

THE ONE-ON-ONE APPROACH

This is the easiest, yet most difficult membership recruitment method.

1. Know your _____.

It is crucial that you know as much as possible about your group before you approach someone to join.

2. Be _____ and _____.

Don't give the prospect the idea that you aren't sure what DeMolay, Rainbow or Job's Daughters is all about or what they might get out of it. Be sure of yourself! You'll make a better impression and the prospect will be more likely to trust what you say.

Initiate the conversation. Before the prospect has the chance to say, "What is DeMolay?" ask him what he likes to do. What are his interests, hobbies, what is one thing he's never done that he'd like to do? Chances are you can tie his interests into DeMolay, Rainbow or Job's Daughters and your group's activities.

3. _____, _____, _____

In order to be confident, you have to practice. Schedule a time in your meeting to rehearse the One-on-One approach. Role-play and ask each other challenging questions. You'll be only as successful in real situation as you are in rehearsal.

Not only is the One-on-One approach the oldest and most effective method for recruitment, it's how DeMolay started – the approach used by our founder and first DeMolay, Dad Land and Louis Lower.

This method involves each member and your supporters (parents, advisors, masons, boyfriends/girlfriends, DeMolay, Job's Daughters and Rainbow members) contacting the young men and women of the right age they know in school, church, other clubs and organizations, or in their neighborhood and after telling them about our group, asking them to join.

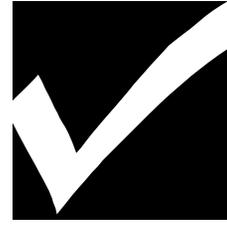
In this approach the member and/or supporter always has brochures, literature and membership applications with them and helps the prospect fill out the application.

This One-on-One approach can sometimes be disheartening to the DeMolay, Rainbow, Job's Daughter or Supporter. Not every prospect will want to join. Don't be depressed by a 'no.' A 'no' answer should never be viewed as a failure. It only stands to reason that the law of averages will dictate a certain number of 'no' answers to invitations to join. But if enough young men and women are asked, your group will have no trouble in meeting and even exceeding its membership goal.

This approach can be worked on a continuous non-stop basis – every day of the year. Virtually everyone associated with your group has some contact with other groups. Some of these that have proved particularly fruitful in terms of membership recruitment are:

1. Friends and younger brothers or sisters of current members.
2. Church youth groups
3. School clubs and organizations
4. Sports teams
5. DeMolay, Job's Daughters and Rainbow
6. Boy Scouts and Girl Scouts

FIVE THINGS...



You should NEVER say to a prospect:

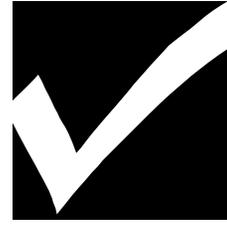
1. “The meetings are secret – I can’t tell you anything unless you join.”
2. “All we do is have meetings” or “All we do is have ritual practices.”
(DeMolay, Rainbow and Job’s Daughter are organizations with a huge variety of activities)
3. “Our adult Advisor is mean and doesn’t let us do anything.”
4. “Let me tell you everything you wanted to know about _____ but were afraid to ask...”

(Let the prospect ask questions and don’t try to force a whole bunch of information on them at once. Let him tell you of his interests and relate what your group has to meet his needs. Don’t spend a lot of time talking about “ritual” or other things which have no real meaning to them at that time.)

5. “We sure do need you in our chapter/bethel/assembly. We need more members because we need more people to help on our carwash fund raising.” Or “We sure do need you in our chapter/bethel/assembly. We only have 5 members now and without you we’re going to die.”

(Relate the prospect’s joining to something enjoyable and fun, not just boring work. Everyone wants to be a part of a winning operation or club; no one wants to join an organization just in time to be carrying the casket at its own funeral.)

FIVE THINGS...



You **SHOULD** say to a prospect:

1. Answer any questions the prospect has about your group.
2. Ask the prospect what his interest are and tie them into what you do in your chapter/bethel/assembly.
3. Make only positive comments about your group, its members, and its advisors or anything else about the chapter/bethel/assembly, everything else, don't bring it up.
4. Let the prospect know that DeMolay, Rainbow and Job's Daughters has a variety of programs and activities, and that they will certainly find something they like to do.
5. Make the prospect feel wanted, but talk about what he will get out of membership in your group and DeMolay, Rainbow or Job's Daughters – not about how bad things are or what we will get out of them as a member.