

THE TEN MOST WANTED APPROACH



This approach is modeled on the techniques used by the FBI. It fits the process and it works.

At a meeting of the membership committee (or a regular meeting) a list of 10 names is compiled. These are the names of young men/women most wanted in your membership. These should be prospects you believe will bring a needed skill or attribute to your group, or prospects the members know and want to have as a part of the group. Each member is given a copy of the list. These individuals are to be approached at every opportunity by as many members as possible. When a name from the Most Wanted List is added to the roster of members, a new name is added the bottom of the Most Wanted List. Just like the FBI, everyone concentrates on a specific target and getting “their man.”

It works like this:

Pete Prospect is walking down the street when Joe DeMolay meets him, “Pete,” says Joe, “We were talking about you at the DeMolay Chapter meeting last night, and we decided that you are just the man we would like to have with us in DeMolay.” Pete gives Joe a rather abrupt refusal, but subconsciously he is pleased to learn that he is well thought of and wanted.

The next day, Pete is at school where Brian Brotherhood, another DeMolay in the Chapter, approaches him. “Hi, Pete,” says Brian. “We were talking about you just the other night at the DeMolay meeting. Several of the members spoke very highly of you and mentioned that they would like to have you in our Chapter.” Brian’s invitation is turned down, but not quite as abruptly as was Joe’s. Pete says, “I’m very busy these days. I don’t know where I’d find the time.” Subconsciously, he is saying to himself, “There are a lot of my friends in DeMolay. I wonder how my name came up as it did. This is the second person in as many days who has mentioned DeMolay to me.” Pete finds himself smiling a bit and biting his lip so he won’t appear too pleased.

Pete Prospect goes to basketball practice (or play rehearsal, French Club, Computer Club, or whatever). There he meets his fellow team member, Paul

Precepts (also a DeMolay), who accidentally on purpose sits next to him. Paul says, “Pete, were your ears burning the other night? The guys in school, and several other clubs said they would like to have you as a member of our DeMolay Chapter. They think you would enjoy DeMolay, and I know they would all like having you as a member of the chapter.” “Gosh,” Pete says, “You know how busy I am. I just don’t see where I could find the time.” But, again privately he says to himself, “These guys in DeMolay seem like really good guys. They have pretty good judgment too.”

Over the next several days, a number of DeMolays go out of their way to meet Pete Prospect, and all of them let him know that he has been talked about for membership in the DeMolay Chapter. He is viewed as a very desirable person; one who all in the chapter would like as a member. Pete really enjoys the flattery and basks in the knowledge that he is really wanted as a member. How can he keep from smiling to himself and being satisfied with what he has been hearing?

By this time, the idea of joining DeMolay has been implanted in full consciousness. He begins to think that the DeMolay group is pretty discerning and informed group. He can understand how DeMolay would want him, and begins to think that he’d like to be associated with DeMolay. Probably the next DeMolay who approaches Pete is asked how he can join and it just so happens that this DeMolay has a membership application in his pocket.

Pete’s name now comes off the “Most Wanted” list and another name goes on. Note that in getting Pete’s application, the efforts were focused and concentrated. Not just one DeMolay invited him to join, but several. Pete wasn’t found in a “come one, come all” campaign, but was selected and sought.