

THE SPECIAL TEAM APPROACH

In this approach, you organize a team of two articulate Members and one articulate Advisor. Using names supplied by the members and other sources, the team makes appointments and call on prospects and their parents in their homes. The objective should be to spend no more than 60 minutes in the home, and to come away with a completed membership application and check. At a minimum, the team should leave the prospect with the completed application and sufficient information to make a decision.

The team needs to dress nicely (depending on the prospect of his parents, you may even want to go in meeting attire). From the time you arrive, tactfully make it clear that the team is there to talk exclusively about your group (DeMolay, Rainbow or Job's Daughters) to the young man/woman and his family – that they has been selected for membership out of a large group of potential members.

Eliminate distractions such as the TV, radio or cell phone, pets, and smaller children. **Get to the point!**

Divide and conquer – after about 30 minutes of basic information about your group and the chapter/bethel/assembly, have the advisor take the parents to another room to talk about the membership issues which concern parents. [The advisor can show the parents (if DeMolay) the 10-minute “Quick Start Advisor Training” video, which will sell the parents on DeMolay from their point of view and at the same time be used as a potential recruitment of parents to work with the chapter.] The members stay with the prospect to talk about the activities and other features of your organization, and which are of interest to a person of this age group. During this time, work with the prospect to complete the membership application. Answer all questions as honestly as you can.

If you don't leave with the membership application completed and a check, arrange to call again in 24-48 hours to get them. Success using this method runs as high as 90%; but it all hinges on the ability of the team and quality of the names it is given.

Setting Up the Visit:

1. Make initial contact by mail. You should develop a letter and put it on letterhead. Make it look impressive.

2. There should be two letters – one to the parents and one to the potential member.
3. Enclosed in each letter is literature about your group and a copy of the term calendar of events.
4. Both letters should state that you will personally be in touch by phone (text or e-mail) to set up a visit. Two or three days after the letters are received, call and make an appointment to visit. Make contact with both the potential member and his parents. When you call, do not ask, “When can we come over to talk to you about DeMolay/Rainbow/Job’s Daughters?” Instead, offer a suggested date: “We would like to come over and talk to you and your parents about DeMolay/Rainbow/Job’s Daughters. What day would be best for you, Tuesday or Wednesday at 7:00pm?”

The Visit:

1. Ideally two Members and one experienced Advisor.
 - a. One member should be an experienced recruiter.
 - b. The other member should know the prospect.
2. Look good. Your appearance is important. Look neat and clean, jeans and sneakers don’t measure up to a first-class organization.
3. Keep it SHORT and SIMPLE. Take no more than 60 minutes.
4. Always be prompt.
5. Always be positive and enthusiastic.
6. Don’t sell too hard. An honest presentation is best; let your organization sell itself.

What to Say:

1. Know ahead of time what you will cover and how you will cover it.
2. Be organized. It’s the key.
3. Prepare an outline of what will be said and who will say it.
4. Share the presentation. One person should not do all the talking.
5. Encourage questions.
6. The advisor should be there to support the members, not do all the talking (except when he meets with just the parents).

What to Bring:

1. Professional looking brochures and information on your group.
2. DeMolay Advisor “Quick Start” video to use with parents.
3. Laptop to show YouTube recruiting videos or groups website.
4. Copies of recent newsletters.
5. Photos of events and activities.
6. Copy of the Term Calendar of activities.
7. Membership Application.

Follow-Up:

1. Remember the objective is to leave the meeting with a completed and signed membership application and check.
2. Not everyone will sign-up immediately. Prospects and parents often want to discuss what you said privately before making a decision. Respect their right to do that.
3. If you leave without a completed and signed membership application and check, be sure to call back in 24-48 hours so you can offer to answer any further questions and stop by and pick up the application and check.
4. Invite the prospect and parents to your activities. Don't wait for the initiation, start inviting them to events right away
5. Tell them when the initiation will be held.
6. Be sure to invite the parents to attend.
7. When is the next meeting and event? Make sure they know to be there.