

# ***HOW TO SELL***

## ***MEMBERSHIP - OUR FUTURE***

Membership is a well-worn word we all probably hear all too often. What does it really mean? Why all the talk about membership growth?

Question: What does “Membership” really mean?

Question: Why is membership growth so important?

Question: If we are doing great things in our group, and having fun, why be concerned about Membership?

Question: If we get too big, won't that mean less opportunity for each member?

Question: Who is responsible for Membership growth?

1. Membership recruitment is the \_\_\_\_\_ of a Youth Group.

Every day somewhere, perhaps in your own group, someone turns 20 or 21 years of age, and as a result, you have one less member. The lack of a membership recruitment program, in general or in your group in particular, would have obvious and disastrous results. The last member's 20<sup>th</sup> or 21<sup>st</sup> birthday would be the end of your chapter/bethel/assembly and perhaps, even, DeMolay/Rainbow/Jobies.

2. The need is to \_\_\_\_\_.

Not only is membership recruitment important in order for us to exist, but also it is important to grow, in order to have bigger and stronger groups. A chapter/bethel/assembly of 30 or 40 can do projects three to four times the size and quality of a group with only 10 members. This means three to four times the number of attendees, excitement, income, and rewards.

3. The need to grow never \_\_\_\_\_.

Membership in a youth group is like “recycling.” About the time you go through the membership recruitment process and initiate new members, its time to start again. A youth group's membership never stands still. Members advance in age each year, ultimately becoming majority members.



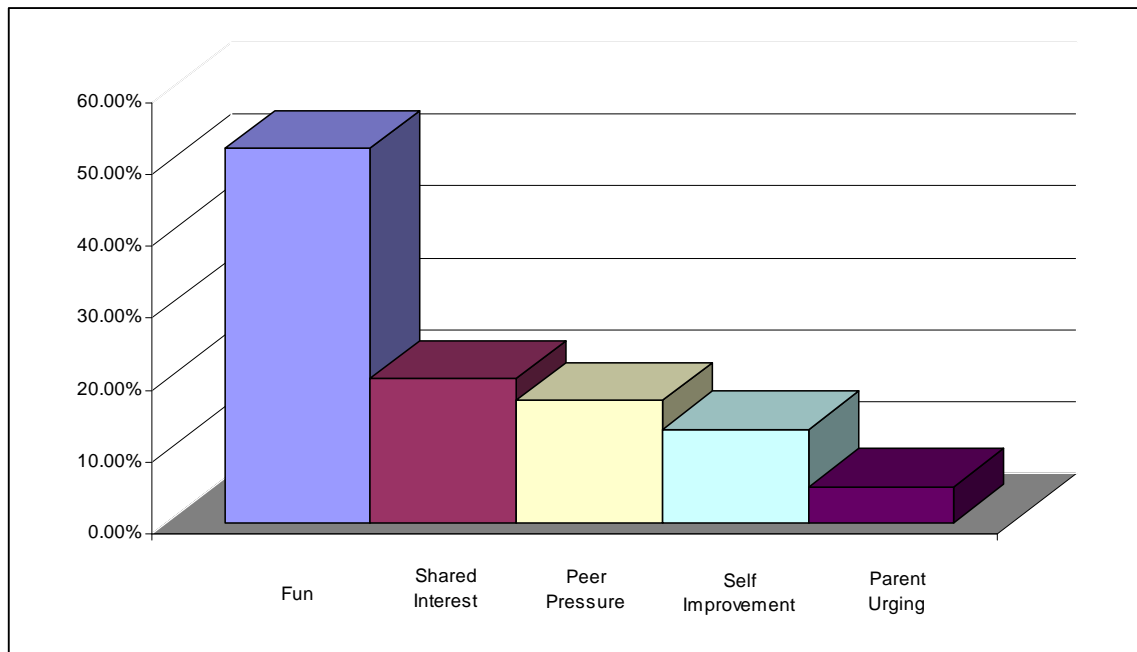
1. The rule of Thumb is that every member should bring in at least \_\_\_\_\_ new members.
2. Understand what attracts young men to DeMolay or young women to Rainbow and/or Job's Daughters.

It is important to understand why young people join our organizations. Some may not join for the same reasons you did join.

Why do you think young men join DeMolay / young women join Rainbow or Job's Daughters?

In 1995 DeMolay International commissioned a Gallup Poll of young men across the United States. Results included:

Motivators for Young People to Join Activities / Clubs



# ***BUILDING A PROSPECT LIST***

Collecting names for a prospect file is a continuous process. A good way to organize prospect names is to make a file on names on 3"x5" cards. It should list the prospect's name, address, phone numbers, e-mail address, and name of any current member(s) who know the prospect.

There are several relatively constant sources for names, which you should use:

## **YOUR MEMBERS**

When was the last time you asked them? Take a few minutes at a meeting and ask them to list names on a 3"x5" card.

## **NEW MEMBERS**

The BEST prospects are the friends of your newest members. You have already sold the new member on your group. Help him sell his friends. Tell him that your group would be even more fun with his friends as members. Make sure he has membership applications to use. As a part of your orientation program, make sure you seek the names of your newest member's friends. See that he follows up by asking them to join.

## **MASONIC BODIES MEETING IN YOUR MASONIC HALL**

Seeking the names of prospects from the sponsoring body or other bodies meeting in your Masonic Hall is the responsibility of your advisors. However, members who have parents involved in these bodies should ask their parents to help with the names of DeMolay-aged sons and Rainbow/Jobies-aged daughters of fellow members in their organizations. At regular intervals they should make announcements in Lodge of upcoming youth group activities. A display with pamphlets, membership CD, and membership applications should always be on display in lobby of the Masonic Hall. This way, DeMolay, Rainbow and Job's Daughters is always visible to the Masons of your community.

## **DeMOLAY, RAINBOW AND JOB'S DAUGHTERS**

This is a source often overlooked. By asking your members to list potential members for the other youth groups that they know, you can provide a prospect list to the Chapter, Assembly or Bethel and ask that they do the same for you. Among the best prospects are brothers or sisters. This exchange of prospect lists should be done at least once a year or twice a year.

## **PARENTS OF YOUR MEMBERS**

Often member's parents have friends and co-workers with sons of DeMolay-age and daughters of Rainbow/Jobies-age who have no connection to the Masonic Family. Periodically, ask parents to develop a list of prospective names. Use the same method as you do with your members by using the 3"x5" cards.

## **SCHOOL**

Teachers, principals, school counselors. Almost every school has one or more Masons on staff, or even someone you know through PTA or just by attending that school - who will gladly help if they are properly approached. Also, go through school annuals to see if a name or picture triggers someone you have not thought of asking before.

## **LITTLE LEAGUE AND TEAM COACHES**

Another great source for names – maybe not now, but for the future. The upper age of Little League team members – 12 – is the joining age for DeMolay. A regular file of 10 and 11 year olds will provide a continual list of prospects over the years. Consider having your group sponsor a team in your area. Try and find a Majority Member or Mason who is serving as a Coach or is in some way involved with a team.

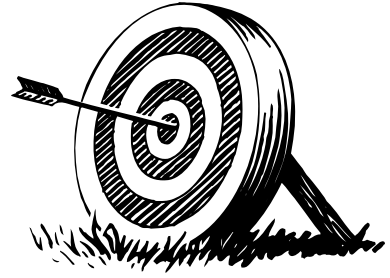
## **BOY SCOUTS and GIRL SCOUTS**

A large percentage of DeMolays were (or are still) members of Boy Scouts, same for the young ladies. In Scouting the members are taught values, just as in our youth groups. Scouts appeals to those who like the out-of-doors and camping. So do we, but our program also supplies something Scouts does not – co-ed social activities. Ask current members who were or still are involved with the Scouting program to help to develop prospect names and then help recruit.

## **CHURCHES**

An effective way to get DeMolay, Rainbow and Job's Daughters before the public eye is to have members attend church, synagogue, or mosque as a group. Be sure and notify the minister, rabbi, or pastor several weeks in advance of your planned visit. This will often result in a mention in the program or newsletter. A follow-up call after the visit can produce a list of prospective members who belong to the congregation. Note: the follow-up call should not be so soon after the visit that it appears that the only purpose for visiting was to get prospects. Wait 3 to 4 weeks. Parents of prospects contacted in this manner often have a favorable opinion of our groups as a result of having seen us in the church, synagogue, or mosque.

# ***RECRUITING METHODS***



After collecting prospect names, your group comes to the famous “Y” in the road of membership recruitment – the recruitment method to use.

Possible Methods include:

1. One-on-One Approach
2. The Special Team Method
3. The 10 Most Wanted
4. Open House (also called a RUSH or Prospect Party)
  - a. Formal
  - b. Informal
5. The Membership Mini-CD
6. OSY Rush Party
7. Just ONE new petition each Meeting
8. School Program
9. Rush Party
10. Seven Steps of Selling
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.

# MEMBERSHIP COMMITTEE DUTIES

1. Chairman **coordinates efforts** with Line Officer in planning the term calendar program.
2. **Plans** year's membership program and **budget** for approval by the people who need to approve it.
3. **Adapts** district / region or jurisdiction membership events into your membership program.
4. Sets dates for 4 – 6 **initiations** a year. (May include local initiations, district / regional / jurisdictional initiations.
5. **Develops** plans for membership recruitment – One-on-One, Open Houses, Top-10, etc.
6. Develops a master **Prospect List**.
7. Constantly **encourages the members** to be recruiting.
8. Develops an **Orientation Program** for new members.
9. Develops a **“Big Brother/Sister”** program for new members and recruits members to be “Big Brothers/Sisters.”
10. **Promotes** chapter/bethel/assembly, jurisdictional, and international membership programs and awards to the group.

# THE TWELVE COMMANDMENTS OF MEMBERSHIP RECRUITMENT

- 1. HAVE CONFIDENCE.**  
You cannot achieve “positive” results with a “negative” attitude.
- 2. LOOK SHARP.**  
Remember, look ‘Professional.’ We are a ‘First Class’ organization.
- 3. BE ORGANIZED.**  
Have photos, brochures, literature, and other items to help you tell the story of group and your chapter/bethel/assembly.
- 4. BE ENTHUSIASTIC.**  
Show you ‘excitement’
- 5. BE SINCERE.**  
Really mean what you say and above all, say what you feel.
- 6. REMEMBER K.I.S.S.**  
Keep it Short and Simple.
- 7. DON’T BE AFRAID.**  
Tell them what DeMolay, Rainbow, Job’s Daughters means to you.
- 8. TAKE ANOTHER MEMBER AND ADVISOR WITH YOU.**  
Show the prospect the type of new friends they will make, and show the parents that there is quality adult leadership and supervision.
- 9. LIMIT YOUR TIME.**  
Make the presentation last no more than 30 minutes.
- 10. DON’T LEAVE WITHOUT AN ANSWER.**  
Let the prospect know that you expect a ‘yes’ or ‘no’ answer.
- 11. ALWAYS HAVE EYE CONTACT.**  
Look the prospect and the parents in the eye when you speak and call them by name.
- 12. SHOW YOUR PRIDE.**  
You represent the world’s greatest youth organization.

# MEMBERSHIP TIPS

1. Be well **prepared** when approaching a prospect and his parents.
2. Be **outgoing and enthusiastic**; you should be excited about DeMolay.
3. Always **know the date of the next Initiation**, and equally important, the date by which the membership application must be submitted.
4. **Don't rush them**; let his/her interest build gradually.
5. Tell them about all the **friends** he/she will make.
6. **Offer rides** to meetings and activities.
7. **Get to the point**. Don't use descriptions that are complicated or titles that are meaningless to them (such as PMC, RD, GBHQ, GVAR, parts, degrees).
8. Have **current brochures and membership applications** in hand.
9. Stress the large size of our **International organization**.
10. **Be honest**. If you can't answer a question, tell them that you will find out the answer and get back to him/her.
11. **Explain** to him/her that there is no horseplay or embarrassment that occurs in the initiation into DeMolay, Rainbow or Job's Daughters.