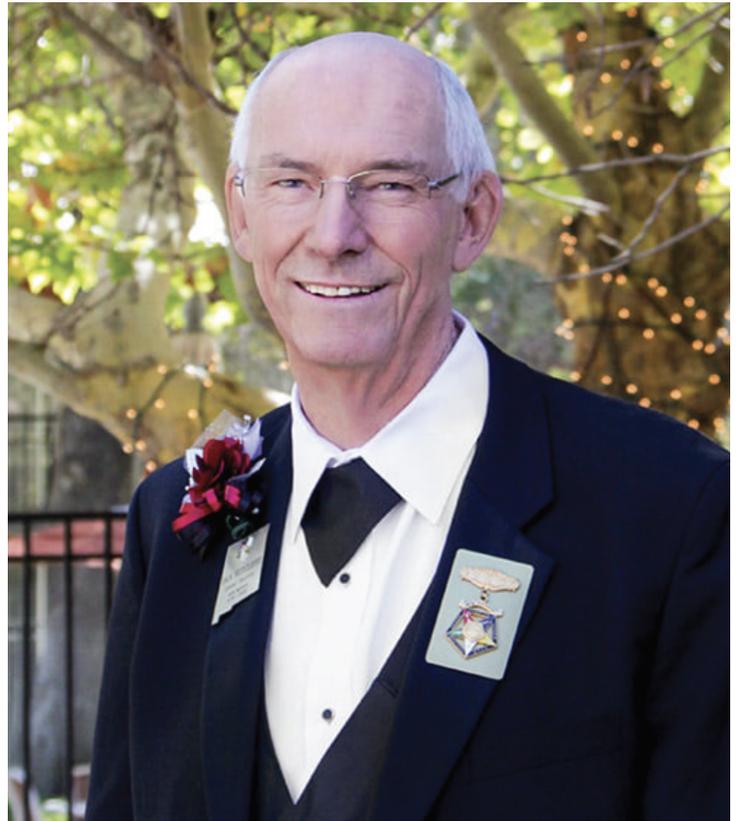


## MAY OES ARTICLE

In late April, I attended the monthly Valley of Santa Fe Scottish Rite meeting. The guest speaker that evening was Brother Chadwick Burk, a member of the Phoenix York Rite. He has worked with numerous York Rite and Scottish Rite Bodies on their membership efforts and has developed an approach that has proven successful in increasing their membership.

I made notes of his key points during his presentation and thought I would share them with you for your consideration as we move forward with the lessening of meeting restrictions.

- The pandemic might be good for masonry as it has broken some old habits, one of which was a Mason's habit of only going to lodge meetings in person. **Studies show that it takes 2 ½ months to develop a habit and the same amount of time to break a habit.**
- With zoom meetings being one of the few ways to meet during the pandemic we are now used to not meeting in person (new habit). This has allowed us to interact with members who normally cannot attend in person (out of state members and those with health issues). When we return to in-person meetings we should consider ways to incorporate a zoom portion as part of our meeting schedules to benefit from those who cannot attend in person.
- One thing that should be done while we are still in zoom mode. **Record all contact information from all members and make sure it is accurate.** Farm out collection so a single person has only to obtain information from 2-3 members. After verifying contact information asked one question of each member: **How do you prefer to be contacted (mail, phone, email).**



### Moving forward **Plan Three Events:**

- First: Do a welcome back event (celebration) that is family oriented. 100% fun! Make sure it is not on zoom but is in person. No business only fun. Get to know each other again.
- Second: Have a Brother, Bring a Brother (non-Scottish Rite member). Another fun event. Not an open house but a friend-to-friend invite. Know the person. Have a 10–15-minute talk on overview of organization. NO technical talk just very simple facts about organization and its involvement in the community. Provide note cards for invitee to write questions they may have about organization. No names on question cards. Answer all questions as a group. **DO NOT** given them a petition or asked them to join. Let them digest the information provided and give them time to ask how to join. Make it their choice, not your pressure on them.

- Third: Have an event to solely celebrate new members.  
Make sure every person who helped in their membership process be there to celebrate with them (person who invited them to first event, petition signer, coaches/mentor, etc.)  
Make sure they have a job or duty before they leave (cast member, backstage, wardrobe, etc.).
  
- What is wrong with meetings:
  1. Need more fun events and not just a regular business meeting as usual.
  2. Meetings too long. Limit time to just about an hour.
  3. Negativity. Stop saying we have done that, and it did not work in the past. Times change and so do circumstances affecting how something works or does not work.
  4. Traditionally we have always done it that way. All traditions started with a new idea so try something new and see if it becomes a tradition.

I hope that the key points Brother Burk put forth has raised some questions and ideas of what your Chapter, and you as an individual, might want to explore and develop as we reach out to our communities in search of new members and in keeping our current members more active.

Dan Sutcliffe,  
Grand Trustee