

MEMBERSHIP STRATEGY OUTLINE

STEP	ACTION	TIME IN DAYS
1	COMMITMENT TO THE PROGRAM, STEP BY STEP OUTLINE	NOW
2	“Mining for Members” GATHERING NAMES AND BASIC INFORMATION	45
3	CREATING A “HOT LIST”	35
4	MAILING PARENT’S LETTERS	30
5	MAILING PROSPECT’S LETTERS	27
6	THE FIRST PHONE CALL	14
7	THE SECOND PHONE CALL	3
8	PROSPECT PARTY/INFORMATION NIGHT/GET TO KNOW YOU EVENT	0
9	FOLLOW UP (finalize applications, fees, confirm interest)	+2
10	PREPARE CANDIDATES FOR INDUCTION	+5

MINING FOR MEMBERS

GETTING STARTED

REFERRAL SOURCES:

1. Mailing List (Get to Know Us Dinner)
2. DeMolay, Rainbow, Job's Daughters
3. Other Masonic Groups
4. School Teachers
5. Youth League Coaches & Youth Group Leaders
6. Eagle Scouts, Boy Scouts, Girl Scouts
7. Sunday/Sabbath School Teachers & Ministers

RESEARCH SOURCES:

1. American Student List. LLC, 2900 North Military Trail Suite 140. Boca Raton Florida 33431 (888)550-8548 or www.studentlist.com
2. School yearbooks (especially Jr. High and Middle School)
3. Community Directories (available at libraries)
4. Newspapers; Honor Rolls, Athletic Teams, etc.
5. Community Groups: Scouts, 4-H, Sports Teams, etc.

DETECTIVE WORK

GATHERING BASIC, NECESSARY INFORMATION

1. Full Name
2. Address (number, street, city, state & zip)
3. Telephone Number and Email Address
4. Parent(s) name(s)
5. Age and grade in school

BUILD A PROSPECT DATA BASE

1. Full Name
2. Address (number, street, city, state & zip)
3. Telephone Number and Email Address
4. Parent(s) name(s)
5. Age and grade in school
6. Date of Mailing
7. Date of Telephone Contacts
8. Date of RSVP
9. Date attended event
10. Follow-up

CREATING A HOT LIST

SELECT AN APPROPRIATE NUMBER OF TOP PROSPECTS

1. Mailing List
2. Individual contacts (5-10 names)
3. Team Contacts (10-12 names)
4. Group Events: 15-30 or more - maximum number depends on the group's ability to effectively manage them
 - Get Together
 - Get to Know Us Dinner
 - Prospect Party

MAKING CONTACTS

BEGIN THE PROCESS

1. Mail letter to parents 30 days prior to event
2. Mail letter to prospect 27 days prior to event
3. Preliminary phone call to prospect 14 days prior to event
4. Second phone call to prospect 3 days prior to event
5. Get to Know Us Dinner/Prospect Party - Face to Face meetings (individual, team or group)
6. Follow-up phone call (Getting completed Applications/Petitions and Setting date for Initiation)
7. Induction of Candidates
8. New Member Orientation

RETURN TO SQUARE ONE

GO BACK AND ADD MORE NEW NAMES AND CONTINUE OR GO TO STEP THREE AND SELECT ANOTHER TOP PROSPECT LIST

THE FIRST CALL (14 DAYS BEFORE EVENT)

OPENING

1. Ask for the prospect by name.
2. Introduce yourself and say that you are from _____ Chapter of DeMolay. Ask if they got our letter?
3. Get permission to continue, “Is this a good time to talk?”
4. Make your purpose clear. Tell him that the _____ is in “_____” days and that you hope to see him and his parents there! Or if unable to attend tell him that you would like to get together sometime soon so that you could tell him more about DeMolay.
5. Give names of others involved.
6. Deal with resistance - If at this point he says he can't make it, you should tell him: “I sure hope you can!” “That there will be lots of (or other) guys there from his school”. “Do you know _____ or _____, both of them will be there.” Tell him: “I would really like the chance to tell you more about DeMolay.” “We can find a time that would be convenient for you.” In either case, emphasize no obligation for listening.
7. Data Gathering (if necessary)
8. Negotiating the Contract
 - Date _____
 - Time _____
 - Place _____
 - Length of Program/Event _____
 - Transportation (for a gathering away from prospect's home) - “Do you need a ride? It would be no problem for someone from the chapter to swing by your house and pick you up.” “We can pick you up at about _____ a.m./p.m. Is that okay?”

9. Closing:

- Restate the contract (Date/Time/Place)
- Tell him what to wear
- Closing remarks - Thank him for deciding to come Or tell him you will call him back to see if he can make it after all. Thank him for making time available for your visit/call... or tell him you will call him back to see if he will have sometime later.

If the prospect is not home at the time of your call, you should do the following:

- Introduce yourself
- Say why you are calling
- Tell them that you will call back at a later time. Is there a time that might be best to call?
- **DO NOT LEAVE A MESSAGE FOR THE PROSPECT TO CALL YOU BACK! NO ONE WANTS TO CALL STRANGERS ON THE TELEPHONE.**

THE SECOND CALL (2 NIGHTS BEFORE EVENT)

If he was one of the people who said that they did not want to come or to have you visit, try again, using some of the elements of the first call outline. (Unless, of course, he already had plans he told you about earlier.)

1. The prospect may be a little more nervous, considering the Event or visit is within a few nights. Call him by his first name. Say “Hi _____.”
2. Identify yourself.
3. Tell him you are JUST CALLING AS A REMINDER ABOUT (day, time, and place)
4. Ask him - if his parents need directions, who will be coming with you, or Tell him - who will be picking him up and check on directions if necessary.
5. Tell him again the dress for the event and remind him if he needs to bring anything (i.e. swim suit).
6. Tell him again about the guys that will be there from his school (or other groups he knows)
7. Get commitment. It’s up to you the caller.

THE NITTY GRITTY OF PROSPECT PARTIES

WELCOME

1. Big “Wal-Mart” Welcome
2. Strangers in a strange place - make them feel welcome, show them around

INTRODUCTION

1. Brief introduction of yourself
2. Explanation of the evening
3. Encourage questions

WHAT IS DeMOLAY

1. Text-book definition
2. Laymen’s terms
 - Fun
 - Opportunity to improve yourself and others
 - Positive environment

HISTORY

1. 1919
2. Kansas City Missouri
3. Frank S. Land
4. 9 young men - base-ball team
5. Jacques DeMolay - Historical Figure

SIZE OF DeMolay

1. 2,000,000 have become DeMolay
2. International - 8 Countries - All 50 States

FAMOUS SENIOR DeMOLAYS

1. People they may know
2. John Wayne, Pete Rose, Walt Disney, Mel Blanc, the original “Ultimate Warrior”, the “Undertaker”, Buddy Ebsen, Dan Rather, Bill Bradley, etc.

ACTIVITIES

1. Unique - wide range of activities - members run chapter
2. Social - State & Local
3. Civic - Special Olympics & Local Projects

BENEFITS

1. Leadership
2. College Scholarships
3. Public Speaking
4. Trips - Annual Convention, Ski Weekend, Athletics
5. Honors and Awards
6. Refine Talents and Abilities
7. Positive Influence - Seven Precepts
8. Positive Peer Group

WHEN/WHERE DOES THE CHAPTER MEET

1. Meeting Days/Times/Location of the Local Chapter

HOW TO JOIN AND WHAT DOES IT COST

1. Local Membership Fees are _____
2. Process of the Petition

QUESTIONS AND ANSWERS TIME

RITUAL

1. Show Ritual Example - "Ceremony of Light" Use only the best - Ask for Help!
2. Ritual sets us apart
3. Cult Myths

CLOSING

1. "I AM PROUD TO BE A DeMOLAY" "Take advantage of this great opportunity!"
2. If you did not have a dinner provide refreshments - HAVE GOOD ONES

NEW MEMBER ORIENTATION

PURPOSE

1. To develop friendships
2. Develop interest
3. To educate the new members about DeMolay/Rainbow/Job's Daughters
4. To ensure the future of the Chapter/Bethel/Assembly
5. Make good use of the new members time during business meeting

COMMITTEE

1. Chairman of Orientation
2. One older member for each candidate (coach)
3. One Advisor

BEFORE INITIATION

1. Candidates should arrive one hour prior to the Initiation.
2. Explain the history of the Order
3. Outline the duties of the officers
4. Explain the Advisory Council/Board
5. Explain committees
6. Explain conduct and dress at meetings as well as activities
7. Explain what to expect during the Initiation
8. Explain or customs (kneeling, praying, raps, etc.)

AFTER THE INITIATION

1. Big Brother/Sister or Coach explains the purpose and skills developed through ritual work and explains the Obligation requirements
2. Explain jurisdictional and region/district operations
3. Explains the need for each of them to find two (2) new members (one to replace and one to grow)

GET THEM ACTIVE - DON'T FORGET THEM ~ HERE IS HOW:

1. Assign to Committee
2. Voting privileges – how do they do that?
3. Activities (sports, dances, social events, dinners, traveling)
4. Have them help with meeting room set-up
5. Make them a reporter for the newsletter
6. Help with the next class of new members