

**Six Actions,**  
**6 Weeks,**  
**to Achieve Success**

A Shift in Mindset



***DeMolay***  
***Member***  
***Acquisition***

# Forward

Getting a new member into DeMolay is simple and easy once you have a completed Membership Application from a friend.

However, the actions leading up to that exciting moment can be highly challenging, down-right scary, and overwhelmingly uncomfortable.

Unless...you know the:

**“Six Actions to Achieve Success”**  
that are contained within the pages of this new guide.

We challenge you to up your game, open your mind, and become determined to achieve success by turning your friend into a brother.



This is not a new membership program.

Think of it as a way to help you improve your skills and a shift in how we go about acquiring potential members.

# Table of Contents

Why do we want...	Page 1
Vision	Page 2
Accept the Challenge	Page 3
Our Mindset	Page 4
Take Action	Page 7
Action One. Display	Page 8
Action Two. Discover	Page 10
Action Three. Engage	Page 12
Action Four. Educate	Page 14
Action Five. Motivate	Page 16
Action Six. Move	Page 18
Our Success	Page 20
Record of Achievement	Page 21
What's Next	Page 22

**DEM**  
*~ology*

# Why do we want New Members...

**As a Chapter**, new member recruitment is vital. New members are our lifeblood, and continued growth is the only way we can hope to succeed as a team.

**As a Fraternity**, we want to share our brotherhood with other young men, giving them the opportunities we have had through living by our seven precepts.

**As an Organization**, it is our commitment to serve the communities we live and play in, work cooperatively with other youth groups, and develop life skills for our members future.

**As an Individual**, we join for various random reasons – fun, excitement, friends, paintball, sports, dances, food, road-trips, respect, leadership lessons, fun, swords, opportunity, and the list goes on and on...

Finally **as a Youth Movement**, active members make our activities more fun and exciting. Synergy grows enthusiasm for what we do, creates an atmosphere to be innovative in ideas, allows us to broaden our possibilities, and let's us build a base of lifelong friends and memories we will talk about forever.



Greetings Brother, we have walked in your shoes, knelt and took the same obligations, faced life challenges growing up, and still desire everyday to share the DeMolay experiences with friends and other youth.

Our vision is to encourage you to overcome your fears by challenging you to follow the simple actions of this guide.

Through mentorship from our older members who desire to pass along their legacy, support from dedicated Advisors who volunteer to make you better, and from you believing in your own abilities and trusting in these actions, you can and will yield successful growth in your Chapter.

We invite you to join in this passion, accept the vision, put in the effort, energy, and dedication to share our history and traditions. We believe that with a little concentrated spirit you can easily bring one friend into DeMolay each term.

# Accept the Challenge

Read the statement below.

Think about what it says.

Read it again out loud...

Now sign your commitment below:

***I dedicate myself  
to join with my brothers  
to change our mindset,  
allowing my friends  
to discover DeMolay,  
and make my Chapter  
the place to be.  
I will engage two friends  
in DeMolay each term  
(one every 3 months).***

Sign \_\_\_\_\_

Date \_\_\_\_\_



## Our Shift in Mindset for DeMolay Member Acquisition

### **History -**

In 1919 when DeMolay began, word about this fantastic fraternity for young men spread like wildfire across the country. It was the talk among the Adult Masonic groups. Dad Land took many unique opportunities to display and educate the public about what the Order of DeMolay was all about. We could not open Chapters fast enough to keep up with the influx of young men wanting to join DeMolay.

In the 1960's, the face of the world changed. And because our Chapters reflect society we had to weather political turmoil, military action, unrest both racially and economically, and a shift in the foundation of the family. Along with a change of attitude for youth to question and challenge everything, and adapt to the advancements in technology.

In the 70's, 80's and 90's, DeMolay spent time living off what was left of Chapters. There was some rebuilding, some growth, some return of traditions, but mostly energy spent talking about new ideas, new directions, and fitting into the new normal of being hip and cool!



Moving into the new century we worked on sales techniques, memorized speeches, and sought out kids of Senior DeMolays. We began using computers that were changing the way we did business and realizing we had a lot of burned out Advisors who needed to be re-energized or replaced.

## **Today -**

As we examine where we have been in nearly 100 years; we have come full circle. The days of having an elevator speech ready and a petition in-hand does not yield us new members. Competition for a young man's time, let alone finding Advisors who can dedicate more than a night a month is tough. The speed and volume of information has become a distraction to where nobody wants to sit and talk face to face.

A conversation anymore is through text message blasts or a 6 second video. Meetings without lasers and colorful images are boring. And we compete with video games, school sports, and parents working too many hours.

**We need to take a stand!** We need to return to what makes us great! We need to change our mindset and begin anew...

***We need to let "DeMolay"  
speak for itself.***

Members must proudly **Display** our emblem and logo, talk to friends about what you did on Friday night at DeMolay, at a Chapter meeting, a State Event, or with the Rainbow Girls and Job's Daughters...

We cannot be afraid to let people **Discover** DeMolay and ask questions. When that door opens we must step-up to **Engage** them, invite them, and welcome them to something at DeMolay. ***"Dude, come hang out with me and some friends!"*** It really is that simple...

Attending a function, they will get **Educated** naturally. The subject of DeMolay always comes up, what activities are happening next, and who is going to be there. When they ask a question, answer it unrehearsed, and talk about your experiences in DeMolay. We must **Motivate** our friends to come back. To join us again, have fun, and complete a Membership Application to your fraternity. We need to finish the action by getting them to **Move** to become a brother, get inducted into the Chapter, and immerse them in DeMolay.

***This is the shift from  
"sell" to "engage".***

Can you imagine young men, your friends, asking you what the logo is on your shirt? Or them already knowing that it's DeMolay? That they ask you more about the fraternity, how do they get involved, and can they join?



## Take Action

The first step to anything is the hardest. But you have made a commitment to accept the challenge. To accomplish this, you must take action, a little movement each day; taking notes and doing the charting will get you going.

- Follow this guide every day.
- Take a new action every week.
- **Do NOT** work ahead.
- It is not a race to beat everyone else.
- It is a concentrated effort for everyone to work together to accomplish a single task.
- Don't give up.
- Let it happen naturally.
- Keep your eyes open for opportunity.
- Be ready to answer when the "ask" comes.

Do not shun anyone – everyone is a potential member (even girls and adults – we'll explain this later).

Finally, you must start today. Read **Action One** completely and do it all week long. Record your actions EVERY day.

Lather-Rinse-Repeat!

# Action One: Display

You are not a Sales Guy, but you want to introduce your friends to DeMolay. We have an opportunity for you! The first Action is called **“DISPLAY”** DeMolay and it is simple...

Look at your closet, floor, or pile of clothes you own. Do you have something that says “DeMolay” and/or has a DeMolay logo or emblem on it? Pull out everything that fits that description including other items like a hat, backpack, book cover, key chain, pen, frisbee...

Now sort out 7 piles – one for each day of this week. On Monday morning put on your brand. Yes, the DeMolay brand! Just like that branded t-shirt with the Nike swoosh, or your shoes with the Adidas three stripes.

EVERY DAY this week, wear something DeMolay! Be proud of your fraternity, brotherhood, and Chapter. No need to say anything to anyone about it – just **DISPLAY** DeMolay. You’ll be surprised how many people will notice. For Weeks 2 and 3 continue Displaying DeMolay at least every other day if not more. Branding is built on consistency.

Take note of reactions, questions, and fill out the Action Chart on the next page.



## Action Two: Discover

~~Let me tell you all about DeMolay...~~

~~It was started in 1919...~~

~~We are creating the leaders...~~

~~DeMolay is a club for young men ages 12-21...~~

**Stop!** You are not doing a “Sales Presentation”. This is the natural and organic method for one to **“DISCOVER”** DeMolay on there own.

You have two ways to ensure the discovering of DeMolay happens. First, the natural way; no pushing, no in-your-face, and no pressure. You should be open, friendly, follow the guidelines in Action One, and display everything that is DeMolay. Your friends will notice naturally and bring up questions on their own about what DeMolay is.

The second way is to encourage and support the process for them to **DISCOVER** what they want to know about DeMolay. You have tools to do this without making a sales pitch. Simply hand them a card or brochure listing the Websites, Facebook, Twitter, Snapchat... and offer them to take a look. Then follow up the next day.

Either method gets the same results. Your friend is learning about DeMolay and our brand, which opens the door for engaging them at an activity.

Keep track and fill out the Action Chart.



## Action Three: Engage

When potential members consistently and positively recognize our brand, it is important for us to **“ENGAGE”** them to move to the next step. Begin by talking to them about an activity you’re doing with a bunch of friends. This will peak their interest. Then ask them to come too!

It is important to keep track of the upcoming events in your Chapter and area. You never know when the right opportunity will strike to give the invite. Have an event ready.

Realize the value of engaging your friend in an activity to experience what DeMolay is about. This is your chance to inspire a potential member to take action. During the activity remember you have a guest, so continue talking to them, introducing them to others, and getting them to actively **ENGAGE** in the DeMolay activities and with the members present. The opportunities are endless depending on if they have a great time. It is your duty to ensure this happens.

*People don’t care how much we know until they know how much we care.* Be sure to complete the Action Chart on the next page.



**Action Three: Week 3**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Engagement Activity?							
Did you have an invite ready?							
Did you make an ask?							
Reaction from friend?							
Followed up?							
Feedback?							

## Action Four: Educate

You have inspired your friend to take action, but without the opportunity to **“EDUCATE”** and give information, that action may be aimless. Teaching them about DeMolay is just as important to a prospect as engaging them.

Start with who and what we are. Shift the context to how they can learn more by taking an active role in the education. This allows them to take ownership in what they are learning. DeMolay is nearly 100 years old with a huge history and traditions, so break the information in to smaller chunks. Use stories to illustrate the fraternity.

You have thrown out a lot about DeMolay, now ask if they have questions. Perhaps they want to know something you never thought about. Never be afraid to **EDUCATE**. Make sure they have the basics and then work from there to share your experiences.

Include the parents and siblings in telling about DeMolay. Take notes on questions you couldn't answer and follow up.

Filling out the Action Chart on the next page will help you educate next time.



## Action Five: Motivate

To **“MOTIVATE”** someone to take action is not tough. People want is to be liked by others, feel a part of something bigger, provide a service to others, have opportunities they wouldn't get anywhere else, and have the skills that will make them successful in the future. **DeMolay offers all this and more.**

Because we do, prospects will automatically and effortlessly want to be engaged in DeMolay and our activities.

It is your job to create the motivation to get them to join us. If you have done the right work in **“D”** and **“E”** then **“M”** is the easiest part. Your prospect will want to join and can hardly wait to become a member. ***They just need to be asked.***

**So, Ask Them!** Be direct, hand your friend a Membership Application and watch them fill it out. If you have built trust and recognition of our DeMolay brand, they have attended a Chapter event or two, met the members and hopefully had a great time; then you have done your job. More importantly, if they hand you back a completed application, then you have done it very well.



## Action Six: Move

Your prospect has only begun to learn about the DeMolay experience and what it means to belong to an adventure driven, leadership building, and service oriented fraternity. DeMolay is something people want to belong to. We just need to get them to **“MOVE”** to the next step. We need to change our mindset and tell our friends about DeMolay.

The hardest part of getting someone to join is asking them. That is why we show them by wearing DeMolay apparel, talk about Chapter activities you attend, invite them to a gathering of your Chapter, allow them to discover who and what DeMolay is, our history, and traditions, then finally move them to take action and join the great youth movement ~ DeMolay.

**All it takes to join is saying yes.** Now it's your turn to move – did you get the application back, have you turned it in to the Chapter, has a home visit been planned, and has the induction (initiation) been scheduled? From the time you have an application in-hand you have no more than 30 days to **MOVE** him to being a member.

**Action Six: Week 6**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Did you get the Application back in 3 days?							
Ask if they have any questions?							
Have you followed up?							
Invite them to another event?							
Did you turn in Applications?							
Is the Induction scheduled?							



## **Our Success**

**Did you get a YES?** Then skip to “YES” below.

***If you didn't, don't give up.*** Re-Start again with **Engagement** to share your experiences. Tell them DeMolay can be life-changing. It is for young men who are in charge. As a DeMolay, you will have fun, make life-long friends, and get hands-on leadership experience by participating in Chapter activities. You can play sports, hang out with friends, and travel, all while learning skills that have helped millions of Senior DeMolays around the world be successful. Invite them to another event. Maybe two or three. **The Key is to Engage!**

**You got the YES,** achieved success in this process, and completed the challenge. Now it is time to Celebrate! Take time to enjoy the moment of having a friend become a brother.

Follow though with your new member to ensuring the Chapter is living up to its promises, that he is getting involved, being contacted to attend functions, and feels like a full member in DeMolay!

Don't forget to make sure he gets some DeMolay apparel...



# Record of Achievement

Name of Friend \_\_\_\_\_

Date of first Engagement \_\_\_\_\_

Date turned in Application \_\_\_\_\_

Date of Induction \_\_\_\_\_

Did you earn a DeMolay Achievement?

- Number ONE Pin (1 new member)
- White Merit Bar (3 new members)
- Founders Award (5 new members)
- SMC Term Incentives
- GMC Incentives
- RUSH Month Incentives
- Conclave Incentives
- More Merit Bars (Red, Blue, Purple, Gold)

Name of Friend \_\_\_\_\_

Date of first Engagement \_\_\_\_\_

Date turned in Application \_\_\_\_\_

Date of Induction \_\_\_\_\_

Did you earn a DeMolay Achievement?

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- More Merit Bars (Red, Blue, Purple, Gold)

# What's Next

- Did you Celebrate your Achievement(s)?*
- Did you Evaluate each Action and Make edits for Future DEM~olay?*
- Have you continued with Engagement and Movement?*
- Is the New Member added to the Communications List?*
- Are his Parents included on the list?*
- Go back to Action One!*

You bet we said that...

**GO BACK and START AGAIN with Action One.**

You should do this every three months (twice per term). If every member did you would have enough members to fill all the Offices, have a complete Degree Team, active Committees, and continue to bring in members of all ages.

With new members comes new life, new ideas for activities, new parents to become Advisors, more drivers, and more opportunities to win Ritual Awards, Sports Competitions, and make DeMolay awesome! Perhaps you could even open a new Chapter in your area, take road trips to other Chapters, or plan a trek to Disneyland or DeMolay Congress!

A simple shift in Mindset can bring a renewed attitude to forge a new direction for your Chapter and its future.



## Things to say to a potential DeMolay member...

*"Dude, a bunch of my friends are hanging out on \_\_\_\_\_ and going to \_\_\_\_\_, do you want to come with us?"*

*"DeMolay is the fraternity I belong to..."*

*"What is DeMolay? We are awesome and are having a get together to \_\_\_\_\_ on \_\_\_\_\_. Want to come discover more?"*

*"We were started in 1919 and are almost 100 years old. To discover more go to..."*

*"Hey, this weekend I went to \_\_\_\_\_ with my friends at DeMolay and we had a blast doing \_\_\_\_\_!"*

*"Wow! I like your Shirt! Oh, what's on my shirt? It's the logo for DeMolay! What is it? Well... (use any statement from above)"*

*"Are you interested in doing \_\_\_\_\_? Some of my friends are getting together on \_\_\_\_\_. Do you want to go?"*

*"Do you know \_\_\_\_\_ (insert DeMolay, Rainbow, Jobie name here)? They are going to \_\_\_\_\_ with us on Saturday. Why don't you come too? It will be FUN!"*

**DEM** ~olay

**DISPLAY**  
**&**  
**DISCOVER**

**ENGAGE**  
**&**  
**EDUCATE**

**MOTIVATE**  
**&**  
**MOVE**

Together  
We can Grow our Fraternity!