

Masonic Forum

January 10, 2009

Richmond Scottish Rite Temple

A General Recap of the meeting for the benefit of
Midlothian Masonic Lodge 211
February 4, 2009

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Please note: These comments are mostly from memory and written notes. They are not intended to be a perfect document reviewing the 4 hour meeting, but rather a guide to the information that was shared by some excellent speakers on various topics facing the Masonic Lodge in the 21st Century. Some of these things may not apply to 211, but they are included as an attempt to give a full review.

“Freemasonry in the 21st Century Forum”

Alan Adkins – Grand Secretary

Where We Have Been (See handout)

- Change and adapt
- Emotional Issue
- Acceptance and Respect
- Growth of mindset-be willing to adapt

PR Image-perception of young people-value of membership

VA: 40,221 members in 2008; 10 years ago we had 49,659 (down approximately 20%)

Mike Smith – Supreme Council of South Carolina

Generational Leadership

- 38% over 70 – lose ½ in next 5 years
- 54% total membership is over 60

The Goal is to Develop Membership and BE BETTER MASONS

Methods to consider for our Lodge:

Outreach

- Build strong web site
- Get more lodge info out into the world
- Use computer in lodge
- Improve communication to all members
 - Not just those who come to Stated
 - Make newsletter more informative
 - Keep everyone in loop
 - Contact
 - Listen
 - Invite
- Be better Masons
- Care about shut-ins/Elderly
 - Take dinner or offer to pick up for meeting
 - Bring up to date on activities
 - Cheer up
 - Tell them why – foster understanding of their importance
- Concept of inclusion-young and old
- How to include new members in lodge
 - Getting them involved immediately
- Old people scared to let go! Who is going to replace you?

Tom Jenkins – ACCA

“21 Points of Leadership”

Based on John C. Maxwell’s “21 Irrefutable Laws of Leadership”

1. Leadership is influence – Management is systems KNOW THE DIFFERENCE!
2. Law of Process –
 - a. Leadership is daily
 - b. Progress is long term
3. Overcome barriers
4. Who you are is who you attract
 - a. Friendly healthy growing lodge
5. Connect on emotional level
 - a. Must build bridges
6. Law of inner circle
 - a. Don’t be afraid to empower others
 - b. Accept changes
7. OK to be visionary
 - a. But must be practical
8. Momentum
 - a. Are you passionate about your vision?
 - b. Do you display enthusiasm?
 - c. Do you work to motivate others?
 - d. Celebrate their accomplishments!
9. Leader must develop leaders
 - a. Develop team of leaders
 - b. Create explosive growth
 - c. Be able to do great things when you are gone

Boyd Griggs, Prince George-ACCA Membership Chairman

“Attracting Today’s Man to the Fraternity”

How we perceive our new members

- Put new members on investigative committee
- Get them involved
 - Introduce each other
 - Get badges for everyone
 - Lodge recognition of new members
- Show them what we have in common
- Show them what we value
- Have new members be on committee to recruit/contact an “old” member
- Value old members returning to Lodge (without embarrassing them)
- Must keep up with technology

Work together to develop Lodge programs for 2010

Core Belief: Victory is inevitable

Remember: Who is going to take your place

Dr. Dean Palmer – Masonic Public Relations

“Let your Light Shine”

What does your Lodge do for Public Relations?

We must get the word out!

Maybe have officer in Lodge responsible for Public Relations

Become a Mason to be a leader-community perception of Masons as Leaders

Show what we do for our community

If going to tell Masonic story, you have to know it first

We are a charitable organization!

- Provide support over \$1 million per day
 - Shrine Hospitals - \$826 million
 - Scottish Rite – Childhood Language Center at Richmond

Get word out in:

- Newspapers
- Newsletters
 - send to everyone
 - other lodges
 - news media
- Brochures for hand out
- Internet Web Page

Send out articles on:

1. new officers/installation/pictures
2. special awards
3. fundraising events
4. scholarships
5. charitable events
6. child ID brochures
7. any lodge activities that benefit community

A successful PR campaign includes:

- who
- what
- when
- where
- how
- contact info.

Be proud to be a Mason

- wear your jewelry (lapel pin, watch, ring)
- wear your clothing
- license plates
- don't be afraid to talk about it
- march in parades
- do public events as Masons