



MY CHAPTER MEMBERSHIP

Action Plan & Workbook

Name:

Chapter:



QUESTIONS?

CONTACT US.

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THE ROAD
BEGINS **HERE**



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*THE ROAD
BEGINS **HERE***



The Road To **MEMBERSHIP** Begins Here

How to Grow Your Chapter

How you carryout a DeMolay membership program is far more important than the nature of the program in determining whether young men will join your chapter

The following six criteria will help teach you the basic mechanics of DeMolay Membership.

1.

BE REAL - YOUR MEMBERSHIP EVENT MUST BE FUN FOR EVERYONE.

Your activity should be the kind of thing that you would do for fun with friends outside of DeMolay. No one goes to ice cream socials for fun on their own, so how could it get them interested in DeMolay?

Your event needs to be fun, first and foremost, so you can show, not tell, that DeMolay is the place for anyone looking for connection, happiness, and dependable friendship.

2.

BE CLEARLY DEFINED - DEMOLAY MEMBERS, LEADERS, AND ADVISOR MUST KNOW WHAT THEY ARE GOING TO DO.

Your planning processes need to have a clear beginning and end with logical steps in between. Begin with the end in mind, and work backward to find out what your Chapter needs to do to make that dream a reality. Assign each responsibility to a member and advisors, and have an accountability system in place. This way of thinking enhances the reality of the project for DeMolay members and advisors and makes it more manageable for everyone.

3.

KNOW YOUR PURPOSE - MEMBERS NEED TO KNOW WHY THEY ARE FOCUSING ON MEMBERSHIP.

Leaders should know what specific membership knowledge and/or attitudes DeMolay members will get from doing the program. They should have in mind how they will relate the purpose, cultivate appropriate attitudes, and how the project will be carried out so DeMolay members will grow from the experience as well as have more fun as a chapter.

The Road To **MEMBERSHIP** Begins Here

4.

**LET THE MEMBERS
TAKE THE LEAD - THIS
EXPERIENCE WILL
PREPARE EVERYONE
FOR LEADERSHIP.**

If there are changes in the plan, the DeMolay members should be allowed to express their thoughts about the changes before they are carried out. Certainly, DeMolay Advisors should offer direction and coaching, but as much as possible, they should allow members to put together and complete the project. Every Chapter member is a potential Master Councilor, having them involved now will build their experience for the future.

5.

**BE INFORMED - YOUTH
SHOULD BE INVOLVED IN
GATHERING FIRST HAND
INFORMATION ABOUT
POTENTIAL MEMBERS.**

Chapter leaders should empower members to invite their friends. This starts by being informed. Who can your members invite? Where do they know them from? What are their interests? What could keep them from attending, and how can you solve that?

Some members might not have the confidence to invite their friends or have trouble thinking of people to invite. Chapter leaders should provide support and encouragement.

6.

**BE ACTION ORIENTED -
YOUTH MUST TAKE SOME
MEANINGFUL ACTION
DURING THE PROCESS
AND UNDERSTAND THE
RESULTS.**

DeMolay members must be able to see, hear, or feel how their personal involvement contributes to a positive outcome.

Plan to set aside short periods of positive reflection to assess the membership experience, what the program accomplished, and how the DeMolay virtues served as guidelines as they planned and carried out the project.

Leaders also need to plan some form of recognition for a successful membership program conclusion. It may include some form of reward, or positive conversations with members, thanking them for getting out of their comfort zones and taking steps to become leaders and help their Chapter.

The Road To **ACHIEVEMENT** Begins Here

Calculate Your Membership Goal

HOW MANY NEW MEMBERS WOULD YOU
LIKE TO JOIN YOUR CHAPTER THIS YEAR?

HOW MANY MEMBERS ATTEND YOUR
CHAPTER EVENTS ON AVERAGE?

Divide your membership goal by the number of active members, to get the number of new members that each current member will need to bring in.

Example:

Membership Goal: 12 New Members

Active members in the Chapter: 6 Current Active Members

$12 / 6 = 2$ Potential Members per Active Member

HOW MANY NEW MEMBERS SHOULD
EACH CURRENT MEMBER BRING IN?

On average, half of the potential members you invite will actually join. Therefore, you need to invite twice as many. Take the number above and multiply it by two.

HOW MANY NEW MEMBERS SHOULD
EACH CURRENT MEMBER INVITE?

[illegible]

MY MEMBERSHIP GOALS

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[illegible]

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[illegible]

MY MEMBERSHIP GOALS



The Road To **ACHIEVEMENT** Begins Here

Three Real Options for Your Potential Members Event

What _____
Fun Event guys Want to do Around Your Chapter

When _____
Date / Start time / End Time

Where _____
Meeting Start Place / Event Location / Pickup Location

Why _____
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What _____
Fun Event guys Want to do Around Your Chapter

When _____
Date / Start time / End Time

Where _____
Meeting Start Place / Event Location / Pickup Location

Why _____
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What _____
Fun Event guys Want to do Around Your Chapter

When _____
Date / Start time / End Time

Where _____
Meeting Start Place / Event Location / Pickup Location

Why _____
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?



The Road To **ACHIEVEMENT** Begins Here

Three Real Options for Your New & Current Members Event

What _____
Fun Event guys Want to do Around Your Chapter

When _____
Date / Start time / End Time

Where _____
Meeting Start Place / Event Location / Pickup Location

Why _____
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What _____
Fun Event guys Want to do Around Your Chapter

When _____
Date / Start time / End Time

Where _____
Meeting Start Place / Event Location / Pickup Location

Why _____
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What _____
Fun Event guys Want to do Around Your Chapter

When _____
Date / Start time / End Time

Where _____
Meeting Start Place / Event Location / Pickup Location

Why _____
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

The Road To **MEMBERSHIP** Begins Here

The Membership Action Plan Overview

DeMolay Chapters have learned holding events and having fun at every event is key to our success. This membership plan is based on holding two fun events to capture the hearts and minds of potential new members and their families. It's that simple. One of the common points of DeMolay's most successful chapters is a calendar of events that lets young men experience DeMolay on a weekly basis.

TIMELINE FOR MEMBERSHIP PLAN

- Plan two fun events.
- Invite potential members to your first fun event.
- Execute the first fun event with potential members.
- Chapter members follow up with potential members & advisors follow up with the parents/guardians and invite them to the second event.
- Execute the second exclusive fun event for members and potential new members who have chosen to become members.
- Repeat every two months moving forward.



PLANNING YOUR FIRST FUN EVENT FOR MEMBERS AND POTENTIAL MEMBERS.

Let's begin by defining fun. Fun is the ability to act on happiness when a DeMolay event is being held. While the event location or brand is a strong point of attraction for attendance, how the DeMolay members and potential members feel about their experience determines whether or not they have fun. If you create an event where the members feel free to express themselves, feel cared for, and want to come back without feeling pressured, they'll know that they had fun.

Choose a location where you the members and potential members will have fun. We suggest a place other than a chapter meeting setting to make potential new members and families feel more at ease.

★ The Road To **MEMBERSHIP** Begins Here

Here is a list of places to start generating ideas...

1. Indoor Trampoline Center
2. Go Cart Racing
3. Entertainment Complex
4. Aquatic Center
5. YMCA / Sporting facility
6. Escape Room
7. Theme Park or Water Park
8. Skating Rink
9. Seasonal Events & Festivals
10. Neighborhood Pool
11. Laser tag / Paintball



Notice how all the events listed are outside the chapter meeting space. Do any of your friends already go to your local masonic center to have fun? Of course not! Pick a place that your friends already know that they'll have fun at.

INVITING POTENTIAL NEW MEMBERS TO ATTEND 1ST EVENT

Need help in gathering names and information for potential members? See the whiteboard exercise you can do with your chapter.
[Full Exercise in the Appendix.](#)

NAME	ASKED?	GOING?
BENJAMIN		
ODAH		
DESHAWN		
LUKE		
MATEO		
MARCUS		
TOM		
ENOCH		
JESSIE		
VAL		

We advocate language such as "you have been selected" over "would you go." Unfortunately, language like "would you go" in many of our young men's eyes brings of fear of rejection and their answer reflects on them personally. When you're talking to your friends, say something like this...

"I'm going to (describe the activity) on (date/time) at (location) and I can invite (number of people). Let me know if you can make it."

The goal is to get them to attend rather than educate them about DeMolay. If asked what DeMolay is, one might say the following while returning to the point of asking them to attend.

"It's a group I belong to. They do things like (list some of the fun things you do) and they gave me the opportunity to bring you to come have fun with us."

! These statements should be

The Road To **MEMBERSHIP** Begins Here



PLANNING YOUR FIRST EVENT FOR NEW MEMBERS

Many chapters find it helpful to keep a guest list for these events. It helps the chapter know how many people have been asked and how many people are attending. Following up is key to keeping the interest alive with potential members, so see if you can collect some contact info.

We advocate an approach of young men speaking with young men and adults speaking with adults. Information traveling through members to potential members to parents has the potential to get lost or changed. Parents and guardians are decision makers. Decision makers feel better when they speak to responsible adults.

MAKING FUN COME ALIVE

The most common error that happens in event planning is generalizing that fun places are fun for everyone. The truth venues such as those listed on the previous page activity or spaces where fun can occur. Essentially even the happiest place on earth can be horrible if people's needs aren't met at the event. Assign someone at the event to make sure every potential new member has what he needs to engage with the activity or event even better, have someone doing it for all members. Look to those inviting potential new members, experienced chapter members, or jurisdictional officers as a resource.

Chapter members should personally ask potential new members to attend another event where they will join DeMolay. Don't be afraid to be straightforward in the approach while being clear in your intent. This approach is best done by a youth they see as being in control and responsible for their invitation. 80% of face-to-face conversations are conveyed in body language so don't neglect good body language. Want to know more about positive body language? YouTube has hours of videos you can watch.

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The Road To *MEMBERSHIP* Begins Here

Try saying something like this.

"We have decided to invite you to an exclusive member and new member event. We'd like you to join DeMolay and attend. If you say yes, an adult will contact your parents to confirm the details. Do you want to go?"

EVENT FOLLOW UP

We advocate youth speaking with youth and getting potential new members excited to join DeMolay, rather than explaining the whole of the DeMolay experience. Furthermore, we advocate an adult speaking with adults to answer the questions decision-makers may have regarding the joining process.



PLANNING YOUR SECOND FUN EVENT FOR NEW MEMBERS

Let's begin by restating something worth focusing on - you need to keep people engaged and interested. That being said, the goal of the second event is twofold: First, have another fun event that potential members want to attend. Second, induct the new members.

You will need to make arrangements, time, and place for short form or long form inductions to happen (based on chapter size and skill). Many chapters find it best to start or finish the event at the chapter meeting location to help facilitate the induction ceremony.

If you have the time and the space, you may also benefit from having a brief presentation for parents in a separate room so they can learn more about DeMolay and meet your advisors.

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The Road To **MEMBERSHIP** Begins Here

ATTITUDE MATTERS

Everything is a learning opportunity.

We have learned coming out a pandemic that an openness to dealing with the here and now will yield the greatest success. The past is behind you; there is a reason a windshield is 23 times the size of a rear-view mirror.

Every event has a cost of money, time, talent, and energy. So make it matter. Devote your endeavors to that which yields the best results.

This is something that can be reused over and over. Learning from past events is simply the ability to ask four simple questions:



1. What were our actual results?
2. What went right?
3. What should we improve?
4. Did we have the right people doing the right things to achieve success?

The Road To **EVENT PLANNING** Begins Here

EVENT PLANNING WORKSHEET

Everyone should have input in event planning.
Fill out this worksheet to help your new event take shape.

Who _____
POTENTIAL MEMBERS (YOUNG MEN YOU CAN INVITE TO A DEMOLAY EVENT)

What _____
A FUN EVENT GUYS WANT TO DO NEAR YOUR CHAPTER

When _____
DATE / START TIME / END TIME

Where _____
MEETING START PLACE / EVENT LOCATION / PICKUP LOCATION

Why _____
YOUR REAL REASON TO INTRODUCE PEOPLE TO DEMOLAY AND HAVE AN AMAZING TIME

BRING THE WHO

We've already talked about creating potential new member lists, but your event shouldn't just rely on one method to get attendees. What are some other creative methods you can use to advertise your event?

1. _____
2. _____
3. _____
4. _____

The Road To *EVENT PLANNING* Begins Here

FIGURE OUT THE WHAT

What does your chapter like to do?

What do you like to do outside of DeMolay?

New Location...think beyond where the chapter's meets...

FIND THE WHERE

- Event type?
- Restrictions? (Age, Money, Weather, etc.)

CHOOSE THE WHEN

Availability of your location: _____

Availability of your members and advisors: _____

Event Start Date/Time: _____ Event End Date/Time: _____

EXPLAIN THE WHY

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Problem	Solution	Chance
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This image shows a blank template for a book review. It consists of six horizontal rows. Each row is designed for a single review and contains three main components:

- Rating Box:** A light pink rectangular box on the left side of each row, intended for the reviewer to enter a rating.
- Review Text Box:** A large white rectangular box with a green border in the middle of each row, intended for the reviewer to write their review.
- Reviewer Name Box:** A small white rectangular box with a green border on the right side of each row, intended for the reviewer to write their name.

The template is set against a light gray background and is currently blank, ready for use.



The Road To **LEAD GATHERING** Begins Here

Throughout the workbook, we've made references to creating a potential members list as a way to gather information about WHO is going to be at your membership events. We need to do more than just encourage our members to bring their friends. Who are their friends? Are they even being asked to come to our events? Is there anything preventing them from attending?

THE FIRST MEETING

During Good of the Order, have the Chapter gather around a presenter (preferably the Master Councilor). The presenter reminds everyone of the details of the next fun membership activity and asks each member to give the names of people he could invite to the event. Gather as many as possible from each member, but shoot for a minimum of two or three each. The presenter writes each name down on a whiteboard. Jot down the interests/hobbies of each one. Repeat this process with everyone in the Chapter.

For some members, it can be a challenge to think of any names, so the presenter should ask follow-up questions like "Who's the funniest guy you know?", "Who's the smartest guy you know?", etc. See page () for a list of questions you can ask.

Here's an example of how the list should look at this stage. Do not erase the whiteboard when you are done and take a picture just in case it gets smeared.

MEMBER INITIALS	FRIEND	INTERESTS	ASKED?	GOING?
J.C.	BENJAMIN J.	BASKETBALL		
	JONAH V.	MTG		
	DESHAUN W.	VIDEO GAMES		
B.T.	LUKE V.	SKATING AND BASEBALL		
	MATEO G.	CHESS		
A.H.	THOMAS F.	SPEED CUBING		
	ENOCH J.	ROBOTICS		
	RASHAD A.	VIDEO GAMES		

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The Road To **LEAD GATHERING** Begins Here

Now, it's everyone's job to invite the friends they've listed to the activity. They're not inviting them to join DeMolay (yet), just inviting them to the activity. See page 14 for more on this.

Here's the most important part: if someone can't make it, the member should remember to ask him WHY? Is the date/time inconvenient? Is the place too far away and they can't get a ride? Or do they just not like the activity?

THE SECOND MEETING

At the next meeting before the event, bring out the whiteboard again. The presenter goes through each name and asks whether they were invited and if they are going to the fun activity. He also makes sure to write down the reason that anyone said no or is unable to attend.

Your whiteboard should now look something like this:

MEMBER INITIALS	FRIEND	INTERESTS	ASKED?	GOING?
J.C.	BENJAMIN J.	BASKETBALL	YES	YES
	JONAH V.	MTG	YES	DATE
	DESHAUN W.	VIDEO GAMES	NO	
B.T.	LUKE V.	SKATING AND BASEBALL	YES	PLACE
	MATEO G.	CHESS	YES	DATE
A.H.	THOMAS F.	SPEED CUBING	YES	YES
	ENOCH J.	ROBOTICS	YES	NO INTEREST
	RASHAD A.	VIDEO GAMES	YES	TIME

The Road To **LEAD GATHERING** Begins Here

Now, we've got a lot of useful data. We know which friends have been asked and show interest in attending. Also, we can see the reasons why some friends can't attend and start recognizing trends. In the example above, the date and time of the activity were inconvenient for a lot of families. Probe further, and you might find out that they all have weekly commitments during that time, and the Chapter should plan their future events to make it easier for them to attend. Getting a no is just as useful - if not more useful - as getting a yes.

REPEAT

This exercise, like everything else in this workbook, is designed to be repeated 3 - 4 times a year. Take a picture of the whiteboard and store it in a secure location in the building where your Chapter meets.

You don't need to start fresh every time! When you start working toward the next membership activity, recreate the board exactly how it was, minus the names of those who have joined the Chapter. Anyone who wasn't invited or couldn't attend your previous activities can still be invited to this one! As you continue to repeat this process, your members will gain confidence and be more comfortable with inviting their peers, your events will become better tailored to those in your extended circles, and your Chapter will grow a growth-focused culture.

MORE OPTIONS

We've assumed that you're Chapter is using a dry-erase whiteboard and markers throughout this guide, but there are other options that could work for your Chapter.





Appendix: How to Get Potential New Member Lists

ASKING THE RIGHT QUESTIONS FOR YOUTH

Both members and advisors often get stuck in the trap of only thinking of inviting their 'friends' to membership events. Yet there are so many other people we come in contact with daily. Below are some questions you can ask to get members thinking about who they know.

- » Who is the funniest person you know?
- » Who are two (three) people you know are in scouts?
- » Who is the smartest person you know?
- » Who are two (three) people you know who play sports (including e-sports)?
- » Who is someone you can ask for help with schoolwork (homework)?
- » Who are two (three) people that would invite you to a (birthday) party?
- » Who is someone you help with their schoolwork (homework)?
- » Who are two (three) people that you would invite to a (birthday) party?
- » Who are two (three) people who Snapchat with (streaks)?
- » Who are two (three) people that you know that go a church youth group?
- » Who are two (three) people you (video) game with?
- » Who are two people you would invite to a movie you wanted to see?
- » Name two (three) people you can gain acknowledgment from in the hallway at school, church, or activity?
- » Who are two (three) people you would invite to a sports event or two a Superbowl party?
- » Who do you sit with on the bus?
- » Who are two people you could send a message to on Instagram?
- » Who's at your bus stop?
- » Who are to people you could text from your cellphone contacts or text messages?
- » Who do you talk to in your classes?
- » Who is someone you see at family events?
- » Who are two (three) people with whom you sit at lunch at school?



Appendix: How to Get Potential New Member Lists

ASKING THE RIGHT QUESTIONS FOR ADULTS

Both members and advisors often get stuck in the trap of only thinking of inviting their 'friends' to membership events. Yet there are so many other people we come in contact with daily. Below are some questions you can ask to get advisors, parents, and supporters thinking about who they know.

- » Who is the funniest person you know?
- » Who is the smartest person you know?
- » Who are two (three) people that would help you with a house project?
- » Who are two (three) people that you can message on Facebook?
- » Who are two (three) people you can send a text message to asking them a question?
- » Who are two (three) people you can attend a trivia night with?
- » Name two (three) people you can gain acknowledgment from in the hallway at work, church, or activity?
- » Who are two (three) people whom you would invite to dinner?
- » Who are two (three) people who have invited you to dinner?
- » Whom do you know that is a teacher?
- » Who are two (three) people you could invite to a BBQ?
- » Who are two (three) people you know that have asked to participate in a child's fundraiser?
- » Who are two (three) people you know who play sports (including e-sports)?
- » Who are two (three) people that would invite you to a (birthday) party?
- » Who are two (three) people that you would invite to a (birthday) party?
- » Who are two (three) people that you know that go a church?
- » Who are two people you would invite to coffee?
- » Who are two (three) people you would invite to a sports event or two a Superbowl party?
- » Who are two people you could send a message to on Instagram?
- » Who are to people you would call to check on if bad weather was affecting your city/neighborhood?
- » Who is someone you see at family events?

The Road To *MEMBERSHIP* Begins Here

The Road To *MEMBERSHIP* Begins Here

The Road To *MEMBERSHIP* Begins Here



The Road To **MEMBERSHIP** Begins Here

DEMOLAY MEMBERSHIP ACTION PLAN & WORKBOOK