



Introducing The Members' Pathway

A guide to help Lodges attract, introduce & retain members



The Members' Pathway offers:

*A framework for Lodges to attract, introduce and retain members
Based on research, good practice and experience*

Our goal now is:

*To bring in good calibre members who will stay and help to make our Lodges
stronger and sustainable*

We are asking you to:

*Embed the Members' Pathway practice guidelines in all your Lodges
Assist us to enhance and develop it based on their experience*



Background – Why?

In recent years:

- A fall in the number of candidates
- 20% of new members leave before receiving Grand Lodge certificate
- Smaller and weaker Lodges

Improvement Delivery Group (IDG was MFG) research and strategy:

- MFG research - three online surveys - 10,000 members responded
- UGLE strategy 2015-2020 - prioritised membership development
- Objectives:
 - improve attraction and retention
 - stabilise membership at over 200,000
 - reduce early resignations from 20% to less than 10%

A need for:

- A planned approach to developing membership
- Practical help for Lodges



What is the Members' Pathway?

- The journey a man takes from being an interested non-Mason to a committed Freemason
- A planned approach of 11 steps that Lodges can follow to attract, introduce and retain members
- For Lodges, supported by Provinces
- Processes, techniques and good practice developed in growing Lodges and elsewhere



What is the Members' Pathway?

- Builds on MFG research and experience from other organisations
- Builds on external research - why people join and remain in membership organisations (see Research from outside of the Craft)
- Pilot study - 120 Lodges - 10 Provinces - April 2016 to March 2017
- Results - clear support for the introduction of the Members' Pathway, with guidance on style and format



What is the Members' Pathway?

- A continuous and integrated system
- Covers - planning, attracting, approaching, screening, interviewing, introducing
- Through to retaining new members
- Clear link to the Royal Arch
- End result – more members become committed Master Masons



What is the Members' Pathway?

- Encompasses mentoring
- Processes and approaches for mentors to follow
- New role – Lodge Membership Officer - co-ordinates early steps
- Clear definitions of roles & responsibilities in Lodges and Provinces
- Roles are flexible to suit needs of Lodges and Provinces
- Support from the Provincial Membership Officer, the Provincial Mentor and the Provincial Almoner – here to help in the success of the scheme



The Members' Pathway – an Overview

1. Lodge Planning

For a man known to existing members

2. Identifying prospective candidates

3. Approaching prospective candidates

For a man not known by existing members (e.g. via the internet)

4. Responding to enquiries from potential candidates

For all prospective and potential candidates

5. Preparing the prospective candidate for interview

6. Interviewing the applicant

Lodge Membership Officer

Recruitment Workshops

7. Preparing the candidate for Initiation

8. Supporting the new Freemason

9. Introducing the Royal Arch

10. Retaining our members

Lodge Mentor

Mentoring Presentations

11. Retrieving members

Province

Almoners Workshops

Roles in the Members' Pathway



Steps 1-6

Co-ordinated by a Lodge member who takes on a new 'membership development' role, 'Lodge Membership Officer' (LMO).

- LMO may be combined with other roles/offices in the Lodge, including Lodge Mentor
- Leads in the development of a Lodge membership plan
- Supports sponsors as they introduce prospective candidates
- Supported by the Provincial Membership Officer (PMO)



Roles in the Members' Pathway

Steps 7-10

Co-ordinated by the Lodge Mentor

- Starts immediately after the candidate has been elected
- Appoints and supports personal mentors
- Supported by the Provincial Grand Mentor

The Members' Pathway clarifies other Lodge officer roles and how they work with the LMO & the Lodge Mentor

Roles in the Members' Pathway



Step 11

Co-ordinated by the Province supported by the Provincial Almoner



Step 1 – Lodge Planning

Ensures the Lodge is:

- Fit and ready for new members
- Clear about the sort of person who would enjoy membership - and thrive

Covers:

- A review of current Lodge practices
- Creating a Lodge profile
- If appropriate, a profile of Lodge's 'ideal candidate'
- Increasing Lodge's visibility in its local community
- Assignment of specific responsibilities related to the introduction of new members



Step 2 – Identifying Prospective Candidates

Covers how to:

- Create a ‘long list’ of contacts of Lodge members (*members are normally very surprised how many people they know and had not considered*)
- Use the profiles to filter the ‘long list’
- Prepare a ‘short list’ of people who can be approached to discuss interest in Freemasonry



Step 3 – Approaching Prospective Candidates

Covers how to:

- Approach a 'prospective candidate'
- Find out whether he might be interested in Freemasonry
- Respond to his questions
- Help him learn enough to decide whether he wishes to pursue membership



Step 4 – Responding to Enquiries

Covers how to:

- Respond to unsolicited approaches from ‘potential candidates’
- Deal with referrals to the Lodge
- Validate the approach (*‘due diligence’*) and find sponsors



Step 5 – Preparing Prospective Candidates for Interview

Covers how to:

- Hold discussions with prospective candidates
- Screen a prospective candidate to determine:
 - whether he meets the qualifications for membership
 - whether this is the right Lodge for him and he is right for the Lodge
- Complete the formal application
- Prepare the applicant for interview



Step 6 – Interviewing the Applicant

Covers how to:

- Select members of the Lodge's interview panel
- Arrange and conduct panel interviews on behalf of the Lodge Committee
- Decide the outcome of a panel interview
- Follow up interviews



Step 7 – Preparing the Candidate for Initiation

Covers how to:

- Select personal mentors
- Discuss Initiation with the candidate
- Manage his expectations
- Support him through all stages of his first meeting
- Address his early needs for information, personal contact and support



Step 8 – Supporting the new Freemason

Covers:

- The importance of early support
- The role of the personal mentor and other Lodge members
- Meeting the new member's individual needs for
 - Information
 - Personal contact
 - Encouraging support
- Helping him through his early experiences and through his ceremonies



Step 9 – Introducing the Royal Arch

- The relationship between the Craft & the Royal Arch
- Reasons to become a Royal Arch Mason
- How and when to introduce the Royal Arch
- Judging when it is appropriate to join the Royal Arch
- Royal Arch Representatives in Lodges





Step 10 – Retaining our Members

Covers:

- Focusing on retention
- Helping all members to:
 - gain enjoyment and satisfaction
 - grow in his commitment
- Continue mentoring
- Responding to any signs of dissatisfaction
- Other Orders and degrees



Step 11 – Retrieving Members

Covers:

- Warning signs of possible resignation
- Addressing issues and concerns
- Opportunity to reconsider
- Migration, for those leaving the area
- Support for reduced circumstances
- Exit interviews
- Learning the lessons for Lodge planning (Step 1)



Accessing the Members' Pathway

Accessing the Pathway



Tri-fold Leaflet

- Printed copies



Steps Booklet

- Printed copies
- *b*UGLE and TeamApp





<http://b.ugle.org.uk/>



CELEBRATING 300 YEARS

BUGLE

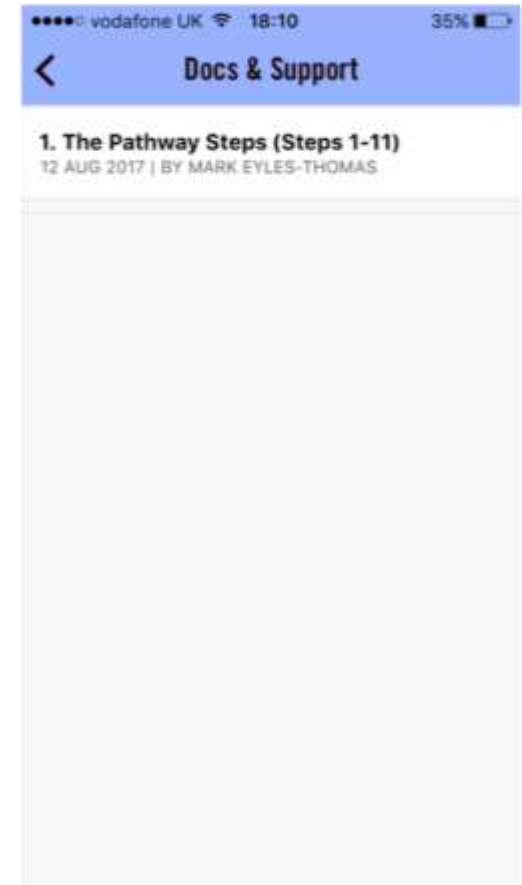
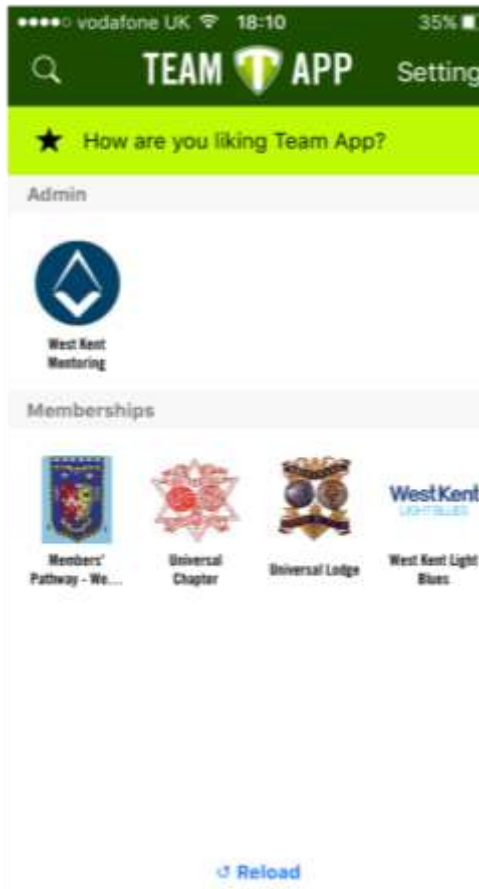
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Steps Guides & Members' Pathway Full Guide

* Password protected **Membership2017**



<https://www.teamapp.com/>





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ANDROID APP ON Google play Available on the App Store

BECOMING A FREEMASON



Implementing the Members' Pathway

Implementation



- **Lodges to appoint a LMO**
- **Develop Profile for your Lodge**
 - West Kent Lodge Information Sheets are a good start
- **Lodges to instigate a Recruitment Plan**
 - Define who is the ideal candidate as a start
- **Lodges to consider absentee action**

Summary



- **Plan the future (Succession Planning)**
- **Assess the situation (What & When)**
- **Recruit new members (Profile/Candidate/Plan)**
- **Retain members (Encourage/Responsibility/Enjoyment)**
- **Retrieve members (Absentee Action)**



We are here to help

Conclusion



The Members' Pathway will assist your Lodge to:-

- *Build a framework to attract, introduce and retain members based on research, good practice and experience*
- *To bring in good calibre members who will stay and help to make our Lodges stronger and sustainable*



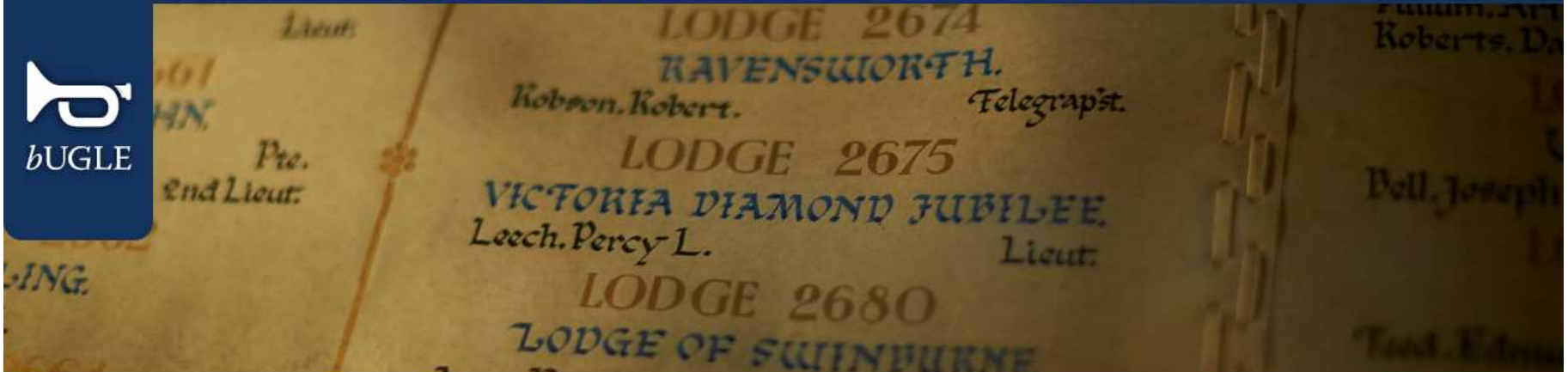
Q&A Questions Answers



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