropriate signs and words and offering to assist them.

2. **Use good** telephone techniques to get the best information from members and enlist their support for your plans for the lodge. Techniques and questions like the following will be useful in gaining information without offending the member.

Opening: “*Good evening (his name), this is (your name and title) from (your lodge and location). Is this a convenient time for you to spend a few minutes with me on the phone?*”

If not, arrange for call back time and date. Indicate when you will call him back. Enter information on the phone card (see example on page 25), then do it. Don't forget.

Why don't we use the phone more often? Here are the reasons you will discover:

No likes calling members at home.

It takes to much time.

We cant get the volunteers to make the calls.

The numbers on file are never right.

Members "say" they don't like being contacted at home.

DEFUSE THE

NEGATIVE: *"We've missed seeing you at lodge and a number of the brethren have asked about you. I'm calling to encourage you to become active in the lodge and to answer any questions you may have."*

PROBE FOR REASONS:

"We realize that men like you have very little free time – only five or six hours a month. Others stopped attending because they weren't made to feel welcome or no one spoke to them. Are any of these reasons why you became inactive?"

ASK FOR HIS HELP: *"If there was one thing we could do in the lodge to get you interested and active again, what would that be?"*

EXPLAIN YOUR PLAN:

"Our lodge has identified reasons why men have not been as active as we would like. I wonder if I might explain some of our plans to you and get your reaction and suggestions?"

GET HIS REACTION:

"Which of the ideas I have just

outlined appear to be of greatest interest to you? What about the idea is most appealing?"

3. Ask questions during the conversation that will help you understand what has happened to his interest in Freemasonry and why he has apparently lost interest in you lodge. Consider:

"How has your wife viewed your interest in Freemasonry and your interest in our lodge? Has she been generally supportive of the time you committed to the fraternity?"

"Most people like to be involved in the organization they join. Are there things you would like to do in the lodge that you have not had a chance to pursue but that might be of real interest to you?"

"How did your experience in learning the work for the degrees impress you? Were there any problems that you would like to discuss with me about the process?"

"What could we do to encourage you to give us the opportunity to involve you once again?"

4. **Handle his questions and objections in a way that encourages greater openness.** For example, if he indicates that he hasn't had the time to stay involved, try not to counter by saying that everyone has the time or that there's not that much time involved. Handle his

objection “it takes too much time” by:

- a. agreeing that Masonry does require time
- b. asking him how else he spends his leisure time
- c. determining if he has too little time because of a new job, etc.
- d. identifying precisely how much time he can commit
- e. trying to match some role in the fraternity with the time available.

- f. Thank him for his time and information when terminating the call

6. Complete the call report card after each phone conversation.

5. **Learn proper phone etiquette and techniques** so you can put them to use in the lodge. Consider requesting the recently developed Shrine video, *Communicating for members*, which explains how to use the phone correctly. You may be able to enlist the support of your local phone company to provide training in telephone techniques. They will suggest that you.
 - a. Always greet the respondent with a warm friendly but firm voice.
 - b. Clearly state your name and affiliation
 - c. Ask if you can please speak with Mr. (First and Last Name)
 - d. Determine if this is a good time to spend a few minutes talking or are you interrupting a dinner, etc.
 - e. Spend as much time listening carefully as you do speaking

Your personal workshop

Putting the phones to work

You may want to use the time you spend on the phone to develop a profile of the member with whom you are speaking. By doing so, you can develop a record for the lodge and for others who may call in the future. This information will be very helpful in planning many lodge activities. But remember, this information is very personal and confidential so great care should be taken to insure its confidentiality.

Name	DOB	Date Raised

Address		

Phone Work	Phone Home	

Name of Spouse		

Name of Children		

Place of Employment		

Title or Job Function		

Special Interest, skills or hobbies		

Phone Record				
Date Called	Member Calling	Reason for Contact	Member Response	Contact Next
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Ideally, this information should be entered into a computer in a file structure that can be viewed and printed as needed. But if you cannot yet do that, use note cards that you can purchase in most stationery supply stores. You may

not want to capture all of this information, but use the two sided card produced above as an example.

Your Turn

You need to consider the phone as a friend of the lodge. It can also be very helpful in a number of areas not discussed here. Use any of the ideas on the previous pages and add those you know will work for your lodge. The lodge secretary can be very helpful in gaining additional information about members. Develop your ideas below. make them part of a plan

What are the objectives of my plan for putting the phone to work?

How are my objectives related to my overall vision for the future of my lodge?

How am I going to approach meeting my objectives? (describe in narrative form)

What are the specific actions I need to take? (describe in detail)

Step 8

How food can Work for You

You may think we're searching for problems when we discuss the matter of food in the lodge. However, we've heard so much from Masons on this matter that we believe it is a real opportunity to improve attendance by challenging the lodges view of food and the quality of its products.

What we are going to suggest to you in this sections falls into two principal categories: food quality and food costs.

A typical lodge meal often looks like this:

Small table salad or slaw
Meatloaf with gravy
Mashed potatoes with gravy
Rolls and butter
Broccoli greens
Apple pie with ice cream
Coffee or milk

Your lodge may offer different choices but they are probably not significantly different. If you're hungry while you are reading this it may look good to you. But if you stop to think about the recent trends in good health, there are lots of ways to improve upon both the quality and nutrition without dramatically increasing costs.

By doing so, you may alert members to the fact that the lodge cares about good nutrition, health and quality. This may bring members back. Here are ten specific suggestions:

1. Price your meals based upon value. It's very difficult for a Mason to buy a meal, even a bad one-for what he pays in his lodge. And since more than 85% of the members are not attending, consider the possibility that the quality of the meals, even those cooked by skilled chefs (the ladies or Brethren who assist), could be better if you only charged a dollar or so more. Most people consider a full-course dinner an excellent buy if it is in the \$8.00 range.
2. Select entrees that are healthful and inform people that you are doing so. Skinless chicken has 60% less fat than chicken with skin. Broil or bake chicken rather than frying it. Avoid using batters. Cook more with lemon juice as a seasoning and reduce the amount of cooking oils you use.

The Ideal Meal: fish steak, broccoli flowers, carrots, fruit cup and coffee.

3. Consider a fish entrée as an alternative and see if they would be willing to pay slightly more for fresh fish such as tuna steak or orange ruffly. Broil or bake in lemon or light vegetable oil. Serve with rice.
4. Serve fresh Vegetables whenever possible. Fresh asparagus, broccoli, zucchini, carrots and eggplant make excellent additions to traditional meals.

5. Obtain foods from a wholesale food distributor if one is located in your area. Purchasing fresh vegetables in case lots the day of the dinner will provide for fresh food that is more tasty, better for you and probably more fun to prepare and serve.
6. Use alternative methods of cooking if possible. Avoid deep frying especially in animal fat. Consider broiling or steaming. Ask your local supplier if he can deliver meats like chicken pre cooked so you need only warming ovens.
7. Substitute low fat or no fat breads and cakes when possible. Certain manufacturers are able to prepare cakes, pies, breads and other grain products without the use of oil which dramatically reduces their fat and cholesterol content. Selected use of whole grain breads or pasta also adds to variety and nutrition.
8. Ask wives to recommend special dishes or even whole menus which can be prepared for larger numbers of people at reasonable costs. Most of the ladies are very aware of the need for good health and most will welcome the chance to be of service.
9. Involve members in preparation and service. You may be surprised by how many men like to cook and would welcome the chance to serve in your lodges kitchen.
10. Visit a restaurant for dinner occasionally. Meet at the restaurant, order from a pre planned menu, enjoy dinner and then have your program. It's a great opportunity for a local establishment and good fellowship for the members.

We've all heard too many jokes about "Belly" Mason. Its not a flattering term, and we can do something to help those who want help. Below are a few suggestions for healthy, inexpensive alternatives in each of the important parts of the planned menu. Develop a series of menu alternatives for your lodge. Get prices from suppliers and see if you cant offer several during the coming year.

Appetizers

Raw vegetables (such as asparagus, bell peppers, broccoli, carrots, cauliflower, celery, cherry tomatoes, etc.) with yogurt dill dip, Salsa and tortilla chips.

Entrees

Fresh fish (broiled, baked or poached)

Vegetable Lasagna

Flank Steak with grainy mustard marinade

Vegetables

Steamed broccoli (or any vegetable) with lemon

Corn on the cob

Sweet onions baked in their skin

Baked potatoes with low fat sour cream

Rice Pilaf

Breads

Corn Muffins

Whole wheat or multi grain bread

Desserts

Baked Apple

Fresh Fruit

Fruit Sorbet

Light Cheesecake topped with Fruit

Amenities:

Fresh flowers, table clothes and real china

Your Turn

You will need to carefully plan any changes you want to make with regard to food service in the lodge. Your kitchen and your staff must agree to help by making certain changes. Use any of the ideas on the previous pages and add those you know will work for your lodge. The spouses of Masons who have helped with meal preparation and service will also be of significant help.

What are the objectives of my plan for improving food service and quality?

How are my objectives related to my overall vision for the future of my lodge?

How am I going to approach meeting my objectives? (describe in narrative form)

What are the specific actions I need to take? (describe in detail)

Step 9

Make Involvement Pay Off

Believe it or not, attendance in lodge can be directly related to responsibility. Think about it this way. A man joins the organization, involved with the members, involved in the leadership and involved with the community. That involvement is an expectation. Meeting that expectation produces satisfaction and a “benefit”.

So, how do many Masonic leaders look at member involvement? First, there is some misunderstanding that only by giving the work to a small group of loyal supporters can we get anything accomplished. Others say that the number of inactive members proves people don’t want to be involved. Both are incorrect!

Involving a man in work that is rewarding, and recognizing good work are the surest ways to keep him interested. And believe it or not, involvement has nothing to do with age. Young or old, men who join expect to be involved. Look at what the experts say.

Max DePree in Leadership is an Art describes in the chapter entitled “Theory Fastball”, the rights of people who work together paralleling the relationship between a great pitcher and catcher. In doing so he develops seven fundamental rights of people and establishes the basis for understanding a new concept of work.

See if they don’t apply to you and the involvement of members in your lodge as well.

(1. DePree, Max, Leadership is an art, New York, Dell Publishing 1989, pp. 36-41)

Seven Rights of People

1. The right to be needed. Can I use my gifts? Can I be part of the mainstream of the organization or forever assigned to unimportant tasks? Can I make a difference? Can I find a personal relationship in helping meet group goals?
2. The right to be involved. Does the leader ask for my input? Is the request genuine? Can I be included in the evaluation, decision making and implementation of a program or idea?
3. The right to a covenantal relationship. Do I sense a “contract” exists between my Brothers? Can I feel comfortable abandoning myself to the talents of others? Are the relationships strong enough to survive conflict and change?
4. The right to understand. Have I a clear picture of the vision or mission? Do I understand the pathway or strategy of the group? Can I see where I “fit” into the organization was a whole?
5. The right to affect ones own destiny. Can I affect my own future? Are there systems in place which acknowledge my hard work and my contributions.
6. The right to be accountable. Do I have a stake in the ownership of the groups

- problems and its risks? Does anyone care about what I do?
7. The right to make a commitment. Is this a place where they will let me do my best? Can I see how I can contribute? Are there systems in place that encourage my commitment.

Following are 10 ways to increase member involvement in your lodge. Remember, the purpose of discussing involving members in lodge activities is that with involvement comes a commitment to participate and be present.

1. Identify the skills talents and interests of each of your members, active and inactive. It will be tough work but it will be worth it. If you understand that involvement means using men's talents and understanding their right to be needed, you will want to match their involvement with their gifts and talents. If you are unable to capture this information on every inactive member, at least capture this data on every new member. For an example of a profile form you can use in your lodge refer to the resource section of this book.
2. Ask new members how they want to be involved when you visit them in their homes. Ask again following each degree. Make the individuals feel that involvement is expected. Do not let the behavior of members who are cynical about the lodge become ingrained in new members.
3. Provide new and existing members with more information about the plans and goals of the lodge. Do so early in the planning process. You need not ask them to vote upon your effort, but do ask for them to read and absorb what you are providing. Make the information easy to read and appealing.
4. Solicit their input. Make the request genuine and sincere. Listen to what they say. Determine beforehand how you will use this information in the decision-making and implementation process.
5. Demonstrate that you have heard what they are saying. Use their ideas in the decision making process. Let members know who contributed and how important that contribution was.
6. Hold a meeting and invite members who are not normally part of the decision making process to attend. Seek their advice and get them involved in the implementation process.
7. Listen to everyone. You may have to overlook a lot but good listening encourages members to give valuable input.
8. Seek their Involvement. Ask them to join a team or committee. Give an assignment that matches their needs to their talents. Hold them accountable.
9. Evaluate their contributions in ways that strengthen the covenant. Let them know of their contribution to the organization. Make them feel a part of the future of the lodge.
10. Reward real performance and real contributions in some

meaningful way. Responsibility, achievement and reward are fundamental to human motivation and to active involvement in the lodge.

See *Your Personal Workshop Sheet* in the resource section of this book on page 39.

Step 10 Creating Followship

The essence of leadership is creating “followship”. No, that’s not a misspelling of fellowship, we mean followship. Leaders can’t make things happen for very long unless they also create a willingness on the part of members to follow. Hence, followship is an important idea for Freemasonry and an important means of increasing interest, activity and attendance in lodge.

Look anywhere in the organization where a lodge is flourishing and you will find an able leader. Look beyond what appears on the surface and you will see that the members of the lodge have “elected” him the leader.

Another way of saying this is that they have agreed to follow him. That election process, even when there is no formal ballot involved, is the essence of leadership.

In a very real sense, effective leadership increases attendance. Here’s an important reason why. When men were asked in a survey why they would join an organization, two of their most important requirements were related to leadership: the importance that the organization be well led and that they would have an opportunity to learn and

to lead. Members, therefore, can either elect to follow the strategy outlined by the leader or abandon it. A vote in the affirmative means that the member sees in the vision of the leader a compelling reason to follow. It has a lot to do with what you have just discovered in Step 9 “Make Involvement Pay Off”. Lets look at some examples you can related to.

How did Lee Iacocca of Chrysler get employees, bankers, stockholders, lenders, and the federal government to “buy” into Chryslers renewal plan? By creating a compelling vision of a strong car company, proud of its product and made in America. That’s creating “followship”.

How did General Norman Schwartzkoff get an American and multi-national force of men and women to follow his lead into a mid-East way many considered another Vietnam? By making two commitments: to win the war in a very short time and to bring every participant home safely. Even though in war neither may be possible, his vision, followed by his actions resulted in elected leadership. Schwartzkoff created “followship”.

If you stop and think about it, both of these examples can be related to the lodge. When the leader of the lodge, or any organization for that matter, has a powerful, positive and compelling vision of where the organization is going, the tendency is to “hop aboard”. So how does this relate to increasing attendance in the lodge? The answer comes right back to the fundamentals: lodge attendance is directly related to quality leadership.

To round out these ideas for increasing lodge attendance, we have identified 8 different suggestions leaders of the lodge can do to create fellowship through leadership. Most are related to any organization. Some are very difficult to do. All are worth trying.

Create Fellowship through Leadership

1. Spend quality time focusing on your customers- the members. When an organization is member or customer driven, such as ours, all of the actions of the organization need to be viewed in light of how the member benefits. Make that your litmus test. If the member sees the action you are taking as a benefit – meeting his expectation – then its worth doing. Conversely, if what you are doing will be viewed negatively, that is, your member will not be able to identify the benefit, then you may need to rethink your strategy or develop a stronger member benefit case. So, if the benefits are strong enough, you can increase the dues, ask members to pay more for dinner and take other actions as long as they see your focus is on them and they benefit.
Ask members what they want, get feedback on your planned actions, survey your active members to determine their satisfaction, hold a focus group in lodge and ask them to share with you their views on how well members are being served.
2. Be directed towards the future. When members get the sense that the organization has its eye on

the future they are much more likely to be interested and involved. All individuals want their organization to survive and most realize that knowing where the organization is going and how the future is defined are important ingredients.

Demonstrate this by letting your members know what you are thinking and what you have discovered. Ask for their input, study the research, read widely about the social trends in the 21st century, rent and use Joel Barkers Discovering the Future video series (see resource section) and form a future planning team or committee in your lodge.

3. Formulate your vision for the 21st Century. Just as Iacocca's and Shwartzkoffs visions were powerful incentives for people to elect them leaders and create fellowship, your vision for the future of your organization can be powerful as well. Disney's vision of Disneyland preceded by years the actual ground breaking in California. Your future views of the lodge need to be thought about, explored and defined. Here are the questions that will help guide you. The result will be more interest, greater support and higher attendance by members.
4. How do you see your lodge today?
5. What is your vision of your lodge in the year 2010?
6. Is it a warm and friendly place with great fellowship?
7. what are your members expectations?
8. how will they join?

9. What role will the lodge play in the community?
10. with the family?
11. Complete an assessment of where you stand today. Your lodge may need to look at where it is today as a first step in moving towards the future. If you're already doing most of the ideas in this book you're clearly ready for the future. But if your audit shows that you have a way to go, you'll probably want to fix before you build. In many ways, fixing what you have and making it right is a part of the building process. How many members in the lodge do we now have? What has happened over the last 5 years? What is happening this year? What do we expect for next year? How are we viewed in our community? How many sons are following their fathers into Freemasonry? What are our dues? What should they be? What will happen if we have 50% fewer members by 2010?
12. Fix the Products First. Some Masons get disturbed when they hear the term "products" applied to Freemasonry. But our members expect to receive something as a result of joining. Products is simply another convenient word to describe their expectations in specific terms. Ritual is a product. Fellowship is a product. Personal growth is a product. So also is charity. How would you define the products of Freemasonry? What are the conditions of each of the products of Freemasonry? What work needs to be done to increase the quality of each? What will keep us from doing so? How can these obstacles be removed?
13. Recognize the importance of change. You may have heard it said that doing more of the same things, even better, just won't cut it. You will need to do some of the different things we have been discussing on these pages. Change is often a difficult and painful process to an organization just as it is for individuals. Many of the active Masons in your lodge may resist change. They attend because the lodge gives them what they expect. They tend to prize sameness. You can do things differently. Here is a fundamental question: *what exists today in your lodge that, if it did not exist, would fundamentally change and strengthen the organization and insure its survival?* How you answer that question – there will be more than one – is fundamental to the change process and to your future.
14. Make something happen right away. Members will look to your leadership to make something happen soon. If you have followed the 10 steps outlined in this book you're on your way.
15. Focus on quality. Organizations that fail to focus on quality cannot make most of the other steps happen. Look at the really high-quality organizations and how well they are doing. FedEx, the Girl Scouts, Hewlett Packard,

the Salvation Army, all have put
their emphasis on quality.

For more information and your own
Personal Workshop go to the Plan on
Page 40.

Appendix A Personalized Notes

Personal Note to the New Member

Dear (New Members Name)

On behalf of all the members of (your lodges name and number) I want to welcome you to Freemasonry and hope you will be part of our future for years to come. We were all very pleased to see you in lodge on (date).

Your attendance and involvement in our lodge is only one of the important benefits you will receive from Freemasonry. We would welcome your comments about our lodge and any areas where you see room for improvement.

If you have any questions concerning your new membership, please call me at (your phone number). We want you to feel comfortable and know that you are welcomed.

On (date) we are planning (list special program). I hope will see you in lodge.

Sincerely and Fraternaly,

Dear (Guests Name)

On behalf of all the members of (your lodges name and number) I want to tell you how pleased we were to have you as a guest at (date) meeting. We hope you learned a great deal about Freemasonry in general and about (name) lodge specifically. Ours is a great fraternity that promises you fellowship with men who share a similar philosophy based upon a belief in Brotherhood, Truth and Charity.

After visiting with us, you probably have many questions. I will call you within the week to see if I can answer any of these questions for you.

Again we enjoyed your company and look forward to seeing you in the future.

Sincerely and Fraternaly,

Appendix B

Planning Form

Date of Meeting: _____

Type of Meeting: _____

Guests Expected:

Objective of Meeting:

Program for Evening:

Special Announcements:

Your Personal Workshop for Step 9

When you think about involvement in your lodge, how do Max DePree's "rights" (outlined on page 31) come into play? How can they help you understand the importance of member involvement? What ideas do they give you on how you can involve members in your lodge? Here are a few ways we've heard of. Assess the progress your lodge has made by giving yourself an "A" if you frequently do similar things in your lodge, a "C" if you do them occasionally and an "F" if never.

All major decisions are made by the lodge officers after an open dialogue with the members who are asked for their input before decisions are approved.

My Grade: A B C D F

Most of the important jobs are assigned to a number of different men not to a few.

My Grade: A B C D F

The future plan and strategy for the lodge is developed by the leaders and is shared with the members.

My Grade: A B C D F

Every member is asked for his input?

My Grade: A B C D F

We give the task to the man who has the gifts and talents?

My Grade: A B C D F

- 1) Identify three specific ways in which you can get the membership involved in planning for the future of your lodge?
 - a) _____
 - b) _____
 - c) _____
- 2) What specific signs or signals have you noticed among the members that they really want to be involved in lodge decisions?
 - a) _____
 - b) _____
 - c) _____
- 3) What signs have they shown that they don't want to be involved?
 - a) _____
 - b) _____
 - c) _____
- 4) List below the names of three members you know personally who are not officers that should be more involved with lodge decision making.
 - a) _____
 - b) _____
 - c) _____

Your Turn

You can prepare your own plan for improving fellowship. Use any of the ideas on the previous pages and add those you know will work for your lodge. But above all have a plan. Remember, for each action you plan, you will need someone to be responsible for deadlines and for accomplishing the objectives and a list of the resources you will need.

What are the objectives of my good fellowship plan? (make it specific)

How are my objectives related to my overall vision for the future of my lodge?

How am I going to approach meeting my objectives? (describe in narrative form)

What are the specific actions I need to take? (describe in detail)

Part II

Involving the Lodge with the Family and in the Community

Section I

Understanding the Role of the Lodge in the Community

Introduction

There are more than 150 suggestions plus many helpful hints on how to get started, what to try to accomplish and who to contact.

We hope that the Masons who use this Guide will encourage others in their organization to become familiar with the concepts, the contents and the suggestions included here.

Creating a Relevant Lodge

This Guide was developed to encourage lodge leaders to get involved with the family, in the community, and in the schools as an important step in attracting and retaining new members - particularly the more youthful men in our communities. Lodge involvement represents only one of the steps the lodge will have to take, but it is a very important one.

Research conducted by the Masonic Renewal Committee and by the Shrine indicates that, among men who are even somewhat interested in joining an organization, involvement in community, family and children's issues were all important motivators. It's pretty clear that organizations that do not become involved are fighting an uphill, losing battle from which they may not recover.

The good news is that the activities suggested in this Guide offer lodge members concrete ways to put their minds, hands and hearts to work in ways that will bring satisfaction and pride to them and to their Fraternity.

Remember, it is the citizens of your community who decide whether your Masonic organization is an integral part of the community and worth joining. When they do, you can consider yourself relevant and capable of making a difference today and in the 21st century. Good luck.

Why is involvement in the community an important role for the lodge?

The 21st Century role for a Masonic lodge differs significantly from the past. There was a time when Masons could meet in their lodge without regard for what was happening in their community. For one thing, the lodge was the community because most of the important and influential men in the community were also members of the lodge. Towns were smaller and competition for men and for events was not as great.

Today, any lodge that is not connected with its community needs to consider becoming involved for the following reasons:

1. Future members are in the community and when the lodge is involved, they will discover what Masonry is all about.
2. Future members demand that any organization they join be active in community outreach.
3. The community is the responsibility of everyone – including Masons.
4. The lodge is a perfect community-service organization.
5. Masons will be proud of their role in the community.
6. Any organization, to grow, needs to be able to involve all its members in some way. Community involvement is one way to do this.

Developing A Special Effort On Your Own

For many lodges, the best way to get members involved is to respond to a need in the community. Here is a list of 10 different community projects we have heard about and how the lodge responded.

Library needed a computer

Masons held a special dinner in the lodge and accepted contributions from members. Members also manned a booth outside the local supermarket and raised \$2,300 overall.

Scholarships totaling \$5,000

Lodge hosted four events during the year on weekends for members and guests. Members prepared food, ran games and held a collectibles auction. Total raised was \$6,125. In prior years the lodge had never given more than \$500.

Eye surgery needed

Child needed special eye surgery not covered by insurance. Lodge sponsored a golf tournament and charged a \$50 entrance fee. Lodge members sold sponsorships and paid direct costs. After great golf and a wonderful dinner, proceeds from 20 foursomes netted \$4,000 (80 X \$50).

Meals on Wheels route

A local inner-city Meals on Wheels organization was looking for a group to adopt a route that would serve two meals a day for eight families for a year. Five members of the lodge signed up as a team of volunteer drivers. One year later, three members have their own routes and have made many new friends,

Working in a mission

A Masonic lodge learned that a local homeless shelter needed help to prepare and serve special meals during four holidays throughout the year. The lodge developed four teams, each promised to serve as needed.

Transportation needed

A local family needed to get their son to a hospital on the East Coast for special treatment for a bone marrow disease. When the lodge heard that the family could not afford the \$2,500 in travel, it joined with the local Shrine Club to raise the money by direct donation from the membership using a special communication to members and the temple bulletin. Members placed donation counter cards in local businesses as well.

Roadway beautification

The center strip of grass along the main street in town had gone to the dogs after the town could no longer afford to maintain it. Masons joined with the DeMolay to cut the grass, plant wildflower gardens and make other changes to beautify the spot. A sign now proclaims Cared for by the Masons in this Town.

Reading effort

Cuts in funding had resulted in the loss of local literacy services offered to those needing special help with reading - especially the young. The lodge arranged for a team of Masons to staff a reading center two evenings per week during the winter.

EMS needed new truck

Masons in a small Western city were among the first to recognize that the town's ambulance was far from state-of-the-art and not likely to make it to the next call. They pledged \$5,000 a year for the next three years and got four other businesses and civic groups to fund the remaining \$23,000 for a new ambulance.

Town playground fix-up The small local playground in the heart OT the town was in bad shape. The nets on the basketball court were gone, the backboards were in tatters and the fencing and grounds were a mess. The local lodge joined with a local high school football team to fix-up the grounds, paint and repair the court and add new signage.

What do we mean by volunteering?

When a man volunteers as a member of the community, he accepts the responsibility to make something happen. Whether it's delivering meals to shut-ins for a local Meals on Wheels, or serving as a volunteer for the local Red Cross blood drive, volunteering has become associated with American greatness. It can also be a powerful unifying force for a Masonic lodge.

When we speak of volunteering in this Guide, we are asking you to organize the lodge as a team of volunteers. The difference between the team approach and the role of the individual volunteer is

really only in the size of the effort and the impact you can make. For example, the lodge as a whole could "adopt" a Meals on Wheels route and serve as volunteer drivers for that route for a year or more. Or, the lodge may adopt several efforts depending upon the interest and availability of members. More on that later.

Volunteer teams benefit from community involvement in the following ways:

Good use of time

Good access to different people

Better knowledge of community concerns

Stronger team development

Opportunity to meet new friends

Provide a personal touch

Become a resource for their organization

Learn new skills

Earn positive reputation

Heightened self-esteem

Produce an improved community in which to live

The lodge also benefits when Masons become involved in the community.

The members of 15,000 Lodges in North America represent one of the largest potential groups of men available for community outreach and community service in North America!

No other organization can make that statement. Consider this:

IF the right programs are designed, there are more than 2.3 million men who could be involved in community outreach.

If only one-quarter of these men were involved on a regular basis, and were active in only year, and each came into contact with only four people with whom they could talk about Masonry, at the end of a single year they would have spoken to 9.2 million people about Freemasonry. Think about that.

If only ten men in half of the lodges (7,500) became involved in community programs, and in doing so made contacts with only four other non-Masons, then their effort would reach 300,000 individuals. No amount of advertising would have the same effect.

If ten Masons from half the lodges were to give twenty hours a year to their community, their time would be equal to 62,500 days (about 171 years) of reliable, low-cost, efficient and valuable work in community outreach .

If one Mason in only one lodge could help one child learn to read because he is willing to be a volunteer in a local elementary school, one very important life could be saved,

When a lodge decides to tackle a community problem, men who are innate problem solvers will join the effort and enjoy their new role.

When a lodge is viewed by the community as involved in the community, there is a positive shift in public perception of Masons.

FIVE SELLING POINTS TO PROMOTE LODGE INVOLVEMENT

1. If we say we are part of the community, then we must act like good community citizens.
2. If we want and need to attract new members, we must be visible and involved where we work and live.
3. When we say we need younger men, we must understand that younger men insist the organization be involved.

4. If the members say they are bored with the same old thing, we must look for new ways to interest and excite them.

5. If we want to be viewed as a relevant lodge, then we must do what relevant organizations do.

“When a lodge is viewed as part of the solution, it cannot be viewed as part of the problem.”

"What if we don't want to become a service club?"

Who said that was the objective?

The real importance of this program is not to change what the lodge is doing, but to increase member interest, participation, awareness and pride through family and community involvement.

There are many positive reasons for the lodge to become involved with the family and the community, none of which has to do with growing the membership in the lodge. Consider these facts about community involvement:

Communities in North America must have the help of the organizations that are part of the community or the community itself is at risk.

The problems in the community are "bigger" than the community can solve alone.

Local government is trying to establish partnerships with organizations in the community that can solve community-related problems without a lot of fuss.

Local corporations can and will partner with lodges and others in community outreach to solve compelling problems.

Individuals in the community tend to evaluate the relevance of organizations by the degree of their involvement.

Organizations that provide human services and charity are looking for volunteer partners and have a staff capable of helping you get involved.

The lodge in the community is very close to the problems and the solutions.

The lodge, the member and the family can make a meaningful difference when they all work towards a common goal.

Why Masons make great community partners.

It's difficult to imagine an organization better-equipped for community partnership and community service than Freemasons and the Masonic Lodge.

Lodges and Masons are usually located near the heart of the community.

Lodges have both facility and the capacity to be important to the community.

Many active Masons are retired and they have time.

Many Masonic leaders are looking for ways to increase member interest.

There is a positive relationship between activity in the Lodge and good attendance.

“Community and family involvement increase the appeal of the organization.”

What views must we try to avoid?

A few men have preconceived notions about volunteering and about their lodge being involved. Here are a few to be avoided.

"This will get in the way of what Freemasonry's all about."

This is what we are all about. The pledge we take as Masons and as men promises the community that we care and will help.

"This will take too much time."

This will take exactly as much time as you want it to take. No one will tell you precisely how long you will need to help, That's up to you and the "contract" you make with the community.

"We'll have to start from scratch."

Not so. There are scores of agencies already in place with which you can partner with if you don't want to start from scratch. Look in the yellow pages under the agency name, contact the local Chamber of Commerce or review the list in the Appendix section of this Guide.

"I'm too old for this."

Who are you kidding? There are scores of things each of us - each of you - can do to make a difference. Are you capable of stuffing envelopes, do you drive a car, can you answer a phone, can you hold a child?

"Why shouldn't we just go it alone?"

No problem. There are hundreds of lodges that have done just that. They have:

- **Identified the problem needing a solution**

- **Determined the role the lodge can play**
- **Elected or appointed the chairman of a committee or team**
- **Organized to provide the service**
- **Developed the communications**
- **Marketed their services to organizations in need of help**
- **Become involved in providing a service.**

How should we view our members?

In far too many cases, Masonic leaders view members as either active or inactive in the lodge. Another way of saying this is important and unimportant.

in reality, the members of your lodge are your "customers" and, as such, have certain customer "rights. if lodge leaders understand this, then they are likely to look for a member-benefit in everything the lodge does. Remember, if an action doesn't benefit the member and enrich the organization, why should it be considered?

When it comes to involvement in the community, your members will gain much-needed support and recognition...

As a wonderful resource for the community
As individuals looking to become involved
As fathers being role models for their kids
As husbands showing their wives they are involved
As citizens looking to make things right
As volunteers making things happen in schools
As men enjoying fellowship with other men
As men helping kids
As men helping other men
As men looking to make a difference
As men wanting to work with other men
As men who care

What kinds of things have lodges been doing?

Most of Sections II through IV are devoted to identifying specific programs for lodges, so look there for specific examples. But suffice to say there are hundreds of exciting ways lodges can be involved.

A rural lodge in the Midwest who sponsored a series of Sunday pancake breakfasts and invited the whole town. The result., they raised more than \$3,000 for scholarships. The prior year only \$500 was contributed by the community before the lodge was involved.

We visited a pancake breakfast in a lodge in a Northeast college town and couldn't even get in

the door. The response was so good they will have to move it to a larger location next year.

We've seen the results of a lodge that helped the local volunteer fire and EMS unit become manned 24 hours a day They celebrated their first year with an oyster roast and most of the town turned out.

We've been told of a lodge in California that adopted a local elementary school. Only five lodge members now provide up to 2600 volunteer hours a year keeping the library open to parents at night.

And on and on and on...

What things can a small lodge with less than 100 men accomplish?

Size has a lot, but not everything, to do with what a lodge can accomplish. We know of a small lodge in a very small town in Kansas where anyone who is anyone is a Mason. Here's the impressive list of the things they have done in the community:

- **Sponsor the July 4th celebration and picnic every year**
- **Sponsor grade school basketball tournament**
- **Provide medical supplies for local EMT unit**
- **Provide funds and labor to renovate local ballpark**
- **Sponsor local student to Boy's State**
- **Sponsor local youth to Shrine Bowl Band Camp**
- **Raise funds to assist new public library**
- **Adopt a needy family at Christmas time**

By the way, the little lodge referred to above is located right in the center of Toronto, Kansas, a town of only 300 people where 74 of the men are

Masons. A Past Master of that lodge, Bro. Jeff Sowder, was Grand Master of Masons in Kansas in 1997.

What things can a lodge with 100-200 men accomplish?

A lodge with 100-200 men in a small town or city can make a lot happen. First of all, it's important to find out which members are available and interested. A lodge with 150 members but only 20 or 25 active cannot do as much as the same-sized lodge with 40 or 50 active members. So, the first thing you may have to do is to determine how you can reach additional members and get their support.

Volunteering for an effort in the community or in a community school should be enough to gain member interest.

Here are several suggestions where you might help in the community.

Help a local hospital in a volunteer or fund-raising effort

Help the local United Way with its volunteer effort

Sponsor a scholarship program with another civic club

Sponsor a speak-up contest open to high school senior boys and girls

Sponsor a pancake breakfast with the Boy or Girl Scouts

Sponsor a food-for-the-hungry campaign with a local store or business

Volunteer to deliver food or toys at the holidays

Create an event for kids at a community or state fair

Visit the elderly at a nursing home

Partner with a local charity to raise funds for cancer research

Develop an award for excellent contributions to the environment

Sponsor an environmental club at a local high school

Partner with a youth club at school for a highway SWAT team

Assist with traffic control at a community event

Work in the local library to help keep it open evenings for working parents

Assist with a clinic or health facility

And on and on and on

What things can a large lodge with more than 250 men accomplish?

A large lodge can do a lot if the members want good things to happen. Imagine you could rustle up 80-100 members for a major volunteer effort. In addition to the programs considered for smaller lodge add the following to the list of opportunities:

1. *Adopt a local library, playground, park, memorial, public area, or public facility and pledge to work with the appropriate local officials to keep it clean, safe and operational through a year-long volunteer program.*
2. *Adopt a local elementary school, meet with the principal and the PTA to determine a schedule of volunteer events and other support you can provide for the school for a period of one year or more.*

3. *Volunteer to be responsible for a local food kitchen during a holiday and underwrite the costs of meals for individuals in need. Make all necessary arrangements to purchase, cook and distribute food.*
4. *Volunteer to raise \$ 10, 000 to \$20, 000 for three to five significant awards for teaching excellence in a school where the lodge is located. Develop the criteria with local officials and present the awards at an assembly that includes teachers, students, parents and the local press.*
5. *Partner with any successful agency in town to solve a community problem that may be larger than the resources available.*
6. *Develop ten \$500 awards for learning excellence and make these presentations during the school year.*
7. *Develop a major senior-center volunteer effort to help the aged in some area of need.*

And on and on and on.

Case Study: What a Difference a Day Makes

Les Picker belongs to a small group of six men who have met regularly for almost ten years, These men who are not Masons meet weekly for fellowship, good conversation, quality relationships and fun. They meet at one person's house or the other and they have been there for each other for all of these years. They have been there through illness, their children's problems, their successes and for all of the events that can occur in families in a decade. Each New Year's Eve their families celebrate together and start the New Year over a large hearty breakfast.

Once a year, an extraordinary event takes place. In the fall these men, along with other groups, identify

a Washington, DC school that needs attention and organize a group of volunteers. Early in the afternoon on a Friday, an army of people converge on the school with rakes, shovels, brooms, paint brushes, mops and cleaning supplies. Typically, more than 300 volunteers appear and are divided into teams with responsibilities for:

- Grounds cleaning
- Landscaping
- Playground building
- Interior painting
- Special projects (i.e. refinishing gym floor)
- Parent's committee (organized to carry-on the effort)

By Saturday night, the grounds are spotless, the halls scrubbed, areas in need of paint have a fresh coat, and the playground is free of glass and debris. The volunteers are exhausted but the effort was worth it. One more school is better off and the children will return to a better place to learn thanks to a group of men who took the time to care and do something about a problem that needed their effort, their love and their commitment.

Total cost in individual dollars: Varies but is seldom more than \$25

Total amount of volunteer time: 3,600 hours

Total value to the school @ \$10 hour. \$36,000.00

Total cost to the school. \$0

Can you imagine a project like this in a school near your lodge?

Case Study: Wonderful Cheyenne Rodeo

Every year for more than half a century Cheyenne, Wyoming has been the site of the largest and most successful rodeo in North America. So says everyone in Cheyenne. So says Charlie Morgan. And when Charlie speaks, those in Wyoming and those in the rodeo business listen.

The Cheyenne Frontier Days Rodeo occurs during the last full week in July when the weather in Wyoming is particularly nice. There, on the huge fairgrounds only a long five-iron or so from downtown Cheyenne, gathers one of the biggest and best rodeo's in the West. Sponsors and contestants come from all over North America for some of 5. *Have fun with your* the best riding, roping and bronco events.

No one would ever say the crowds were unruly, but they sure would say they are big and friendly. Keeping them that way is Charlie's job. Charlie is responsible for several aspects of the volunteer activities and has been doing so for ten years.

Charlie is a Mason and counts upon his Masonic friends and other volunteers throughout Wyoming to help keep the show going. Manning a small fleet of golf carts, these very busy people are more interested in making people happy than in keeping the rules. Charlie feels that if people are happy they'll follow the rules by themselves.

Over the years, their all-volunteer army of men and women have built a new grandstand, enlarged the park, housed the contestants, cooked the food to feed the volunteers and made some of the best new friends you could ever meet.

Of course, every lodge in every state can't have a rodeo, but there is some opportunity in every state and province for Mason's to team with others to make a difference.

According to Charlie, these are the important ingredients of a successful large volunteer effort you might like to consider:

1. Find good people and share with them your ideas about the event or the effort.
2. Listen to their good ideas and make them a part "owner" in the project.
3. Plan early and plan often with specific tasks assigned to specific people.
4. Inspect the results and make adjustments to stay with the plan.
5. Have fun with your volunteers and create good fellowship.

6. Get the right people doing the right job.
7. Give plenty of recognition and encouragement.

By the way, Charlie and the volunteer staff have a special meal for lunch once the festival starts. It's called Milk Can Dinner and the recipe is in the box at the right. You will, of course, need a large number of volunteers to eat everything we've included here. No problem, according to Charlie.

Milk Can Dinner

Begin with a well-cleaned milk can (lid or foil cover required). 10 gallon can serves 25 people. Note: milk can will rest above the fire on 2 concrete blocks.

Fire

Approximately 20 pieces of wood, 1 inch in diameter and 16 - 18 inches long. Larger pieces of wood can create too much heat and scorch the potatoes - ruining the meal.

Ingredients

Add to milk can in order listed below. Those requiring most heat are placed first on the bottom of the can. Place over hear and cook until tender. Frequent sampling required.

*25 potatoes - not peeled
3 lbs. carrots - peeled
4 heads of cabbage quartered, ucut the hearts out
6 medium onions - quartered
50 Sigman's Polish Sausage -force the sausage into the can
if necessary
1.5 quart of water*

What should we present to our lodge to help sell community and family involvement?

There are a few ideas to keep in mind when considering your lodges' involvement in the community and with the family.

1. **Think big.** Review the largest opportunity before you settle on the activity for your lodge. If your thinking is big, you can always direct your involvement at a reduced level -at least early on.
2. **Start small.** Success is more important than you might imagine. One year's success provides the foundation for the next year. No one wants to be associated with a losing effort so make sure you can meet or exceed your stated goals.
3. **Take chewable bites.** Take things one step at a time. Know all of the steps at the beginning and make sure you can accomplish each step before moving on to the next.
4. **Make your member-volunteers winners.** Remember your members are doing this because you asked them. Make sure it is fun. Understand volunteer efforts and how to motivate them. Check the Appendix.
5. **Spend as much time as you need selling the ideas** to members you want involved. Make sure one man doesn't bring it down.
6. **Finally, present benefits and results** - not problems. Masons love to say, "The problem is..." rather than, "The benefits will be..."



Organizationally, what does lodge involvement look like?

it's impossible to say how all lodges might be organized, but the following would be one method for involving the lodge in an important community program. Adjust these steps to fit your lodge in any manner that might get the proposed activity approved.

- 1 . The leadership of the lodge will need to fully understand the effort the lodge will be undertaking. If you decide to champion some effort, make your presentation as professional as possible. If you need to ask someone from the outside to join you, make sure the lodge is aware who will be attending and make your guest welcomed.
2. Spell out in very definite terms the role of the lodge, its members and how this will benefit both.
3. Anticipate lodge members' questions. Have concrete suggestions on how members might be involved so that each sees his particular role.
4. Make sure the lodge secretary realizes the importance of the lodge's involvement and make sure he will support it. If the secretary will not support the activity you will have a more difficult time. Get him and the treasurer on your side early.
5. Show the Past Masters the role they can have and how they will also benefit from the lodge's involvement. Past Masters have lots of experience and may appreciate being included. What a perfect opportunity to involve them in good things happening in the lodge.

Section II

Involving the Lodge with the Family

Introduction

One of the best ways to make Freemasonry more attractive to men who may be interested in joining is to involve their families in lodge programs and activities. Before you can determine if your lodge is interested in considering this as one of their important goals, you will want to consider the following questions:

What do we mean by family involvement?

Why is involving the family important?

How does this involvement fit within the context that Freemasonry is primarily a men's organization?

How can we make family involvement a reality?

What benefits can we expect if we do it well?

As you seek the answers to these questions, your goal should be to develop ways for the lodge to become involved with the family, not for the family to become members of the lodge. This is an important distinction. Let's consider the questions one at a time.

What do we mean by family involvement?

When the lodge is involved with the families of members, it is using its facilities and its members in ways that benefit the family and the member. This can include any of the activities included in this Guide or any of the special ways developed by your lodge. The important goal is to make families feel as if they are part of the organization, understand its goals and missions and why their husbands are members, even though they recognize that membership is not open to them.

The lodge that fails to involve the family - spouse, children and other family members - is at risk of being classified as irrelevant, time-consuming, or intrusive on the important and limited time a man has for his family. Remember, any man who finds

himself at odds with his wife and children because of his involvement with Freemasonry is asking for serious trouble. This choice of Freemasonry or the family must be avoided at all costs. The goal is to find ways in which the family of every member welcomes the commitment the man makes to his Fraternity and prizes the ways in which the lodge includes the family in lodge programs or activities.

Why is involving the family important?

The evidence is clearly in favor of increased family involvement. Research conducted by Opinion Research Corporation, known as Phase I Research, clearly indicates that after "fellowship" and "involvement in the community", future members insist that the organization they join be involved with the family. Recent research by Louis Harris and Associates among young men between the ages of 35 and 55 clearly indicates that if an organization is not actively involved with the family, the decision to join becomes much more difficult. For additional information about this research contact the Masonic Renewal Committee of North America (address on back cover of this Guide) or your local Shrine Center.

How does this involvement fit within the context of Freemasonry as a fraternity of men?

Occasionally we hear Masons say, "I didn't join this organization to be involved with my family. I can do that in other ways. I joined a fraternity of men and that does not mean my family needs to be involved."

All too frequently this or similar statements are made by men who have abandoned their family for Freemasonry or who have determined that their role with their family conflicts with the goals of Freemasonry. How unfortunate that these men cannot see that the lodge can and must be involved with the families of members. This involvement has been recognized in churches, businesses, and competing organizations which have determined that the scarcity of time and the demands of society on both men and women means the organization

can ill-afford to consider itself apart from the family. Every Mason takes an oath that the Fraternity will never come before his family. Yet many lodges have few, if any, meaningful programs that include the family in lodge events or activities.

How can we make this involvement a reality?

This is not an earth-shattering decision for a lodge. The decision to involve the family with the members may mean that as few as five times a year the lodge hosts a meaningful and relevant program that is centered around the needs and expectations of the family. There are 50 different activities listed in this Section. Select the ones that make the most sense to you and get started.

What benefits can we expect if we do "family involvement" really well?

The benefits of involvement are straightforward and easy to understand. In today's setting and in the 21st century, men with fewer and fewer hours to commit to organizations like Freemasonry, will need to have their family's "certification" that they can become involved. This certification is not the same as approval and has nothing to do with the macho images of men. It means that the leadership of a lodge needs to recognize that the demands of the family must come before a man's involvement with Freemasonry and that when a man can include his family in the organization on a shared basis, and when the benefits to the family are clear and specific, their endorsement of his involvement is much more certain.

For example, quality time with the family in the context of a lodge event should be considered very important to the unity of the family and a means by which the family unit is strengthened. Conversely, time a man decides to spend in the lodge, playing golf or pursuing other leisure activities, will either be judged as "important to the man and to his role as a father or husband", or "conflicting with his role as a father and a husband. Consequently, many Masons are inactive because their lodges failed to recognize the importance of the family and forced them to make a commitment to one or the other. In

situations like these, the lodge will and should lose out.

What Are the Ways a Lodge Can Involve the Family?

Presented below is a case study about a lodge with pretty impressive goals for family involvement. This story comes from a report from a suburban lodge of 275 members most of whom still reside in the state. The lodge has recently pressed hard for new members and the results have been favorable. Read this story to see what you can learn about involving the lodge with the member's family and what you might encounter with the programs you will be planning.

The Case of The Wanna' Be Lodge

In 2003, the Worshipful Master of Mt. Zion Lodge determined that he could not get any of the younger men out for a meeting unless he also involved the family. He knew something different needed to be done.

Today, only two years later, the lodge is really humming and actively involved with family events and programs.

How did the lodge accomplish this in so short a period of time? The answers can be found in the lodge's five-step program outlined below.

Step 1

The first step the Master took was to appoint a group of youthful, recent members to a team with an assignment to develop and implement a program that included the family in a minimum of five lodge activities or events. He reviewed his expectations for the team and then asked them to put together a 12-month program.

Step 2

The team met and decided it needed information about the members before it could effectively plan family related activities for the 12 months. It decided to make 20 calls to a list of spouses of the

most recent members, including both the active (12) and the inactive (8) members. Here is what they discovered:

1. Most of the wives called had very little knowledge about Freemasonry or their husbands' involvement with the lodge.
2. The majority (10) of the spouses of the active members had never been inside of the lodge and (6) had never been to a lodge-sponsored event.
3. None of the spouses of the inactive members had been inside the lodge.
4. A majority of those called were not sure why their husbands were Masons.
5. Fourteen of the 20 could not recall having read about any family-related event.
6. Fifteen of the 20 had young children (under 12) who knew little if anything about Freemasonry and had never been to a lodge event.

The team also questioned the spouses to determine which programs would be most appealing. They discovered:

1. Typically, lodge dinners were low in importance as a reason why the family would become interested or involved in the lodge.
2. Most special ladies-nights programs developed by the men were of virtually no interest to the spouses of members **and should not be pursued.**
3. Special events where the children were the center of the activity were of the greatest interest to a majority of the spouses contacted.

4. Educational or entertainment programs that would **involve the family including** the wife, children and the father were of the highest interest and most likely to gain spousal support.
5. Programs that resulted in new friendships were of significant interest.
6. Programs or events that stressed the importance of Freemasonry were of little interest to most spouses who were contacted.

Step 3

As a result of this study, the team decided the lodge needed to plan a number of very different types of programs if they were to encourage family involvement. Here are five special events the team planned and implemented in the first year. They began with a kick-off event in January and concluded their first phase in December.

January 30: Catered a get-acquainted dinner dance with a special invitation to the youthful recent members and their friends. Extensive phone work ensured good attendance. A modest turn-out was considered a great success. Follow-up letters and invitations to next event were sent to all.

March 15: Spring break event for members' children and their friends held at the lodge. DJ provided music and refreshments were served. Upcoming contests for children announced in art, photography, and creative writing.

June 10: Family picnic at local park hosted by the lodge. Masons and friends of Masons invited. Extensive children's games and events scheduled.

September 9: Awards night for the entire family hosted by the lodge at nearby hotel. Events included display of all art, photography and creative writing entries. Winners announced and scholarships

awarded. Extensive mail and phone work ensured good attendance. Local TV and press provided coverage.

December 12: Annual Holiday Gala-, day-long event planned and hosted by the lodge. More than 40 holiday baskets for the poor distributed. Skating party for kids held in the afternoon. Dinner with entertainment hosted by the lodge during the evening. Report of year's activities presented. Next year's events announced.

Step 4

Communication played a critical role in the success of Mt. Zion's program. The Master of the lodge developed and sent communications to all members announcing planned family events and encouraging their participation. In the course of one year, the Master prepared seven different communications all aimed at improving member interest and support for more and better family involvement. The topics of his special communications, in the order that they were sent to members, are reported below:

Jan 2: Announcement of the year's planned events and programs for the family and a special invitation to participate and to attend the dinner dance scheduled for January.

February 14: Report on the success of the dinner dance with photographs and announcement of the March spring break event, Members encouraged to get their children and their children's friends involved. Announcement of upcoming children's contest.

May 10: Special invitation to the family picnic and announcement of the special events scheduled for that day.

August 10: Reminder of the September 9th Award's Night and scholarships to be awarded.

November 10: Invitation to members and spouses for Holiday Gala. Report on the results of the contests for children and the scholarships awarded.

December 31: Report on the year and the Holiday Gala. Plans for the following year and calendar of events announced.

Evaluating the results of the program provided input to the Master and to the leadership of the lodge for the following year The assessment was determined by calling each of the 20 individuals originally contacted. The following questions were asked of each respondent who attended or participated in one or more events during the year.

- How satisfied or dissatisfied were you with the type, variety and frequency of the programs planned and implemented by the lodge?
- Which of the events were of most interest to you and which provided the least satisfaction?
- Do you feel differently about Freemasonry and about your involvement with the Fraternity now than you did when we spoke earlier. if yes, in what significant ways?
- In what important ways did your children or the children of other members appear to benefit from the **programs planned and implemented by the lodge?**
- What kinds of programs would you like to see implemented in the upcoming year?
- What role would you be willing to take in making future programs more successful?

As a result of Mt. Zion's renewed interest in the family, attendance at the lodge's stated and special meetings improved.

Men used the time to plan for future events and there was an increased level of fellowship. The men who attended took more time to explain Freemasonry to their spouses and their spouses took more time to learn about the Fraternity. As a result of the invitations extended to non-Masons for several events, the number of new applications also increased.

PLANNING YOUR EVENTS

In addition to the events outlined in the case of Mt. Zion Lodge, here is a list of family programs or events you could plan and implement in your Lodge. Select those that make the most sense to you. Use the Family Events Planning Form in the Appendix as a means of planning your events and calendar for the year. In almost every case, you will need at least one person who will champion the event and serve as the team leader for a group of members who will be responsible for implementing the event.

Special Programs for the Family

The following family programs can be conducted by the lodge at the lodge or in conjunction with a local school or agency.

- **Anti-Smoking:** Ask local contact from the American Cancer Society or the American Lung Association to help you plan and implement this **important program.**
- **Anti-Drugs:** Work with the local schools or the local police in planning an engaging but powerful program for elementary age children, or junior and senior high students.
- **Prom Time:** Work with the school and with other parents to plan and implement a program for personal safety and zero alcohol during parties and other prom-related events.
- **Safe Summers:** Ask the Red Cross, local pool manager, local physician or local coach to point out the special dangers that can occur during the summer and how to avoid injury even as you keep your summer cool.
- **Career Choices:** Work with the local businesses to host a Career Day during a spring or fall break for

college-age men and women. Consider the Chamber of Commerce and other organizations as partners.

- **Driver Safety:** Especially important during the winter if snow and ice are a problem. Local school personnel and the American Automobile Association can and will be very helpful.
- **Craft Fun:** Introduce members' children to the many opportunities for crafts and other leisure time pursuits. Local craft persons or hobbyist should be willing to help.
- **Fishing Rodeo:** If you have a local lake or river, plan a day-long family event with prizes for the first, largest and most "unusual" catch of the day. Have other games and food available. Invite everyone.
- **Boating Safety:** Boating can be great fun, but it can also be a hazard. Work with the local Power Squadron to find out what the lodge can do. Invite fathers and their children to the event.
- **Firearms Safety:** Guns are a part of our national heritage. Safe handling is every parent's responsibility. Ask the local police or the National Rifle Association for help and guidance.
- **Making Family Relationships Work** Ask a local minister, social services professional or a family relations counselor to meet with lodge members and their family to explore the fundamentals of better family relationships.

Special Programs for the Member's Spouse

Here is a series *of* programs that many spouses might be interested in attending.

- **Book Club:** Invite a group of 8 to 10 spouses to form and participate in a book club. Choose your books for variety and member needs. Have a member of the group facilitate a discussion about the books you have read.
- **Crisis Management.** Increasing stress and pressures on the family, together with both spouses working, foster crises that may go unnoticed until it is too late. Ask a local clergyman or social services professional to recommend a facilitator and hold four or five meetings with open dialogue to learn more about crisis management
- **Local/Community History.** Members who have lived in the community for a long time may want to develop and host a series of community historical meetings. Contact your local library or Historical Society for help.
- **Personal Financial Management:** Many individuals need help in managing their personal finances. This may be even more important if certain federal laws are enacted. Contact a local financial planner and ask him to help plan a meeting.
- **Flower Arrangements:** Many women and men could learn a great deal about not only growing flowers but about how to arrange them for lasting beauty. Contact your local garden club or library to learn what's possible.
- **Using the Personal Computer.** Even though computers have become common, there are still many who are not familiar with the equipment, software or the potential of the PC. Arrange for a series of small group instructions on using the computer. Use the lodge's computer or meet at a member's home or office.
- **Teaching New Technology:** No two ways about it, this could be a fun evening. If you

can't program your VCR, or DVD or how to turn on the Computer ask one of the youngsters to develop a program and ask members to bring in their instruction manuals.

- **Kids and Summer Fun:** The local YMCA/YWCA, Recreational Council or Department of Recreation and Parks personnel can familiarize the entire family with what's planned for the summer. Develop and distribute a schedule of fun events.
- **Careers for Women Returning to the Work Force:** There may be a large number of members' wives who will be returning to the work force in the next several years. Those who have been away for years will face special challenges and prior planning will be helpful. Ask a local employment counselor to help you plan a series of seminars that are open to members' spouses and others in the community.
- **Improving Marital Relationships:** It's not easy to get this started, but if you make it a positive experience rather than a remedial one, you should be able to get a group of lodge members and their spouses to join together to learn more about how to get the most out of a relationship.

Special Family Events

Listed below is a rather extensive listing of events that you can plan and implement that benefit the entire family. Each program will have its own set of objectives, actions and follow-up communications. In some cases, the real beneficiary is the community in which the lodge is located with the added incentive that families working together and with other families learn more about one another and meet new friends.

- **Community Fix-up Project.** Identify a small but important community project that needs manpower and involve a number of the families in the effort. Assign tasks and use

other project-management skills to get the job done. Remember, the purpose is to get families involved.

- **Founder's Day.** If the lodge has a meaningful birthday or founder's day, plan a family oriented celebration. Arrange for special activities. If the community has an anniversary planned, get the families of members involved.
- **Father-Child Cookout:** Sponsor a father-child cookout or cooking contest. Consider beef, chicken, pork or steak grilling demonstrations or contests. Ask one half to cook and the other half to judge. Everyone should enjoy Give prizes.
- **Mother-Child Bake-off.** Ask members' spouses and their children to bake cakes or deserts around a theme. Display after a dinner meeting. Give prizes and awards. Have fun.
- **Father-Child Football/Baseball Game:** You may be able to arouse interest in a father-child baseball game or flag football game. Or you may just want to have father's invite their children to a professional or amateur sporting event and save wear and tear on the old bones.
- **Family Picnic:** Among the best and most active projects. If well planned, it can be the center of the year's family involvement effort. Plan well in advance. Choose the right location. Make the invitations appealing. Organize and have fun.
- **Youth Appreciation Day.** You may want to partner with a school or church to announce the winners of a series of contests your lodge sponsors among the youth of the community. Recognizing young people for their good work or achievements is one of the best things a lodge can do in the community.
- **Mother's Day Breakfast.** Plan or host a special Mother's Day breakfast in association with a local hotel or club. Arrange for the day to be special with flowers and great food. Never, never ask any of your invited guests to help prepare or clean up after the meal.
- **Father-Child Dinner.** A favorite if the lodge can make sure that the fathers pay attention to the children and not to the fellowship they enjoy in the lodge. Ask the fathers to serve the children on one occasion and reverse the service on a second. Have special events planned that are of interest to both.
- **Family Field Trip:** Almost every lodge can plan and host a family-day field trip to a place of interest to members. Make it a fun site, an historical site, an amusement park or some other location where everyone can learn and enjoy.
- **Father-Child Hiking Trip:** Consider also making it a father/grandfather-daughter hiking trip. Keep the distances reasonable and have a luncheon or cookout planned. The time spent together and with friends will mean a lot.
- **Lodge Day at the State Fair or Ballpark:** if you have a state fair or ballpark in your area, you should be able to work with local management to plan a day where you and your guests can have a special area, be announced over the loud speaker or otherwise have a great day.
- **Inter-lodge Softball or Basketball.** A great chance for youthful members to show their stuff and to have the families enjoy the competition. Invite the members of a nearby lodge to participate. Plan for refreshments and fun.
- **Chili Cook-off.** Whether this is a family event or a community event, it can be great fun. There are national contests and

statewide cook-offs that you can participate in as well. A great chance to have fun with your family cooking, tasting and meeting new friends. Check with local health and insurance codes if you have any questions, You may want to collect the winning recipes and include them as part of a lodge cookbook with proceeds from sales going to a local charity.

- **Grandparents Night:** A great time for the young members of the family and for members to recognize the grandfathers (and grandmothers) of the lodge - whether they are Masons or not. Consider coordinating with national Grandparents Day.
- **Strawberry Night.** A traditional Masonic event. It's even better if you live in a region where the local berries are especially good. All kinds of events can take place during this evening and many lodges do this annually.
- **Canning Jamboree:** This might be more difficult in Philadelphia than it will be in Salisbury, Maryland but if you have great summer fruits and vegetables and have a hankering to preserve the old fashioned way, this could be fun and a great chance to meet new friends. Make sure you have a good supply of Mason jars on hand.
- **Adopt-A-School.** Summer is a great time to make the whole family partners in cleaning up a local school. Contact your local Department of Education. See also Section IV in this Guide.
- **Adopt-A-Park.** Identify a project that needs attention and ask the families to pitch in. The goal is to get the families of members to work together while at the same time making a difference in the community.
- **Plant A Garden:** Use the lodge grounds or another plot to plant flowers or vegetables. Make it a competition if you wish. The whole family plays a role in a project like

this and most make new friends both within and outside of the lodge.

- **Sports Day:** Nothing works better during the summer than a planned sports day for the community and for the lodge. The members and their spouses join with others to host a series of fun and competitive sports events. Use a local park or arrange for the use of a school playground. The Department of Recreation and Parks can help. Consider becoming a partner with the local YMCA or Boys Club.
- **Lodge Open House:** Consider this as an important, first-class event at least once each year. Have special programs related to Masonry and to the lodge for the spouses and children. Make sure the programs you plan are programs your audience wants and not simply ones that pass the time.
- **Shrine Day.** Partner with the nearest Shrine Temple to have a combined day filled with games, films, food, amusements, crafts and fun for the entire family. Arrange for several Shrine Clubs to put on exhibits or demonstrations. Invite the entire community.
- **Books and Arts Day.** Every household has books that they no longer use or need. Work with the local library to plan a book fair. Get the family members to contribute and work the fair. Invite the community. Arrange for all profits to go to support a youth activity in the school or in the community.
- **Ladies Night:** Plan one important evening just for the ladies. Have the event catered and do not include any important business or speeches. Concentrate on making the ladies feel at home. Plan lots of activities that allow the ladies to meet others in the lodge. Take care that you do not let the men go into one corner and leave the ladies to chat alone. That would be the same thing all over again.
- **Holiday Party:** Plan a special holiday party for the kids in the lodge and for their friends.

Use either Halloween or Christmas as the perfect occasion. Organize the event so that they are entertained during the evening. Have refreshments and plenty of help to supervise the games and special activities you have planned. Consider hiring a magician or a puppeteer. You can make it a gift exchange at Christmas but make sure you have something for those kids who forget to bring their gift.

- ***Weekend Getaway.*** A special holiday getaway for members and spouses has worked well in some lodges. The members sign up for a weekend in a hotel in the city. Go by chartered bus if you can. While they are there plan to see a movie or a show, visit a museum and have a wonderful meal. Make sure that there are lots of opportunities for fellowship and that everyone gets to know the other people. Plan events on the bus that will encourage people to mingle.
- ***Family Night.*** Plan and host a major family get-together with a nearby lodge. every effort to get a good turn out. Meet at a local park or, if during the winter, at a local hotel or conference center. Form a team from both lodges to plan the day's events. The objective will be for increased awareness and fellowship and to meet and make new friends. The event could be a special event to raise funds for a local charity or cause.
- ***Principal Talk:*** Ask the principal of a local school to speak to the lodge about schools, school programs and ways lodge can help. Invite the community. The event can serve a dual purpose. It can inspire the lodge to become involved with the schools and can be an event open to the community.

Evaluating Your Efforts

Your lodge will need to assess how successful it has been in involving the lodge with the family. This form, which may need to be adjusted for your lodge's programs, is one way to assess your efforts. Make a copy of this for each family-related activity your lodge completes and use it as a means of evaluating your effort. The entire team who has worked on each project should have input and should be involved in the follow-up discussion. To assess how well your effort was received by others, use the letter which appears below. The forms shown in this section are duplicated in a reproducible format in Section V.

*List your objectives and assess your achievement using the five-point scale to the right.
Consider a "5" as very high and a "1" as low.*

Objectives

5 4 3 2 1

1 .

2.

3.

4.

5.

List in order of importance the benefits the members of the lodge received because your lodge undertook family involvement programs.

Identify any publicity your lodge received because it was involved with the family in a community project or program.

Identify what you would do differently if you were to undertake the same or a similar project in the future. Identify what would have made the project more successful.

Section III

Involving the Lodge in the Community

50+ Ways the Lodge Can Get Involved in the Community

The types of projects in which the lodge can become involved are identified later in this section in a brief anecdotal form. For a more complete list of potential projects/partnerships, see the Appendix of this Guide.

The First Five Steps

Any Mason reading this Guide should be able to identify numerous ways for the members of his lodge to become involved in the community. It would be great if you could pull a switch and your lodge could become instantly involved and the members actively assisting in community events. Community and family involvement is a slower, more thorough process-requiring the following five steps. Read this section carefully. You will need to develop your own strategy for your lodge from ideas like those listed below.

Step 1 Determine where to make a difference

Step 2 Form a small team of four or five Brothers

Step 3 Develop a plan

Step 4 Contact the organization

Step 5 Begin working your plan

Step 1

Determine where to make a difference.

Do your homework. Identify several important community programs in which you believe the members of the lodge might be interested. Use the list provided in this section or in the Appendix or develop one of your own. Make sure your list includes one or more short-range projects you can sink your teeth into. Get information on each project and determine how the lodge could become involved.

Remember, the organizations you contact are looking for the kind of help the lodge can provide. They are organized to help you, not make it difficult. Many have special liaison people whose job is to build partnerships with organizations like Masons. Use their help. When you call, ask for the individual who is responsible for building partnerships with other agencies or with businesses in your area. Don't worry if you think you are not skilled in the volunteering effort. You can expect a lot of help from the agencies, schools or charities you contact.

For your first effort, you may want to team up with another organization or even another fraternal organization to help you understand what role the lodge can play. If you have a local Jaycee chapter in your area, they may be an excellent choice and will include men, like those in your lodge, who might be fun and interesting to meet. (see page 41).

Step 2

Form a small team of four or five Brothers who agree that the lodge needs to be involved. Meet with them and present your ideas. Share the results of your research and get their input. Arrive at an agreement on one or two short-range projects the lodge can pursue. You may have to start with only your team and add others in the lodge later.

If you are very sure of the effort and the response in your lodge, plan on organizing a larger team. But before you do, refer to steps three and four to make sure you have your plan in place and approved before you begin. Your team may want to meet after lodge or meet on a different evening. Depending upon the size and the scope of the involvement effort, the team may need an organization all its own including a secretary/treasurer and other project leaders. If you are beginning small, you can probably get away with a less formal organization. If funds are involved, please consider appointing someone to be treasurer and develop an effective financial system to account for all funds collected and disbursed. If you think you will need to raise funds for a project, check with your lodge concerning the local and federal guidelines for charitable donations before you begin your effort.

Step 3

Develop a plan for involving the lodge in the areas selected

Use the Community Planning Form found in Section V of this Guide or develop one of your own. Outline, in as much detail as appropriate, precisely what you are going to accomplish and what specific role the lodge will play. Present your plan to the leadership of the lodge and ask for their support.

The planning forms found in Section V of this Guide are a good way to organize for progress, establish your goals and measure your work against a predetermined list of accomplishments. A plan helps you define the work to be done and assign specific people to pursue certain activities. Planning makes it easier to get ideas approved, ask for resources, prepare effective communications and obtain the support of the members.

if you are going to work as a team without the assistance of an agency or charitable organization, the plan is all that more important because you will not have the assistance of the organization to provide guidance or help keep you focused.

Step 4

Contact the organization.

Ideally, you will have selected as one of your first choices a local agency or charity that is organized to help you become involved. Or, you may have contacted your local school in which case you will want to set up a meeting with the school principal or administrator. Explain your ideas for involvement, share with them your plan and obtain their input and help in getting started. (See also Section IV on involving the lodge in the school.)

Understand that it is as important for you to know what your organization wants to get out of the relationship as it is to understand what you and your organization can offer. Identifying your goals is an important first step.

Count upon the professionals in the agency you contact to help you select the specific tasks you hope to accomplish. They can provide information for your team and for the lodge, help you draft

correspondence, give your organization credit for your accomplishments and troubleshoot problems that may develop along the way.

If you elect to work with a school in your area, you may want to have in mind some project that might improve the school such as volunteering one evening a week, building an area of the playground, assisting with a school-sponsored event, painting the play area, chaperoning a dance or athletic event or some other activity. The projects will depend upon the size of the school and your lodge membership.

if you are going to build something on the school grounds or construct something for the school, be sure you investigate the need for permits or for liability insurance. No sense doing good work only to find there is inadequate coverage in the event something happens. Often it's a simple permit you can obtain with little effort.

Step 5

Begin working your plan.

Your plan will identify the important steps you will need to take. What it may not tell you is how to involve the lodge in the effort. Only you know the best way to do this. If your lodge is open to ideas about involvement, involve them from the beginning. If you and the leadership think you will have a tougher sell, start by involving yourself and bring other members into the program after you have had an initial success.

Nothing motivates like success. Even a simple project can get you and your lodge publicity. Count upon the agency to be of some assistance in this important area. It's not wrong for the lodge to get coverage in the press or in a newsletter for the work or contributions it makes. Remember, one of the reasons you are doing this is to bring attention to the Fraternity and to make your involvement payoff with increased interest among nonmembers.

Guidelines for a successful group volunteer project:

Directions

Ask the Agency Volunteer Coordinator for directions to the project site and approximate travel time.

Site Visit

As soon as possible, arrange a site visit with the Agency Volunteer Coordinator to determine assignments and project needs.

Supplies

At the meeting with the Coordinator, determine if any/all supplies and equipment needed for the project will be provided by the agency. If not, determine if your group can provide the supplies or equipment (paint brushes, shovels, rakes, etc.). Volunteers should label all tools and equipment that they bring with them to the project.

Transportation

Determine how your team will get to the project site. Are volunteers driving individually or carpooling? How long will it take to get to the site? Do all drivers have directions to the project site? Is parking limited? Is parking free or paid for by volunteer or company?

Food/Drink

Determine if refreshments will be provided by the agency. Food should be provided for volunteers if the project exceeds 4 hours.

Clothing

Remind your volunteers to dress appropriately for the task they have been assigned (work clothes for cleaning or maintenance projects; gloves for outdoor projects, etc.). Comfortable shoes are recommended for all projects. Volunteers should not wear or bring anything of value. Whenever possible, volunteers should wear t-shirts or buttons distinguishing them as a team.

Emergency Telephone Number

Identify a telephone number at the project site to receive urgent telephone calls for volunteers.

Special Accommodations

Inform Agency Volunteer Coordinator of any special accommodations needed by volunteers (e.g. wheelchair accessibility, interpreter, etc.).

Registration

Plan for volunteers to be greeted by the Agency Volunteer Coordinator, fill out a short registration form and receive a name tag. The registration form will provide the necessary information to send thank you letters to each volunteer.

Insurance

Most agencies have liability insurance that covers all volunteer activity. Confirm the insurance coverage with the Agency Volunteer Coordinator.

Photographs

Be sure to bring a camera and photograph your team in action. A picture says a thousand words! Photographs can be used in organizational newsletters, brochures, press releases, etc.

Team Orientation

Prior to your project let each member of your volunteer team know what is expected of them. Hold a team orientation meeting or send a memo that includes the following:

Name of agency	Directions to project site
Project location	Clothing to be worn
Project description	Supplies or equipment needed
Time of project	Emergency telephone number at project site
Transportation needs and services provided	Description of agency

Be sure to ask your volunteers if they have any physical limitations (lifting, bending, allergies, etc.)

Evaluation

Prepare an evaluation form for volunteers to complete at the end of the project. Their feedback will assist you in improving future projects.

Thank you

Arrange a method to recognize and thank each volunteer for their efforts

When You Elect to Solve A Special Problem

There may be times when you identify a problem in your community and there may be no agency who can help you solve the problem. It could be problems associated with children, the elderly or the homeless - although certain public service agencies generally have some responsibility in each of these areas.

You may, for example, hear of a child who needs transportation for treatment and can't afford the airfare. Or, you may learn of a band that has been selected to play in the Rose Bowl Parade but is having trouble raising funds. Or, you may determine that you want to provide special recognition for the work of several teachers in a local elementary school and are looking for a way to make this possible through your lodge.

In cases like these, planning is essential. If you are going to go it alone, you need to map out each step carefully. Consider using the Planning Form in Section V of this Guide and complete every step.

If this is your first attempt, consider forming a partnership with another organization. You'll meet new people, make new friends and share the effort. In the process, some may become interested in Freemasonry and want additional information. Be prepared to explain what Freemasonry is when you first make contact. Take the appropriate materials with you explain what you are trying

Projects in the Community for Your Consideration

Here is a brief description of 50+ projects for consideration. You will want to develop a plan for the one you select. Use the Community Planning Form found in Section V to help plan for your lodge's involvement. Be sure to study the Evaluation Form before and after your project to determine how successful you were.

Community Involvement Projects

- **Paint Patrol**
Identify objects in your community that can use a coat of paint. (Park benches, swing

sets, fences are examples.) Clean and paint. Don't forget the "Wet Paint" signs.

- **Food Drive**
Volunteer to collect and distribute food at Thanksgiving and Christmas. Coordinate with a local social services agency. Consider a church as a partner.



- **Feed the Poor**
Become involved with a local food kitchen and provide the labor for a holiday meal. Consider a partnership with the local church or synagogue. Perhaps the lodge could serve as a center.
- **Toys for Tots**
Become a partner with the local Toys for Tots effort usually sponsored by the U.S. Marine Corps. If none exists, set a goal of providing several hundred reconditioned toys for kids in need.
- **Coats for Kids**
Mount a drive to collect coats for kids by announcing in the community that the lodge will be a collection site for donations. Have all donated coats cleaned and arrange for distribution through a local social services agency or church,
- **Volunteer to Read**
Develop a reading center with the local library and volunteer as readers for children who visit the library. If the library already has a program, become a volunteer or offer your services to a local church.

- **Clean A Stream**
Identify a local stream or small river and develop a volunteer effort to clean the banks of waste and debris. Work with the local EPA or waste management agencies and ask for help in organizing the cleanup.
- **Build A Play Area**
Identify an area in the local community or on the school grounds and plan to build and donate a safe play area for kids. Be sure to check if local permits are required and purchase any potential liability insurance you may need.
- **Books for Sale**
Plan and initiate an annual book drive through the local lodge. Collect, display and sell the books you collect. Offer refreshments and information about Freemasonry. Donate the proceeds to a local school.
- **Collectible Fair** Plan and host a very large flea market with all or a portion of the proceeds going to support a youth activity in the community. Advertise asking for donations and additional volunteer support. Involve Masonic youth in many ways.
- **Median Magic** Plan and develop a garden project for a median strip either in your town or along a local highway. Work with the road commission or the community planner to organize your effort. Display the lodge's name.
- **Fishing Rodeo** If you have a river or pond in your area (where there are fish), or you know of a pond on private property where the owner will give you permission to fish, arrange for a fishing rodeo for kids with prizes and games. Make it a real family event.
- **Art Exhibit** Arrange an exhibit or fair for local artists to display and sell their works. Consider making it an annual event and get judges to select the best in different categories and award prizes. Expand it to include crafts if it goes well.
- **Games Day**
Plan and host a Games Day in association with the 4th of July or a similar celebration. Arrange for fun games for kids in different age categories. Supervise the events. Partner the local Recreation and Parks Council or the local school.
- **Way to Go** Volunteer to serve as drivers at a local senior citizens home. Volunteer to make a weekly trip to a local mall or shopping center or to drive residents to a local beauty salon or barber shop.
- **Photo Contest** Sponsor a photography contest for young people in different age categories in association with a local mall or shopping center. Arrange for judges, displays and prizes. Contact the local paper for publicity and to publish winners.
- **Essay Contest** Sponsor a major essay contest for kids of different ages. Arrange for prizes and to have the winning entries published. Contact the local school or college for assistance. Consider Memorial Day of the 4th of July as possibilities.
- **Blood Drive** Serve as volunteers for a local blood drive you organize with the Red Cross or serve as volunteers in an existing drive. Contact all lodge members for support through their involvement and as donors.
- **Man Your Post** Contact the local Salvation Army to determine if there is an opportunity for your lodge to help out over the Christmas Holidays as collection " Santa's " or in some other volunteer capacity.
- **Paper Partners** Contact the area's largest newspapers and see if you can initiate a collection point for newspapers to be recycled. Contact the appropriate agencies to learn how to do this and look for partners.

Make recycling day a fun day and make a difference too.

- **Phone-A-Thon's** Many local charities have annual telethon's to raise money for everything from support of Public Television to Jerry Lewis' Kids Campaign. The entire lodge can work the phones for an evening and get on-the-air-credit.
- **Eye Care** Work with several local optometrists or ophthalmologists to provide transportation to individuals in the community who are unable to get to the doctor's office for glasses or treatment.



Projects the Lodge Could Adopt

If you are looking for a bigger challenge in the community, here are several that might fit the bill. Remember, consider other partners if you really want to make a difference.

- **Masonic Marshals** If your town or city has a major parade or fair, consider asking your lodge members to be part of an effort to provide guides or marshals for the event. Be responsible for parking, direction, crowd control and other activities the fair organizers need. Make sure your lodge gets the proper recognition and press coverage for your participation.
- **Abuse Symposiums** If no one in the community is planning or providing information about child abuse, alcohol and

drug abuse or spousal abuse, it would be a worthwhile project. Organize a symposium in association with a local college, hospital, or social services agency. Arrange for public service announcements (PSA's) and advertise widely. Encourage local professionals to provide the information and materials. Consider this on an annual basis.

- **Crisis Center** Many smaller communities do not have a crisis center or crisis hot line. These services can help people in need when they do not want to contact the police or call 911. Staffed with properly trained volunteers, like Masons, they can be instrumental in handling many emergencies including preventing suicides and abuse.
- **Homeless Help** Some communities have no assistance for the homeless and can use the help of a large lodge membership in planning and staffing a shelter in association with a local church or social services agency. Masons can provide assistance as staff. They can receive and inventory donations of food, clothing or money, and can serve as security monitors or cooks.
- **Hospital Help** Most hospitals have a director of volunteer services. These institutions count on volunteer assistance like Masons could provide. To help supplement the staff of a hospital, Masons and their spouses can volunteer to serve in the gift shop, in the lobby, as tour guides, and in many other ways. Don't forget to look for a Shrine Hospital and volunteer there as well. (See Appendix for listings)
- **Equipment Drive** Many agencies that serve in the community need equipment to do their job well. They can use everything from computers to new fire trucks. Many communities need to raise funds from the public in order to purchase these items. Consider volunteering as a partner with one of these agencies to help provide an essential piece of equipment or to pledge to purchase it using funds raised by the lodge.

- **Home Care** In every community there are scores of individuals who are unable to care completely for themselves in their homes or who have no relatives to check on them periodically. Develop a system for lodge members to serve as volunteers these individuals can call when they have a specific need. Work with the appropriate local agencies to see how this can be done effectively.
- **Meals on Wheels** Volunteer a dozen men in the lodge to serve as volunteers to deliver meals to individuals in a community identified by the local Meals on Wheels organization. If no such organization exists, determine through the local social services agency ways in which the lodge might help. It is probably beyond the means of most lodges to do more than deliver meals on a regular basis because of food preparation, safety and nutritional factors.
- **Teaching Excellence** There are many individuals teaching in our schools who are excellent with children and who do an outstanding job. Develop a program to recognize these individuals by granting scholarship awards. Teachers who qualify and win receive a grant to be used to further their educational excellence through travel, course work or other experiences related to what they teach. A lodge that gives a \$2,500-\$5,000 award each year to three teachers in their community could receive considerable publicity.
- **The City That Reads** Masons can be the backbone of a literacy effort that targets one of the more serious problems in America. Adult and child reading abilities are hampered by many problems, some of which a strong volunteer effort can help eliminate. Masons should not necessarily be asked to teach reading, but they can serve a variety of roles in support of a literacy effort. If every Mason in a lodge of 80 active members were to volunteer 50 hours a year fighting illiteracy, experts estimate that more than a dozen adults or 30 young children could improve their reading levels by three grades or more in a single year. Now that's making a difference.
- **Where's The Beef** In a number of communities, there are opportunities to operate a road-side beef or chicken bar-b-que stand and use the profits to support a local effort in the school or community. During the best season, these can help you raise thousands of dollars and provide an opportunity for great fellowship and publicity as well. It is estimated that a stand in a good location can net as much as \$750 - \$1,000 on a weekend. Over the course of ten or more weekends, that could amount to \$10,000 - a meaningful sum for a good cause and lots of fun as well. Be sure to check on local permits and ordinances and pay particular attention to the local retail sales tax laws.
- **Learning Excellence.** Meaningful scholarships can mean the difference between a young person attending a college or not. To be of assistance, your lodge may want to try and raise funds to support a major effort. For example, if the lodge could recognize learning excellence by granting ten \$1,000 scholarships to deserving high school seniors, it would be offering a meaningful and significant contribution. If the lodge could do that for a period of five years, it would really make a difference. To do this, most lodges would have to gear up for significant fund-raising. But it can be done.
- **Boys and Girls Clubs.** The national organization for Boys and Girls Clubs can help a lodge be a sponsor for a community improvement project or plan an event that involves children even if there is a local DeMolay, Rainbow or Jobs Daughter organization in the lodge. Serving as a volunteer to these children in need through

an existing organization can help the lodge make a difference where it counts the most.

- **Boy and Girl Scouts.** These two worthwhile organizations never have too much volunteer assistance. Masons can help the scouts arrange for camping trips, field trips, teach crafts and skills and a wide-range of other programs, all of which typically need adult volunteer assistance. Contact your local Boy Scout or Girl Scout headquarters to find out how, (See Appendix)
- **State Fairs.** Many states have a large state or county fair where there are opportunities to get a booth and raise money for a worthy cause. Some fairs allow games of chance, food stalls or some other opportunity where all or a portion of the proceeds go to charity. It's a great opportunity to get the name of your lodge in front of a lot of people, but, as importantly, it's a great time to meet new people, have fun, enjoy fellowship and raise funds in a very short period of time. Once you get an established location, stick with it year after year.
- **Pancakes for-Dollars.** Nearly every lodge has an opportunity to plan and host a local pancake breakfast and to open it to the public. This is a low-cost way to involve the lodge in the community and to raise funds at the same time. Generally, these kinds of affairs take a lot of planning and support from the lodge but it pays off with good attendance and a lot of goodwill. On a typical Saturday morning a moderate-sized lodge can serve up to two hundred \$3.00 - \$4.50 meals. And if most of the food is donated, the net profit can be \$600 or more. As you can see, if you hosted a pancake breakfast once a month from September through May you could raise \$5,000 for a worthy program in your community.
- **Potato Bake.** We know of a small lodge in rural Oklahoma that has hit upon a gold mine with their baked potato stand. Every

Saturday in the summer and through late fall, the members man a baked potato booth on a parking lot of the mall in the center of town. Over the course of a year, this small lodge has raised more than \$7,000 for local scholarships just by baking and serving potatoes with all kinds of toppings. They have juice and sodas and are thinking of expanding to include French fried potatoes served Oklahoma-style and Tex-Mex potatoes which include, of course, chili pepper.

- **YMCA and YWCA.** In many smaller towns these worthwhile organizations will welcome the partnership of the Masonic lodge as a means of broadening their volunteer effort and, most particularly, their programs for young men and women. Opportunities range from working on a weekend in a crafts program to being volunteer leaders in a day camp during the summer. Regardless of the task, you should be able to count on the organization to help you get organized to make a difference.

When Your Lodge is in a Large Town or City

It might appear that rural lodges have a better opportunity - or an easier time -of becoming involved in the community. Frequently, the lodge is in the very heart of small rural towns. But city lodges have many opportunities that small rural lodges don't. Some projects may require more than one lodge to accomplish it. That's easier if the lodge is in the same building. In major cities like New York, Philadelphia and Chicago, there are at least five lodges meeting In one Masonic building.

- **The Department of Education** (Also see Section IV, *A Masonic Model for Involving the Lodge in the School*). Lodges can create partnerships with the Department of Education to develop special programs that will make a difference. Often the lodge will be asked to provide funds to underwrite a special program and it may respond with a major fund-raising effort. Other times the

lodge can become more directly involved with the local elementary school through a reading or literacy program.

- **League of Women Voters.** Lodge members can help get out the message to vote by volunteering their time and effort to supporting the civic goals of The League. They would be involved principally by handing out literature and using the phone to try to convince more people to vote.
- **Recreation and Parks.** In most cities, there is a council that manages the city's neighborhood parks and playgrounds. Speak with a local parks official to determine what the lodge can do and under what restrictions must they operate. Ask the Recreations and Parks official whether there is a tournament (e.g. softball, volleyball, etc.) that the lodge might help sponsor and serve in other ways as well.
- **Adopt-A-Spot.** Identify some area in your community that your lodge will clean up and secure for community use. Consider a local park or play area. Develop additional sponsors and have a local planner draw up a multi-year plan or site development for you to follow. Consider partnerships with the DeMolay, Rainbow and Jobs Daughters to maximize results.
- **Adopt-A-Highway.** Be responsible for keeping a portion of a road or highway clean of debris and litter. Coordinate with other agencies so that you maximize your efforts. This is a popular effort that clearly shows Masons can make a difference.
- **Environmental Protection.** Every community has some environmental concern that Masons in a large lodge could help address. From cleaning up the local stream to picking up plastic and other debris where it will do damage to wildlife, to handing out booklets on the proper use of garden sprays and fertilizers, Masons could find many proactive ways to become involved in their

urban setting and make a difference. (See Appendix)

- **Staffing as Volunteers.** Many city events, facilities and recreational areas need volunteers in order to remain open and active. The local zoo needs volunteers to serve as guides, direct visitors or operate the gift shop. Your lodge could help the city, meet new people and learn a great deal if it were to provide a staff of volunteers who would be trained by the zoo. Similar opportunities are available in the local museums' special exhibits, and local gardens and parks, as well as the local visitor's bureau.

Helping Kids in Need

In every large city there are scores of young boys and girls that have a need for special care, surgery or treatment that their families cannot afford. Some can pay for the care but not for the transportation or for the costs of an extended stay. Organizations like the Ronald McDonald House serve as hosts for children and their parents during special treatment at little or no cost to the family. You can help establish both the funds and the location to make this possible in your community. Your local hospital can be helpful in identifying other organizations with which you can partner.

- **Kids Support.** If your city has a Ronald McDonald House or if you have established a local facility for transporting and housing children and their families in need, you can provide important operating assistance through the donation of dollars or by purchasing special materials and equipment that the facility might lack. We have heard of a lodge that rented 200 videotapes from a large video rental store and had three delivered each week for over a year. Other lodges have purchased TVs and VCR's for the homes.
- **Getting There.** Some children who have special needs for hospital care or surgery that is not available in the local area need

transportation with their family to another city. The lodge can arrange for this transportation through local fund-raising efforts which include Masons and others who are interested in this opportunity. Transportation costs, which can run into several thousand dollars can be raised through the community and in the private sector if a coordinated campaign is initiated to raise the funds and manage their disbursements through a local foundation or charity. For additional information on how to accomplish this, please contact The Masonic Renewal Committee of North America at the address shown on the back cover of this Guide.

- **Helping Up Mission.** In Baltimore, MD the Helping Up Mission is an organization that provides meals, housing and training for people living on the street. In one year they can help hundreds of men and women start on a path to personal renewal. In your town or city similar organizations exist. They count upon volunteer efforts and funds to make their work successful. Your lodge can contact a local organization like this and see what opportunities you may develop. For a list of agencies that accept volunteer partners like your lodge can provide, please contact the local offices of your United Way.
- **Soup Kitchens.** Many cities have special facilities for feeding the homeless and the hungry. These are often associated with the local church or synagogue but are non-denominational in terms of whom they serve. They need volunteer help preparing and distributing food, cleaning up, storing food, handling their clientele and many other tasks that occur on a daily basis. Volunteering a team from the lodge to work on a certain day each week or contacting the agency to learn of other ways you can help would be one way the lodge can make a difference.



Howdy Partner

In virtually every community, civic organizations such as the Lions and the Kiwanis are always planning projects that need additional help. Imagine the new friends you could make - not to mention the new members - if you were to partner with one of these organizations on a major project in the community.

Even though it would be impossible to mention all of the different kinds of community projects these organizations provide, we have been able to identify the following types of projects for each organization. See how many appeal to you, then contact them and see what you can develop.

Lions Club

The world's largest service organization, the Lions Clubs' primary commitment is to blindness prevention and services to the sight-impaired. Each club has other service objectives as well. For information about the Lions Clubs in your community, contact Pat Cannon at the International Association of Lions Clubs (708) 571-5466, ext. 349.

Kiwanis

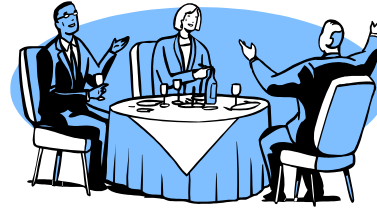
Kiwanis is a worldwide service organization designed for individuals desiring personal involvement in the leadership and improvement of their communities. Special emphasis is placed on Priority One (young children age 0-5). For more information, contact Kiwanis International Headquarters (317) 875-8755.

Rotary

The world's first service club association, Rotary has nearly 7,400 clubs with more than 400,000 members in the United States. Each Rotary club

provides humanitarian service, encourages high ethical standards in all vocations and furthers international goodwill and peace. A wide-range of projects for the local and world community are designed according to the needs identified by each club. For more information, contact Rotary International's world headquarters at (847) 866-3239.

"Let's do lunch...."



Moose

Representing more than 1.6 million members in the United States alone, the Moose's primary service commitment centers on youth and drug awareness. For information on these and other Moose programs, call James Morgan at Moose International (708) 8592000.

Elks

This organization is involved in a wide-range of charitable activities ranging from cancer research to educational scholarships. They have a central foundation responsible for allocating funds, but each state determines its own agenda. In Illinois, Elks and Masons have a history of partnership between the Shrine Hospital and the Elks Crippled Children Centers. The Grand Lodge of Elks can give you information about projects in your state. Call (312) 477-2750 and ask for the Grand Secretary's Office.

Knights of Columbus

A family fraternal service organization for Catholics, the K. of C. operate a variety of programs on a state-by-state basis including fund-raising for retarded and handicapped citizens. For information, call (203) 772-2130 and ask for the Service Department.

Jaycees

Originally an all-male organization, for the past 20 years the Jaycees have included both men and women as members. Members stress community and family involvement for young men and women - usually under 35. Emphasis is on fellowship and leadership. Jaycees sponsor many of the types of community and family programs the Lodge should consider. An excellent partnership could exist there. For more information, call (305) 446-7608.

Evaluating Your Efforts

When all is said and done, your lodge will need some measure of how well it has performed - how successful it has been in its community involvement efforts. This evaluation form, which may need to be adjusted for your lodge's programs, is one way to assess your efforts. Make a copy of this for each community-related activity your lodge completes and use it as a means of evaluating your effort. Your entire team should have input and each member should be involved in the follow-up discussion. To assess how well your effort was received by others, use the letter which appears below. The forms shown on this page appear in reproducible form in Section V.

List your objectives and assess your achievement using the five-point scale to the right. Consider a " 5 " as very high and a " 1 " as low

Objectives	1	2	3	4	5
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1.

2.

3.

4.

5.

List in order of importance the benefits lodge members received because your program was completed in the community.

Identify the publicity your lodge received as a result of its involvement in this community project or program.

Identify what you would do differently if you were to undertake a similar project in the future.

Identify what would have made the project more successful.

SECTION IV A Masonic Model for Involving the Lodge in the School

Involving the Lodge With the Community School

We can't imagine a more important way for the membership of a Masonic lodge to achieve relevance than to become involved with a school in the community.

Strategically, supporting children's education is one of the "right things" the leadership can do to move the lodge closer to the members, closer to the members' families and closer to the community. When we say one of the "right things", we mean that the leadership of the lodge has many choices about what actions should be planned. The lodge's involvement in the community and with the family are proactive choices that may be different from the choices the leadership has made to date.

There are many important positives that can come from this type of public involvement in education. Here are a few reasons why the lodge should get involved:

1. The school is perfectly organized to accept the volunteer partnerships the lodge can offer and has the staff to assist.
2. Schools in North America are seeking these kinds of partnerships to supplement the support they are receiving through the local and state departments of education.
3. If Masons want to be known for making a difference, there is no better means to do so than with their involvement with children.
4. There is a natural, almost geographic, connection between many lodges and the location of many schools - both may be in the center of the community.
5. Parents will recognize the contributions of Masons who are involved in their school and

this may form a basis for their inquiry and for their membership.

6. The press is much more likely to recognize your lodge's contributions in the community if the lodge is supporting public education and the local schools.
7. The type of help schools need and the partnerships they are seeking are well within the capabilities of the membership of a Masonic lodge.
8. Making a difference with children - especially in the formative years - is in keeping with the traditions of Masons and their spirit of charity and giving.
9. There are many wonderful educators who are important to their community who will make wonderful new friends and will broaden every member's social and **fraternal reach**.
10. Students who benefit from the lodge's involvement will be a powerful "voice" in helping the lodge achieve relevance, recognition and support.



Woodside Elementary School is located about 45 minutes from the center of a large Mid-Western city. In this small community of 25,000 about half of the residents commute to the city and the other half work locally in agriculture.

The 450 pupil school is an old facility by most standards and many of those in the community who attended it as kids now find their children in the same classrooms they were in nearly a quarter-century earlier. Folks who are new to the community find the school a bit run down by their previous standards.

Ft. Smallwood Lodge #323 has been located in the center of town for nearly 125 years and was one of the first structures to be built when the railroad began to pass through the region years ago.

The membership of the lodge has declined and the leadership has been unable to attract the limited number of younger men - many new to the community. In some cases it's a lack of interest. Most say they have no time. Many commute an hour plus each way and don't get home until 6:30 p.m. or 7:00 p.m.

At a spring meeting in 1993, Bradley Denning, a younger member of the lodge, who is also a fifth grade teacher at Woodside Elementary, asked the lodge to help sponsor a Fall Festival the school was planning. He asked the members to operate a series of 10 booths where they would run some easy games, serve food, supervise crafts or assist with other projects that the school had initiated. This was an annual event but recently it had needed a special boost from an organization in the community to make it a success. He thought the Masons might help.

The lodge agreed to assist if Bradley would be responsible for getting the members involved and otherwise handle the details. Spurred by the possibilities, here's what Bradley did. See which would be possible in your lodge.

1. Organized a team of 12 men from the lodge including all of the men who had joined when he did and

those who he could find that had joined in the last couple of years. He also asked four of the older active members to help out and they (reluctantly) agreed to do so. The lodge agreed to fund their involvement to the tune of \$300 if he would submit his plan.

2. Arranged for five members of the team to visit the school with him to meet the principal, assistant principal and chairman of the event to introduce themselves and to determine ways in which the lodge might help. They asked the principal to see if members of the faculty would also be willing to work with members of the lodge in the booth on the day of the event.
3. Held a planning meeting within the lodge and reviewed each of the booth assignments with the team members to see who was best at doing each job and asked each team member to locate one other lodge member and one teacher from the school to work with them on the event.
4. Hosted a planning meeting with all of the team members and invited the members of the faculty to attend. Asked each booth chairman to submit a one-page plan of what they were going to do, what they needed and how they would run their event for the day. These plans were developed at the meeting and submitted to the "chairman." The chairman consolidated the plans and submitted them to the lodge, as requested, and received the funding.
5. Purchased colorful paper coats for each of the participants and arranged for name tags to explain who they were. Had a local photocopy shop reproduce enough signs for each

booth to display that this was partnership between the school and the lodge.

6. Assisted the team in the final details of the day. Went over the setup, prizes, scheduling and related details. Two days prior to the event, he was convinced he had done everything he could to make the day successful.

On the day of the event, Bradley gathered all of his volunteers together for coffee and donuts before the event started. He was delighted to find that the group was now a team of 40 people -only one-third of which were members of his lodge. There were 14 Masons, 7 teachers, 7 children, 4 wives, 4 teenagers and 4 fathers who had been recruited to spend part of the day in the booths. In addition, another 10 volunteers would be available to give those in the booth a break for an hour or so. All of the team members were dressed in their bright jackets and it looked like it was going to be a wonderful day.

The festival came off without a hitch. There was a great crowd and Bradley's planning had paid off with a well organized event that was an important part of the school's successful Fall Festival. Following the event, Bradley sat down with several members of his team and analyzed the results of the lodge's involvement. They concluded that they should support this type of involvement in the future for the following reasons:

1. A dozen or more lodge members had met hundreds of men and women in the community and some
2. new friendships had formed.
3. The principal of the school had publicly spoken of the lodge's assistance which was carried in the local press and on local evening news.
4. Each of the adult volunteers on the team had asked questions about Freemasonry and about the lodge

and there seemed to be some interest among a number of the men.

5. The principal of the school had asked Bradley if the lodge would be willing to assist in other school related events.
6. The wives of the team members and others who attended seemed impressed that the Masons were involved in the school and in the community in such a meaningful way.
7. The lodge members who had participated seemed to gain a new appreciation for the needs of the school and the possibilities of their involvement.
8. The kids the members met were fun to be with and seemed to love their school.
9. The teachers who participated, men and women, were fascinated with the Fraternity and asked many questions about its history and current practices.
10. Some of the team members gained a new appreciation of the possibilities of a well-planned event like this and the role of the lodge in the future.
11. Bradley was recognized as a potential future leader in the lodge and was approached about accepting one of the chairs.

How Can Your Lodge Get Involved?

This case is just one of the many ways a lodge can be involved in the community public or private school. There are many other ways listed in this Guide.

We spoke to a number of educators around the U.S. and asked each of them to identify the top five ways in which a lodge of 250 men might be involved in the community. Here are the important suggestions they made.

1. Ask 10 to 15 of your members to volunteer a few hours a month to work with the teachers in the classroom to read to children, listen to them in small groups and work with them on special assignments. [If only five Masons volunteered two mornings a week for two hours each, Woodside Elementary would receive 80 man-hours of reading assistance per month.
2. Ask the lodge to adopt a local school and work with the school's leadership to identify one year-long effort for which the lodge would be responsible. [Projects most often mentioned included grooming the play area, supervising evening events, working as library aids, working with teachers, going on field trips with classes and handling special projects or events. Reading assistance appeared most often as needing volunteer support.]
3. Ask your lodge to recognize excellence in learning by granting scholarships to individual students identified by a school/lodge committee. [Five annual awards of \$500 each would be meaningful and these funds could be raised by participating in other community events.

Ask your lodge to recognize teaching or instructional excellence by granting annual awards or scholarships to teachers in the school who met or exceeded expectations in working with children. [One annual award of \$1,000 would be meaningful and would be used to further the winning teacher's education or involvement in the school.]

Ask your lodge to volunteer members' time for events or occasions the school will identify on a scheduled basis. For example, the school may need two members to keep the library open for adult reading or literacy one evening per week for two hours. Or, the school may ask the entire lodge to work on a project to beautify the school grounds over a long holiday, refinish the gym floor or raise funds for a significant school event. [If 40 members of a lodge each volunteered 10 total hours over the course of a year – about three Saturday mornings - the total effect upon the should be 400 man-hours. That is the equivalent of one man working on a task for 10 40-hour weeks. Imagine what could be done with that kind of volunteer manpower. For a real case, see the story of Les Picker and his group in Section 1, page 51].



What the School Will Want to Know

Discovering precisely where your lodge should concentrate its effort is important. A meeting with the local principal will begin a dialogue that can lead to a focused effort on the part of the lodge. Here are the questions a principal may want you to answer in the initial meeting:

1. If your lodge is considering a partnership with our school, exactly what do the members of your lodge have in mind?
 2. What kinds of resources will the lodge make available to the school and for what period of time?
 3. What experience do the members of the lodge have in working with the local schools or with elementary students?
 4. What does the lodge want out of the potential relationship?
 5. How can we be assured that once your lodge begins its effort it will be with us for the long run?
 6. What are Masons and what is a Masonic lodge? What do you stand for and how are you involved in the community?
 7. What are your individual and organizational goals for this involvement?
2. What kind of time commitment will be most helpful and for what length of time should we plan on staying involved?
 3. What kind of training/skills can we expect to get or need when working with children and who will provide it for us?
 4. What will be the reaction of parents, teachers and students if Masons come into the school to work with kids in the classroom?
 5. In what ways will the school let the community know about the effort we are making?

The Four Steps of Involvement

If you are interested in getting involved with an elementary, middle or high school near your lodge, here are four steps you will need to consider. There may be a slightly different route in your part of the country, but generally these steps make the most sense.

1. Begin with the lodge to determine what its goals are for involvement in the school. You are not only going to give to the school, but also receive something back. Members must feel they are getting something out of their efforts on a personal level if the involvement is to be sustained. Be as specific as possible in determining precisely what the member needs include. The principal may ask you this question and it *will* be clearer if you have considered this in advance.

2. Meet with the local principal. Most school districts are giving more and more authority to the local principals and asking them to develop community partnerships with organizations like the Masons. If the principal is not accessible, begin with the local Parent Teacher Association president. He or she is an active parent in the school with close contacts with the principal and the school administration. Another good contact

What the Lodge Should Ask the School

The members of the lodge who are attending the meeting may also have questions that need to be answered by the school.

1. How can we be helpful in an elementary/secondary school like yours?

source is the school counselor. Establish a meeting and ask several members to accompany you. Have your goals well defined.

3. Develop your volunteer team.

Your team needs to include members of the lodge who have the specific skills your project will require. For additional help on building a team, research Team Building at your local library.

4. Develop your plan for school involvement.

A well-defined plan will enable you to work according to predetermined objectives and give you a means by which you can measure your progress. Your plan may be a plan for the entire year or for a single project. Your plan needs to include important components like those listed below. For a more detailed look at how to develop a project plan, see the Masonic Renewal Committee's *A Masonic Leader's Planning Guide*. (See Bibliography)

Components of a Project Plan

A simplified project plan for your involvement should include the following component parts.

Mission: A clearly defined statement of overall purpose.

To get the members of the lodge to serve as volunteers in the elementary school's "Read to Me" program and to help the school broaden its reading program through a partnership with the lodge.

Goals: Statements of intent that are time-specific and measurable.

1. To provide 500 volunteer hours at the local elementary school by January 1. 2. To read to 10 students in three classrooms twice each week for 12 weeks. 3. To offer assistance to the school in areas they determine. 4. To encourage other members of the lodge to become involved. 5. To sponsor one student appreciation day in the current year.

Strategies: The choices you have made on how to achieve your goals.

1. Meet with principal and identify interest and need for volunteer program. 2. If approved, meet with participating faculty to understand need and potential. 3. Start with one or two efforts and see how well we do and the feedback we get. 4. Present report to lodge leadership from team and from school. 5. Adjust programs after initial phase to broaden effort.

Actions: The specific tasks (example only) that need to be completed by specific dates.

Tasks

- Develop plan and get approved
- Contact Principal and meet to discuss plan
- Make proposal to lodge leadership
- Schedule meeting with team
- Meet with participating faculty
- Launch Phase I program
- Prepare initial report and communications
- Develop Phase II plan for next three months

- Schedule meeting to critique actions with principal
- Present report on, activity and results to Lodge
- Plan next year's involvement

Resources: The specific individual(s) assigned to and the budget approved for the task.

1. Ask team members to assume responsibilities for specific tasks.
2. Ask team members to develop expense or costs associated with their responsibility.
3. Develop consolidated plan and budget.



Date

50 Ways to Get Involved with Your Community Schools

On the pages that follow, you will discover 50 ways you can get involved with your local elementary, middle or senior high schools.

1. Volunteer lodge members to read to children on a regular schedule working with a specific teacher.
2. Initiate a scholarship program for learning excellence and present a cash award to one student in each grade who meets established criteria.
3. Sponsor an event with the school to raise funds for a computer lab. Work through school purchasing to determine specs and best buys.
4. Assist the librarian in an after-hours volunteer reading program to promote reading enjoyment for adults and children.
5. Organize a Book Exchange where students and members of the community can donate books for children and adults. Distribute through the school library.
6. Deliver books and other learning materials to children who are out of school for an extended period. Work with the "visiting teacher" and the principal.
7. Volunteer as chaperons or hosts on a series of school-related field trips/events.
8. Plan and host a book fair with parents and teachers. Donate proceeds towards a major purchase for the school library.
9. Develop a contest in which students who read the greatest number of books receive an award or prize.
10. Sponsor a creative writing contest in which the children write about a specific subject and the lodge arranges for special prizes or awards.
11. Provide teachers or the library with subscriptions to magazines for children. Ask the librarian for a recommended list.
12. Fund an after-school or summer reading camp on school property. The lodge could provide compensation for teachers and materials. Parents could also pay
13. Establish a forum where students who want or need extra assistance can go for help. The lodge could be the learning center. Teachers plus lodge volunteers could create an excellent program. Compensation may be required.
14. Arrange for a limited number of part-time jobs for students with a need and an excellent academic record. Don't let the hours exceed 15 a week or school work might suffer.
15. Reward learning excellence by offering summer jobs to kids who meet a predetermined criteria. Ask the guidance department to establish the criteria you will follow.
16. Ask several members of the lodge to serve on a school improvement board. If none exists, ask the principal if you can establish one. For more help, call 1 800 USA LEARN
17. Provide in-school day care on a scheduled basis for parents who need to visit the school. Use school facilities. The lodge can provide the volunteer staff.

18. Showcase students in your lodge trestle board who have achieved academic excellence . Ask the school for photographs. Any time you publish a student's photograph and personal information ask the parents/guardian for approval.
19. Showcase the names of the All-Star Reading team in the local newspaper. Purchase a full-page and arrange for photographs of the students. Make sure your lodge is credited with the sponsorship.
20. Offer the local high school a series of field trips to businesses in the community so that students gain additional knowledge about the workplace. Take the time to prepare each company's presentation.
21. Arrange for equipment from businesses represented by lodge members to be donated to the local school. This could include older computers, office equipment, audio-visual equipment and other supplies.
22. Establish and fund a School Improvement Team with goals for the 21st century. See the goals published in *Moving America to the Head of the Class - Keeping the Promise* published by Educational Excellence Partnerships 1615 L Street NW, Suite I DC 20036.
23. Identify needs in music and art. Work with the local college or other lodge members to fund and implement a 20-hour enrichment program with the
24. Underwrite and assist field trips to a local orchestra art museum or other cultural exhibition. Provide funds for transportation.
25. Volunteer to work in your school as a tutor or mentor. Ask at least five other men in your lodge to volunteer with you. Form a mentoring team. Have fun
26. Honor a special educator with a significant reward, cash or other gift that recognizes teaching excellence.
27. Arrange for selected merchants in the community to provide a small discount for children and faculty members of a local school.
28. Underwrite and organize a contest that would ask students to become familiar with the town's history. Ask for a display, model, map or some other type of project that would encourage their additional discovery.
29. Arrange and host a Read-A-Thon where students assemble in the school one day each quarter for a reading experience. Arrange for games, prizes, instruction, book sales and other activities.
30. Develop a reading and writing pal program with your local school. Ask each lodge member to partner with one student for a period of one year. Assume that each member will make a commitment of one hour on the phone per week and one two hour face-to-face every other week for a year. Total annual commitment approximately 100 hours.
31. Sponsor an unsung hero's award to spotlight the high school boy or girl that the coaches identify as unselfish in their support of their high school team.

32. Host a local alcohol and/or drug awareness seminar for all students. Work in conjunction with the local social services agencies or the National Masonic Foundation for Alcohol and Drug Awareness Among Children. Contact Larry Chisholm at (202) 331-1933.
33. Provide a video library for a local school. Purchase tapes from a list of available topics for school use available through the librarian. Make sure you give your lodge credit by putting your lodge's name and a brief statement about Freemasonry on the case. At approximately \$20 per tape (from public broadcasting) a library of 25 titles is about \$500.
34. Purchase a video projector for the school and donate it in the name of the lodge. Cost is approximately \$2,300. For more information, contact the Masonic Renewal Committee of North America.
35. Organize and underwrite a special Discovery Series of field trips to unusual places for the school in your area. Work with school authorities to learn of the important places you might visit.
36. Encourage innovation and discovery by sponsoring a Discovery Fair in association with your local science teacher. Announce significant awards. Contribute prizes based upon criteria developed with the school's science department. Look into the National Science Foundation awards.
37. Work with local businesses to establish a Creative Fair where students submit artwork, photography, videotapes, original music and creative writing for scholarship or other prizes.
38. Volunteer to supervise three evening events during the school year. The lodge could volunteer as chaperons or they could provide other services from parking to security
39. Develop, host and sponsor a Classics Film Forum. Use the catalog provided by your local librarian or contact Films Incorporated (800 323-4222) or CRM International (800 421-0833) for a list of rental films suitable for showing in the schools.
40. Provide transportation students the school identifies as needing help getting to local school events. Check with your insurance company before you volunteer.



The Big Brass Band

You will find in the next 10 suggestions examples of challenging projects a lodge may undertake. They are different from the prior list in that they will require a significant and lasting commitment by the lodge and cannot be achieved with only one or two men. Lodges that undertake one of these projects are really interested in partnerships and with excellence in education. Please understand also, that a number of the projects listed in the first 40 can be enlarged to fit this category as well.

Many of these projects can also be developed by your Grand Lodge on a state- or province wide basis. These projects will be easier to complete if more than one lodge is involved.

41. **Looking Spiffy** Work with the school administration to identify some area in the school that is in need of repair that is not on the Board of Education's maintenance agenda. Develop a plan for cleaning or painting this area and assume its responsibility for one year. The lodge might be responsible for painting one section of the building or refinishing the seats in the gymnasium or auditorium. Or, the lodge might purchase and install pull-down screens in each of the classrooms. The lodge could also purchase a platform for a TV monitor and the appropriate wiring and jacks and mount one on each classroom wall. Check with local codes and other requirements before beginning.
42. **Clean and Green** Work with local school officials to determine the exterior needs of the school including the play area. Develop a plan that identifies what you are planning to do and get the school to approve. Complete the cleanup and paint as needed. Once each quarter, have a team of lodge members meet

for a Saturday morning for a quick refresher. Once each year, have a major event or move on to another school. See the case of Les Picker on page 14 as an example of what will work.

43. **Learning Excellence** Develop a criteria for learning excellence. Work with school officials and teachers to determine the scope and importance of the award. Look for ways the lodge can raise the funds to make a meaningful contribution or scholarship to the winning student(s). In the course of one year see if it is possible for three awards to be given: one each in the elementary & middle and senior high school in the amounts of \$1,000, \$2,500, and \$3,500. Make a significant event out of the award ceremony including the use of the winner's photograph in the local papers (first obtain parental approval) as well as looking for other ways in which the winners might be recognized in school events, parades, local events and sporting highlights.
44. **Teaching Excellence.** Excellence in learning begins with excellent teachers; individuals who are clearly identified as being above average in terms of their contribution and commitment to the children they teach. It makes no difference whether that teacher is a history teacher or an art teacher, the same high standards for teaching prevail. Excellent teachers are often motivated to leave the classroom for "greener" pastures. Incentives, like the Lodge might provide, may keep them where they are. For the lodge to initiate and sustain a program of teaching excellence, it will probably have to limit its contribution to a single teacher a year. If the lodge can

arrange for additional funding partners, it can expand its gift to include other teachers. The larger the grant, the more impact the lodge makes and the greater interest it creates on the part of the educators involved. For the purposes of planning, this award probably needs to include annual grants to teachers in the amounts of \$5,000, \$3,000 and \$1,000. With numbers like these, your lodge can generate significant interest,

45. **Poster Perfect.** Develop a county-wide poster contest that promotes goodwill, racial understanding and parental involvement. Arrange for year-long sponsorship and involvement. Get local businesses to participate by displaying all entries and the winners. Have the winning posters made into T-shirts with the artist's name and the name of the school and show the contest was sponsored by your lodge. Arrange for the winning posters to be displayed in advertisements you purchase in the local newspapers. Make other suitable announcements and presentations.
46. **Mentoring Magic** Ask a large segment of your membership to participate in a mentoring program with the local elementary or secondary school. Work with the local principal or Board of Education or on a statewide level with the Director of Community Partnerships to identify the criteria and expectations for the program. Commit to a one-year effort with as many students as the school identifies as needing adult partnerships. Ask the county or local Department of Education if they offer mentoring training and other

help in establishing such programs. Work closely with the school PTA so they can handle questions should they arise. Develop a planned itinerary of events, meetings, and other tasks your lodge team agrees to undertake. Arrange for the local press and media to be informed about your contributions. Remember, if 20 members of your lodge develop a mentoring program with 20 students in the school, the year-long effect would be beyond the effort of most other community programs and deserving of significant reward and recognition. For assistance in establishing such a program, see National Association of Partnerships in Education in the Appendix.

47. **On the Job Training** A number of European companies have established important partnerships with young men and women early in their school careers - usually by the 8th or 9th grade. They assist the young person during the school year by providing part-time and summer jobs while investing in their development as potential workers. When the student has finished high school, the company provides scholarships for those who demonstrate aptitude and interest in the skills required for their firm. At the end of their schooling, they are offered full-time jobs as experienced workers. Mercedes Benz does one of the best jobs of developing technically competent workers and working with them during their schooling in exchange for their commitment to work for Mercedes Benz upon graduation. This type of program is probably not possible in many communities, but in certain locations and with certain companies, working with students in their middle school and high school

years may be an important way of locating and retaining quality workers in the long run. Many national firms have such programs available and only need a local organization to help get it off the ground. Perhaps a lodge member's company could consider such a program. It won't be easy, but finding a good job upon graduation will be very high on the list of student needs and the lodge can help in a number of ways.

48. **Quality Fun.** In many communities, kids have no place to go after school. We've heard time and again that the shopping malls are the only place they can go and the merchants don't want them there. The lodge is not the answer in terms of an ideal location, but the members of the lodge, in cooperation with the parents and the school, can provide the stimulus for developing a series of after-school activities that the kids will want to attend and in which they will remain involved. We heard about a group of volunteer parents who opened up an old movie theater, rented films and showed them on weekends to kids in the community. All of the employees were volunteer parents: the projectionist, the ticket agent, the popcorn and soda vendors and the ushers. The cost to the children was the cost of the film rental - usually a fraction of what it would be on a for-profit basis. In many communities there are facilities like this available. In some communities, the school will serve as the center if there is proper insurance and adult supervision. In rare cases, the lodge can partner with other groups in the community and with the school to actually construct a recreational center. We know of lodges that have

done this on property they own and built their lodge there also. It's a big financial commitment, but it is a step in the right direction.

49. **State History.** Most schools require at least one semester of state history and geography from each student for graduation. Since every state and province in North America has an exciting and revealing story, it would be fun to tell it on videotape. Assemble quality producers and editors who understand how to use video as a teaching tool. Don't cut corners or you will wind up with a program no one will watch. To do this project correctly will demand time, creative energy and resources. Three 40-minute videotapes can cost between \$25,000 and \$60,000 if done with broadcast quality. Working with the state superintendent for history or social studies, local and statewide organizations, corporations and other fraternal or social clubs, will provide many individuals anxious to help. Explore possibilities with local cable stations or independent producers to donate services. Partner with other lodges or Grand Lodge to make this generous contribution to the local school system a reality. Remember to name your lodge and any other contributors in the closing credits. By doing so, the number of students who will see your name over the five-year shelf-life of the tape will easily number in the thousands. The press will also be interested in such a sizable contribution.
50. **The Grand Daddy of them All** Masons are famous for their contributions to learning. A number of state school systems were founded by Masons. Over time, the system has eroded to where it is no longer

first class. Students suffer as teachers are overloaded or are hired with less than desirable qualifications. Pressures on families mean that kids may come to school less able to perform than they did 20 years ago. Reading appears to be the key. A child that has reading appreciation skills when entering school is much more likely to succeed than one who has none. Schools which are pressed for time and budgets may be forced to pass a child who lacks skills in reading even when he or she should be retained for extra help and training.

America's office in Harbert, Michigan at 888-734-4232.



On a local basis, this project will be difficult to initiate. But, on a statewide or even national basis, it would be far easier. Here's the goal: Masons agree that no first-grader will go to the second grade unable to read. Guaranteed. Through the efforts of the lodge in sponsoring reading and teaching excellence through partnerships created by the lodge with the school and with the state Department of Education, and through the volunteer efforts of members working with local school officials and teachers, Masons will become the "Good Housekeeping" sponsors of reading and literacy.

Any child who is considered "at risk" will enter a special program developed by the Masons and funded through the local lodge to ensure that the student gets the remedial attention and guidance he needs. Masons in the lodge will not be responsible for teaching students to read unless they are trained to do so, but every member of participating lodges will have a role in the success of those students who are assigned to their team. The fundamentals of doing this will vary significantly from community to community, but the results will be well-worth the effort.

For a more detailed description of how this might work in your jurisdiction, contact the Masonic Renewal Committee of North

Appendix

Potential Masonic Partnerships

In this appendix you will find the names and telephone numbers of 30+ organizations, agencies, established charities and others with whom the lodge might establish an alliance or partnership. Most of these will have on their staff at least one person skilled with working with your organization and interested in discussing potential partnerships. Remember, most will not be familiar with Masonry or with your lodge. Develop a dialog and build their interest before asking for any involvement.

Literacy and Education

Barbara Bush Foundation for Family Literacy (202) 338-2006

Supports programs that bring parents and children together to develop mutual reading and literacy skills. Provides grants to successful intergenerational literacy efforts and offers seed money for family literacy programs and activities; encourages recognition of volunteers, educators, students and effective literacy programs.

Junior Achievement (719) 540-8000

Volunteers from the teaching profession and from business and industry providing students with economic education and opportunities to learn how the American business and economic systems operate. Programs include: Applied Economics (high school students); Business Basics (4th, 5th and 6th graders); Project Business (7th, 8th and 9th graders).

Institute for Childhood Resources (415) 864-1169

Consultants, writers, professionals and parents interested in child growth, development and education. Provides consultation and instruction to individuals, agencies and organizations. Conducts educational programs and business training programs in child care and parenting.

National Head Start Bureau Contact your local agency

Programs and services for low income families with children 0-5 years old. Focus is on education and health. Opportunities: Classroom assistants, advocates, accompany children to doctor's visits, clerical support, community representatives on Head Start policy council.

Literacy Volunteers of America (315) 445-8000

Trains and aids individuals and organizations to tutor adults in basic literacy and English as a second language.

National Association of Partnerships in Education (703) 836-4880

Education professionals, business representatives and community groups. Provides strategic planning program development and communication for the formation and growth of effective partnerships. Offers specialized training for partnership coalitions, member networking and public awareness campaigns.

Developmental / Physical Disabilities and Elderly

International Special Olympics (202) 628-3636

Year round athletic training and competition for children and adults with mental retardation. Opportunities: Coaches, referees, scorekeepers, fund-raising, public relations, clerical assistants, photography, graphic design, public speaking.

National Association of Meal Programs (703) 548-5558

Umbrella organization for Meals on Wheels-type programs. Delivers meals to the homes of elderly and disabled citizens. Opportunities: Drivers, visitors, meal packers, office assistants.

Make-A-Wish Foundation

(602) 279-9474

Grants the "wishes" of children with terminal illnesses or life-threatening diseases. Opportunities: Office assistants, wish interviewers, wish granters, special events assistants, newsletter assistants.

Association of Radio Reading Services

(704) 251-2166

Special 24-hour broadcast for people who are visually or physically impaired; volunteers read newspapers and magazines over a closed-circuit receiver. Opportunities: Readers.

Goodwill Industries International

(301) 530-6500

The largest private-sector employer of people with disabilities in the world, and North America's leading nonprofit provider of vocational services for people with disabilities and other special needs. Opportunities: Members of governing boards of directors, business advisors, fund raising, special events, donating goods or cash gifts.

Lighthouse, Inc.

(212) 821-9200

World's leading resource on vision impairment with national and international education and research programs and regional direct services. Opportunities: Reading services; TOSH Sale and other special events, Saturday youth programs; information assistance; clerical.

Youth**Parents Anonymous**

(909) 621-6184

Works for the prevention and treatment of child abuse. The treatment blends traditional support groups with self-help. Support groups encourage peer leadership and include a volunteer/professional sponsor who attends all meetings. Hot line services also provided.

Big Brothers/Big Sisters of America

(215) 567-7000

Operates One-to-One program which matches a child from a single parent home with an adult volunteer who serves as a mentor or role model.

Boy Scouts of America

(214) 580-2593

Provides educational and recreational programs for youth. Opportunities: Group leaders, camp counselors, career advisors, clerical, fund-raising, data entry; photography, mailings, computer programming, graphic design.

College Bound Foundation (NCAN)

(410) 244-7218

Assists high school students in their quest to go to college. Opportunities: advisors, clerical assistants, special projects.

Girl Scouts of America

(800) 223-0624

Provides educational and developmental programs designed to meet the needs and interests of girls ages 5-17. Opportunities: Troop leaders, program consultants, family life educators, media publicists, mentors, program events directors.

Child Welfare League of America, Inc.

(202) 638-2952

Works to improve care and services for abused, dependent or neglected children, youth and their families. Provides consultation, conducts research, maintains information services and administers special projects.

March of Dimes

(914) 428-7100

National volunteer organization dedicated to improve the health of mothers and babies through advocacy, education and research. Opportunities: Office assistants, computer programmers, fund-raising, accountants.

Environmental

USDA Natural Resources Conservation Service (202) 720-2791

Federal agency to conserve the nation's natural resources. Opportunities: Planting vegetative materials, tours, water quality, administration/management, marketing, promotion and information.

America the Beautiful (202) 638-1649

Offers recognition, technical support and small seed grants to private citizens and community groups to initiate new local action projects that improve the quality of the environment.

Kids for a Clean Environment (800) 952-3223

Children, parents, teachers and others organizing and implementing ideas and programs
Opportunities~ Speaker's bureau, children's services, educational programs.

Earth Day USA (603) 924-7720

Organizations and individuals concerned with protection and restoration of the Earth. Coordinates Earth Day events and activities in the United States. (Earth Day observed internationally on April 22nd.)

Housing, Shelter and Emergency Services

Habitat for Humanity International (800) 435-0082

Renovates / builds low-income housing.
Opportunities: Renovation, carpentry, electricians, plumbers, special events.

American Red Cross (703) 206-8354

Provides services to military personnel, blood services, emergency disaster relief, First Aid and CPR training, AIDS counseling and Holocaust and War victims tracing services. Opportunities: Blood services, office assistants, communications, disaster workers, drivers, information and referral specialist, fund-raising.

Salvation Army (410) 889-4025

Provides basic needs to the homeless and poor including youth programs, day care and emergency services. Opportunities: Food preparation/serving, child care, GED instructors, mentors, youth leaders, craft instructors, computer training, camp counselors, marketing.

National Committee to Prevent Child Abuse (800) Children

Child abuse prevention program. Opportunities: Public awareness, fund-raising, special events, media specialists, resource inventory assistants, educational program assistants, legislative/legal, family/child support, community liaisons, Healthy Families Newborn Program.

Volunteers of America (800) 899-0089

National office organizing and supporting regional community volunteer efforts. Services are wide-ranging from adoption, day care, meals programs, emergency shelter, family education, etc.

Community

United Neighborhood Centers of America, Inc. (216) 391-3028

National organization that works to improve the quality of life in neighborhoods through training, education, seminars for its member agencies.
Opportunities: (on a local level) Drug and crime prevention, services to the elderly, hunger centers, recreational programs for youth, etc.

United Way of America

(703) 683-7800

Works to strengthen the community and the regional health and human care agencies that serve it by linking resources to community needs through fundraising and effective distribution of revenues. Opportunities: Directory of wide-ranging volunteer opportunities available in your area.

YMCA of USA
(800) USA-YMCA

Provides recreational and developmental programs for all ages; including day care and day camp. Opportunities: Recreational aids, child care, tutors, coaches, marketing and public relations, office assistants.

YWCA of the USA
(212) 614-2700

Provides shelter, child care, job training and recreation programs for homeless women and families. Opportunities: Mentors, child care, Tomorrow's Women Program, Teen program aide, summer camp aides, fund-raising.

Center for Organizational & Community Development
(413) 545-2038

Trainers with backgrounds in social psychology, human services, journalism, planning adult education. Objective is to help local citizen groups and agencies become more effective, overcome internal obstacles and reach their goals.

Shrine Hospital Directory

Orthopedic Units

Canadian Unit
1529 Cedar Avenue
Montreal, Quebec Canada H3G IIA6
514-842-4464

Chicago Unit
2211 North Oak Park Avenue
Chicago, 11160635-3392

312-622-5400

Erie Unit
1645 West 8th Street
Erie, PA 16505-5097
814-875-8700

Greenville Unit
950 W. Faris Road
Greenville, SC 29605-1099
808-941-4466

Houston Unit
1402 N. MacGregor Drive
Houston, TX 77030-1695
713-797-1616

Intermountain Unit
Fairfax Road at Virginia Street
Salt Lake City, UT 84103
801-532-5307

Lexington Unit
1900 Richmond Road
Lexington, KY 40502
606-266-2101

Los Angeles Unit
3160 Geneva Street
Los Angeles, CA 90020
213-388-3151

Mexico City Unit
Suchil N. 152
Col/ El Rosario Delg, Coyoacan
04380 Mexico, D.F., Mexico
011-525-618-1120

Philadelphia Unit
8400 Roosevelt Blvd.
Philadelphia, PA 19152
215-332-4500

Portland Unit
3101 S.W. Sam Jackson Park Road
Portland, OR 97201
503-241-5090

St. Louis Unit

2001 South Lindbergh Blvd.
St. Louis, MO 63131-3597
314-432-3600

San Francisco Unit
1701 1 9th Street
San Francisco, CA 34122-4599
415-665-1100

Shreveport Unit
3100 Samford Avenue
Shreveport, LA 71103
318-222-5704

Spokane Unit
911 W. 5th Avenue
Spokane, WA 99204-2901
509-455-7844

Springfield Unit
516 Carew Street
Springfield, MA 01104
413-787-2000

Tampa Unit
12502 North Pine Drive
Tampa, FL 33612-9499
813-972-2250

Twin Cities Unit
2025 East River Road
Minneapolis, IVIN 55414
612-335-5300

Burn Institutes

Boston Unit
51 Blossom Street
Boston, MA 02114
617-722-3000

Cincinnati Unit
3229 Burnet Avenue
Cincinnati, OH 45229-3095
513-872-6000

Galveston Unit
815 Market Street
Galveston, TX 77550-2725

409-770-6600

Understanding Volunteer Efforts and How to Motivate Volunteers

Understanding the Volunteer

It is critical to understand that volunteer's are unique individuals. They come in many shapes, sizes, ages and have various reasons for volunteering. A poll of volunteer's provides insight as to why they volunteer'

1. Wanted to help
2. Felt indebted to cause-program
3. Wanted Publicity
4. Skill Building
5. Gain Experience
6. Socialization Needs
7. Sense of Duty
8. Desire to Share Abundance in Life

Understanding as much about the volunteer as possible allows you to design the appropriate recognition.

How to Motivate Volunteers

Motivation is defined as applying techniques that inspire and encourage people to do work. Evidence points to a direct relationship between motivation and different levels of human needs.

Maslow's Hierarchy of Needs Theory

Maslow's Hierarchy of Needs Theory suggests that there is some order of importance to each need compared to the next. Leaders of volunteers must recognize that each volunteer has unsatisfied needs and satisfied needs and these will be different for each person. Also, a satisfied need is no longer a motivation of behavior.

Self-actualization Needs (ex: create, develop potential)

Esteem Needs (ex: recognition, visibility needs)

Social Needs (ex: need to belong)

Safety Needs (ex: safe work environment)

Physiological Needs (ex: food, shelter)

Hertzberg’s Motivation-Hygiene Theory

No discussion on motivation would be complete without a look at Hertzberg’s Motivation-Hygiene Theory According to Hertzberg two different categories affect how people behave.

- 1. Hygiene factors: aspect's of people's environment including working conditions, policies, security, status and compensation. The presence of these will not make people work harder, but their absence will demotivate them.
- 2. Motivational factors: aspects that satisfy and reward.

challenging work	achievement
increased responsibility	recognition and accomplishment
growth and development	

When present, these factors produce strong satisfaction and only moderate dissatisfaction when absent.

Vineyard, Sue. Beyond Banquets, Plaques and Pins Creative Ways to Recognize Volunteers, 1989. VMSystems/Heritage Arts Publishing, 1807 Prairie Ave., Downers Grove, IL 60515), p. 10.

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Americans Volunteer - a survey by the Gallup Poll available through independent Sector.

Vineyard, Sue~ Beyond Banquets, Plaques and Pins.- Creative Ways to Recognize Volunteers,

1989. VMSystems/Heritage Arts Publishing, 1807 Prairie Ave., Downers Grove, IL 60515.

Vineyard, Sue. Evaluating Volunteers, Programs and Events, 1988. VMSystems/Heritage Arts Publishing, 1807 Prairie Ave., Downers Grove, IL 60515.

Wilson, Marlene. The Effective Management of Volunteer Programs, Volunteer Management Associates, 279 South Cedar Brook Road, Boulder, CO, 80302. 1976.

The following renewal materials can be ordered through the Masonic Renewal Committee of North America, on the web at www.Masonic-renewal.org

A Masonic Leader's Planning Guide. An easy-to-read and use guidebook organized into a 7-step process for developing a plan and budget for any Masonic organization. \$15.00.

Getting Set for Success, a great book to prepare your lodge for Renewal

75+ Ways to Attract and Retain New Members, gives solid programs for keeping the New Member.

Section V

Printed Planning Forms

The planning forms in this section of the Guide are included for you to use.

Feel free to copy them for your use.

This section includes the following forms:

- Planning Form for developing a program that involves the family
- Planning Form for developing a community program for the lodge
- Planning Form for developing a program in your community school
- Evaluation Forms for family events
- Evaluation Forms for community projects

Family Events Planning Form

Use this form to help plan and develop the activities you are recommending for your lodge

Event Name

Recommended date or season

What the event should accomplish

Actions the lodge should complete

Start date

Finish date

Calendar of promotion

Promotion type

Out by

Family Events Planning Form

Lodge organization

Team leader _____ Phone _____

Team member _____ Phone _____

Team member _____ Phone _____

Team member _____ Phone _____

Team member _____ Phone _____

Team member _____ Phone _____

Recommendation for next event

Budget and Expenditures
Item

Amount

**Lodge Involvement
Community Action Planning Form**

This form is designed to help you design, implement and evaluate your lodge's involvement in the community. Use the activities listed in the Guide and the blank planning forms to build special programs on your own.

Name of Activity or Project _____ **Contact** _____

Address _____ **State** _____ **Zip** _____

Phone(day) _____ **Evening** _____

General description of what your plan of actions hopes to accomplish

Operational Goals

Operational Title

Project/Team Leader

Start Month and Date

Completion Month and Date

Resources Required

Approvals Required

Membership

Officers

Grand Lodge

Other

Lodge Team Members

Community Action Program Checklist

Complete the following checklist to make sure you have covered all of your bases. If this list does not meet your needs, develop one that is more in keeping with your project or team activity.

Status	Item	New Action Required
--------	------	---------------------



- í Communication of Intent sent to members
- í Task team identified, initial meeting held
- í Specific goals identified and initial meeting held
- í Partnerships identified and initial meeting held
- í Project plan amended to comply with partnership
- í Presentation to lodge leadership and membership completed
- í Action plan approved with budget
- í Task calendar completed
- í News or press release of agreement approved and disseminated
- í Information about program included in lodge trestle board
- í Agenda for first team meeting finalized
- í Meeting and evaluation of initial actions with partner held if needed
- í Actions amended or changed as required
- í Kick-off event scheduled
- í Report developed for first quarter activity
- í Thank you communications sent to volunteers
- í Others

**Lodge Planning
Adopt a School Program**

This form is designed to help you design, implement and evaluate your lodge's involvement in the community school. Use the blank planning forms to build special programs on your own.

Name of School

Address _____ **State** _____ **Zip** _____

Contact _____ **Title** _____

Distance from Lodge (miles) _____ **Drive Time from Lodge** _____ **Phone** _____

Staff: **Principal** _____ **Ext** _____

Asst. Principal _____ **Ext** _____

Office Sec. _____ **Ext** _____

Other Contact _____ **Ext** _____

Other Contact _____ **Ext** _____

Operational Title _____ **Project Leader** _____

Operational Goals

Start Month and Date

Completion Month and Date

Resources Required

Approvals Required

Membership

Officers

Grand Lodge

Other

Lodge Team Members

Adopt a School Program

Action Steps

Define the actions you will take in the order they need to be completed to accomplish your objective. Be as specific as possible since this worksheet will become one of your working tools.

Specific Goal	Action Step	Start/Finish	Responsibility

Notes:

Adopt a School Program

Complete the following checklist to make sure you have covered all of your bases.

Status	Item	New Action Required
Check if Done		
<input type="checkbox"/>	Communication of Intent to Members Sent	_____
<input type="checkbox"/>	Task team identified	_____
<input type="checkbox"/>	Introductory Correspondence to Principal	_____
<input type="checkbox"/>	Visitation to Scholl	_____
<input type="checkbox"/>	Correspondence to assigned contact	_____
<input type="checkbox"/>	Correspondence to PTA president	_____
<input type="checkbox"/>	Acton plan approved with budget	_____
<input type="checkbox"/>	Principal/contact invited to lodge	_____
<input type="checkbox"/>	News or press release approved	_____
<input type="checkbox"/>	Information about School included in Trestle Board	_____
<input type="checkbox"/>	Photos of School on lodge bulleting board	_____
<input type="checkbox"/>	Initial presentation to lodge planned	_____
<input type="checkbox"/>	Partners identified if needed	_____
<input type="checkbox"/>	Member children in school identified	_____
<input type="checkbox"/>	School presentation planned if needed	_____
<input type="checkbox"/>	Meeting and evaluation of initial actions with School held	_____
<input type="checkbox"/>	Actions amended or changed as required	_____
<input type="checkbox"/>	Open house for lodge scheduled	_____
<input type="checkbox"/>	Other	_____
<hr/> <hr/> <hr/> <hr/>		

Notes:

Evaluating Your Efforts Family Project

INTERNAL FORM

Your lodge will need to assess how successful it has been in involving the lodge with the family. This form, which may need to be adjusted for your lodge's programs, is one way to assess your efforts. Make a copy of this for each family-related activity your lodge completes and use it as a means of evaluating your effort. The entire team who has worked on each project should have input and should be involved in the follow-up discussion. To assess how well your effort was received by others, use the letter which appears on page 27 in conjunction with the external evaluation form which appears on the next page.

List your objectives and assess your achievement using the five-point scale to the right. Consider a "5 " as very high and a " 1 " as low.

Objectives

- 1 .
- 2
- 3.
- 4
- 5.

List in order of importance the benefits the members of the lodge received because your lodge undertook family involvement programs.

Identify any publicity your lodge received because it was involved with the family in a community project or program.

Identify what you would do differently if you were to undertake the same or a similar project in the future.

Identify what would have made the project more successful.

Family Project Evaluation Form

EXTERNAL FORM

Our lodge has been working to involve the family in activities and events associated with our Masonic lodge. We are very interested in your opinion on how well we have done this. Your feedback is important to us and to our ability to continue to improve our family programs. Please complete this evaluation form and return it to the address listed on the bottom of this page. Of course, we welcome any additional comments you might have. Thank you for your assistance.

The lodge had the following objectives for its family involvement programs for the year.

- 1.
- 2.
- 3.

1. What is your overall assessment of our lodge's achievement in light of the objectives stated above?

2. In what specific ways has our involvement improved your understanding and awareness of Freemasonry?

3. In what specific ways do you feel you and your family are more familiar with the importance of Freemasonry and of the activities of the Masonic lodge?

4. In what other ways might the lodge make improvements in the way it serves you and your family?

5. In what specific ways should our lodge efforts or programs be changed in light of the results of our programs aimed at improving family involvement?

Please return this assessment to:

[Add the contact person and the lodge's address here.]

Evaluating Your Efforts Community Project

INTERNAL FORM

When all is said and done, your lodge will need some measure of how well it has performed - how successful it has been in its community involvement efforts. This evaluation form, which may need to be adjusted for your lodge's programs, is one way to assess your efforts. Make a copy of this for each community-related activity your lodge completes and use it as a means of evaluating your effort. Your entire team should have input and each member should be involved in the follow-up discussion. To assess how well your effort was received by others, use the letter which appears on page 42 in conjunction with the external evaluation form which appears on the next page.

List your objectives and assess your achievement using the five-point scale to the right. Consider a "5" as very high and a " 1 " as low.

Objectives

5 4 3 4 5

1.

2:

3.

4.

5.

List in order of importance the benefits lodge members received because your program was completed in the community.

Identify the publicity your lodge received as a result of its involvement in this community project or program.

Identify what you would do differently if you were to undertake a similar project in the future.

Community Project Evaluation Form

EXTERNAL FORM

Our lodge has been working with your organization on the program or project described below. Your feedback is important to us and to our ability to continue to improve our volunteer efforts. Please complete this evaluation and return it to the address listed on the bottom of this page. Of course, we welcome any additional comments you might have. Thank you for your assistance.

The lodge was involved in a community project with the following objectives.

- 1.
- 2.
- 3.

1. What is your overall assessment of our lodge's achievement in light of the objectives stated above?
2. In what specific ways has our involvement improved the community or assisted your organization's community development efforts?
3. In what specific ways do you feel the community knows more about Freemasonry and the role of the lodge in the, community?
4. In what other ways might the lodge make a difference in the community?
5. In what specific ways should our community involvement efforts be changed in light of the results of our recent project?

Please return this assessment to:

[Add the contact person and the lodge's address here.]

NOTES