



UNITED GRAND LODGE
OF ENGLAND

The Members' Pathway

Attracting Members - Growing Lodges

PREPARING FOR THE MEMBERS' PATHWAY

A Recipe for Success



PREPARING FOR THE MEMBERS' PATHWAY

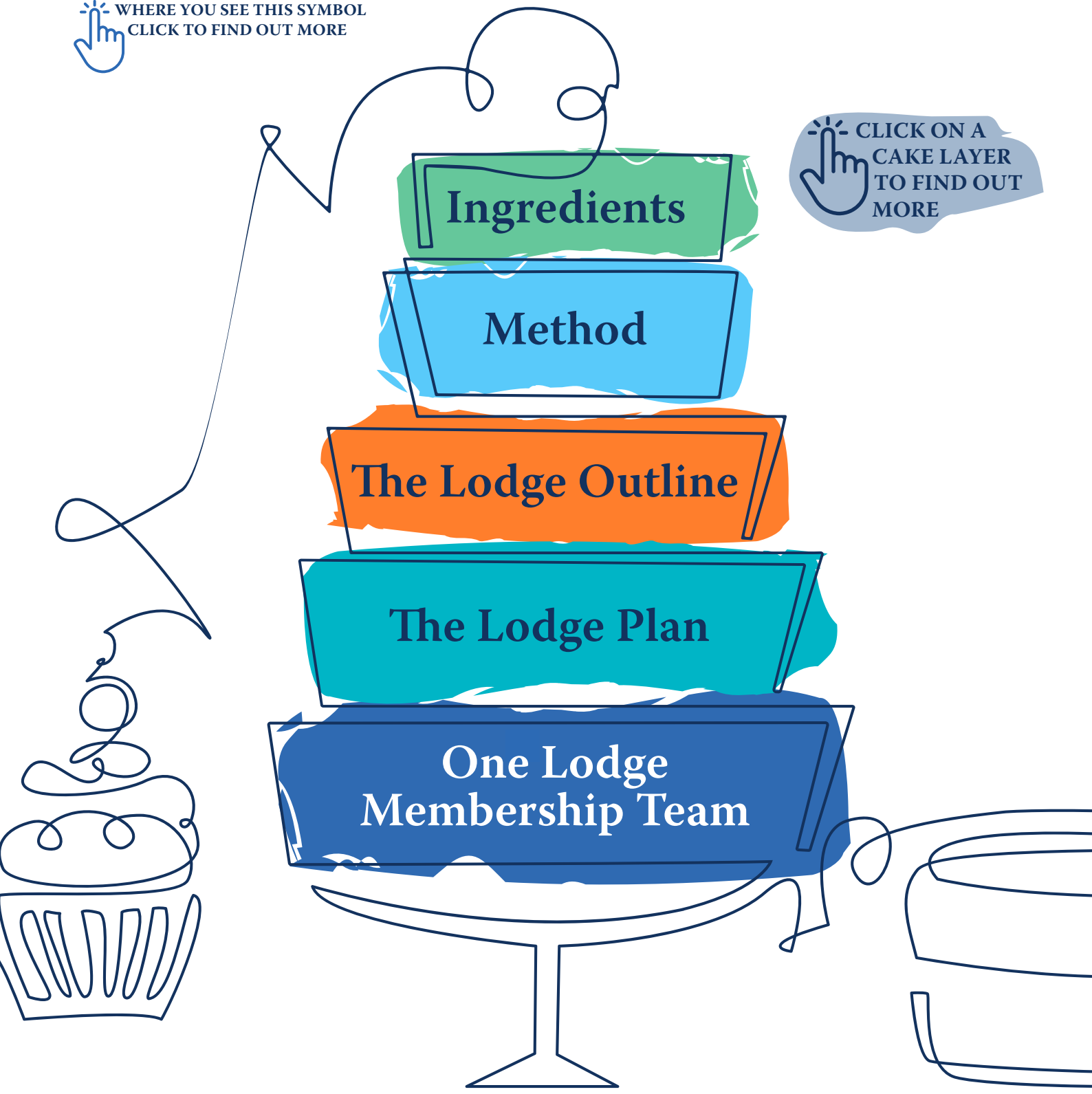
A Recipe for Success

This document uses a baking metaphor to help Provincial and Lodge teams consider how they plan, attract, engage and retrieve our members. It also introduces the role of Lodge Membership Officer.

The updated Members' Pathway will be available in the autumn. In the meantime, we hope this document is a useful prompt for the development of Lodge Outlines, Plans and the establishment of Membership Teams.



WHERE YOU SEE THIS SYMBOL
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Ingredients

- One whole Lodge.
- 🖱️ One **Lodge Membership Officer** (LMO).
- A mix of key roles.
- A bunch of ideas.
- Several teaspoons of succession planning.
- Plenty of enthusiasm.
- Some future vision.



Method

1

Take the whole Lodge and dissect. Portion it initially into age groups professions and interests. Add in charitable contributions and social activity to create an identity. Using pieces of the past combine this with the future vision and set-aside for 5 minutes of contemplation.

2

After 5 minutes take the identity and best pieces of the Lodge. Place them in a bowl and mix with several teaspoons of succession planning. Place in a jar and label this as the 🖱️ **'Lodge Outline'**. Retain this for future use. This will keep forever providing you regularly review it.

3

Use the 🖱️ **Lodge Membership Team** (see page 10) as the focal point of your dish. Select your 🖱️ **Lodge Membership Officer** (LMO) carefully he should have plenty of drive and determination, they are a key ingredient which will add a strong flavour and act as a bonding agent for the mix. Age is not a consideration as both youth and maturity bring equal benefits to the dish.

4

Gather the key roles and members together. Taking the jar containing the Lodge Outline marinade this with the bunch of ideas to form a 🖱️ **'Lodge Plan'**. For best results make sure you use the whole Lodge in this process. Do not waste any of the ideas no matter how small or inconsequential they may at first appear.

5

Leave to prove (for up to a week) and then allocate portions of the Lodge Plan to Lodge members. Check regularly on the plan and its progress and adjust seasoning if required.



Cooking time:
1-2 years on high to yield best results.



The Lodge Outline Template

The Lodge Outline or profile

Description of the Lodge

To assist you to create a Lodge Outline here are a few simple questions to consider.

- What are the noteworthy points related to the Lodge's history, current membership, location, etc?
- What is unique or distinctive about the Lodge?
- Was the Lodge established primarily for a particular group of people?
- Are these details still relevant and are they likely to continue to be so?
- Do members want to continue with these features or change them?
- How many meetings does the Lodge have each year?
- On what days, dates and at what times does it meet each year?
- Where does it meet for each of its meetings?
- Are these details still appropriate for current and likely future members?
- Do the members want to continue with these details or change them?

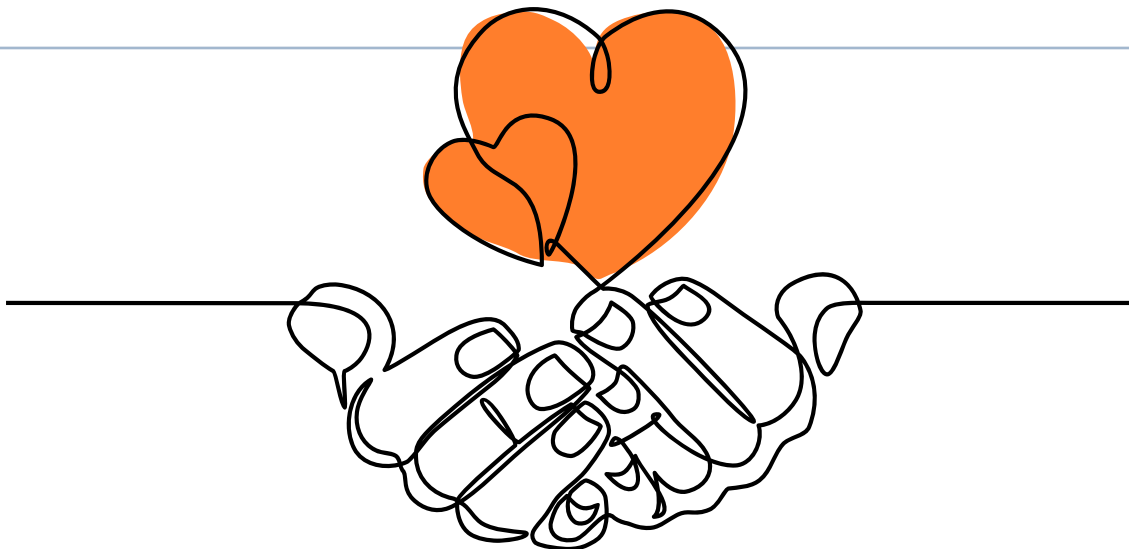
Health of the Lodge

- How many subscribing members are there in the Lodge today?
- What is the Lodge's age profile? (e.g., age of youngest member, age of oldest member, spread of ages in between, average age of all members)
- What is the mix of occupations and diversity of the members of the Lodge?
- What attracts members and visitors to the Lodge?



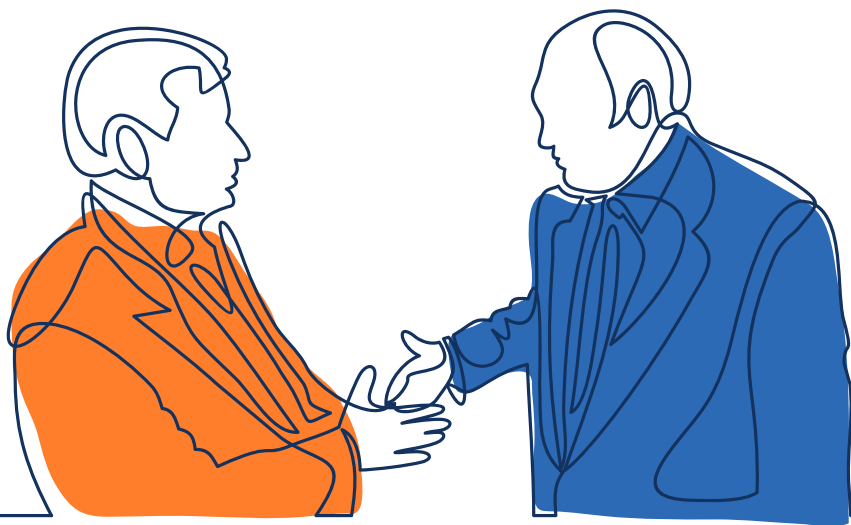
How would the Lodge be described in terms of its...?

- **Ritual**
(e.g. it seeks excellence/ members help people to do their best/ ritual is shared out among new members/ ritual is shared out among Past Masters, etc)
- **Lodge Traditions**
- **Masonic Education**
- **Administration**
(e.g. all administration in full at meetings/ communications are sent to members as they are received/ kept to the minimum in the Lodge meeting)
- **Meetings**
(e.g. meetings are enjoyable/ dignified/ brisk/ attract visitors/ rarely have visitors etc)
- **Festive Board**
(e.g. formal seating/ buffets/ full toasts always given/ abridged toasts/ white table once a year etc)
- **Social events**
(e.g. no social events/ formal events/ informal events/attract interested non-Masonic guests/ at Lodge meetings/ never at Lodge meetings etc)
- **Charity**
(e.g. charities supported/ use of Relief Chest or Benevolent Fund/ how decisions are made/ fundraising methods etc)
- **Support for new members**
(e.g. planned mentoring/ involvement/ Lodge of Instruction etc)



The Lodge's expectations

- On which occasions are new members expected to attend (e.g., Lodge meetings/ rehearsals/ Lodges of Instruction/ committees/ social events)?
- When specifically are these held and how often?
- What are new members expected to commit to do in the Lodge?
- What opportunities are there for new members to become involved in the life and running of the Lodge and how will these change as member's progress?
- What help and support can be given to new members to help them meet others' expectations?



Why should a man join this Lodge?

- In addition to all the above, what will a member get from our Lodge when he joins?
- How will being a member of our Lodge enrich a new member's life?

Cost of membership

- Joining fee
- Subscription
- Any regalia?
- Cost of dining
- When due?
- Options for payment?



The Lodge Plan


In 1716, four Lodges met at the Apple Tree Tavern in Covent Garden and agreed to meet again the next year to form a “**Grand Lodge**”. These four Lodges meeting at the Goose and Gridiron, the Crown, the Apple Tree, and the Rummer and Grapes held an assembly at the Goose and Gridiron, in St Paul’s Churchyard, 24 June 1717.



From small acorns do mighty oaks grow and with the passing of time, just over 300 years, we as Freemasons have adapted and moulded our wonderful organisation to meet the needs of our members in an ever-changing and challenging world.

The pandemic has given us time to reflect and take stock of where we are now and where we want to be in the future. We must consider the challenge ahead and adapt once again to meet the needs of our current and future membership.

How, I hear you ask, are we to do this? Well Brethren, ‘The Members’ Pathway’ provides part of the solution. It gives us the DNA, the building blocks required to secure our future. We just need to embrace it but the key ingredient is the current members.

Consider then your  ‘**Lodge Outline**’ or Profile as the yeast from which your Membership will grow. From this one important document will spring your ‘Lodge Plan’. A vision for the future, not a reflection of the past, not what you were as a Lodge but what you are now and critically where are you going.

This plan cannot be the brainchild of any one person. Each plan will be different from another and requires a ‘buy-in’ from all Lodge members. Fundamental questions need to be answered to put that plan in place and more importantly to put it into action.

Ask yourself this;

- What is the make-up of our Lodge?
- What are our members' hobbies and interests?
- Did the number of members in our Lodge increase during the three years before Covid-19? Why do we think this is the case?
- Do we need to raise the profile of the Lodge in our local community? How can we do that?
- What contacts do we have in the community?
- Who do we support from a charitable perspective?
- Would we be better working with one or two charities to raise our profile?
- Do we have a Lodge website? What about an open Facebook page?
- If someone is interested in Freemasonry, how do they know we exist?
- What's our USP? – Our 'unique selling point'?
- What does our Lodge offer its members?
- Where can we look to engage and maximise the opportunity to attract new members? How can we do this? Who will do it?
- Are we meeting the expectations of our current members? Have we asked them?
- What changes would our current members like to see? Have we asked them?
- What is our **Succession Plan** within the Lodge? Who would like to do what and when?
- There will be a UGLE Digital Marketing campaign in the autumn – Are we a Lodge match fit?
- If potential candidates are directed our way, are we ready to welcome them?
- Should we appoint a small committee to interview potential candidates? What questions shall we ask to make sure they are right for our Lodge?
- Do we have a Lodge Membership Officer? Lodge Mentor? Do we understand their roles? How can we support them?

Once you have considered these questions, you will have the basis of a **Lodge Plan**. It is an evolving document designed for continual review. Most importantly, it will give you the focus required to define the destiny of your Lodge.

THE MEMBERS PATHWAY will be re-launched across all Provinces in the autumn of 2021. Help will be on hand for every Lodge that wants it but it is up to each Lodge to take control of their future. If you sit back and wait for the miracle to happen you do so at your peril.

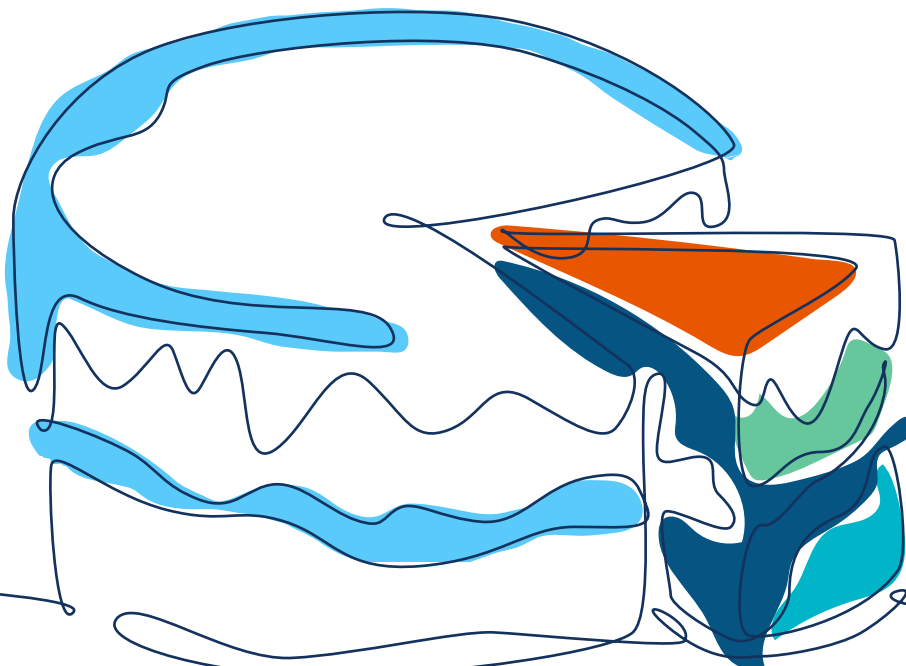
Brethren it is time to get that apron out and get baking.



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The Lodge Membership Team

“The key ingredient in any successful bake”

Introducing the Lodge Membership Officer (LMO)

This is a new role working together with the Worshipful Master, Secretary, Mentor and Almoner to co-ordinate the Lodge’s activities through the Members’ Pathway.

It is important that you select the right person for the role, as he will be instrumental in coordinating a plan for future membership of the Lodge.

Purpose of the LMO role

- To inspire and encourage all Lodge members to identify suitable candidates for Freemasonry.
- To support those who introduce potential new members to the Lodge in conjunction with other Lodge Officers.
- To advise the Lodge committee, interview panel and the sponsors of potential new members regarding the procedures necessary to make sure that only candidates suitable to the Lodge are proposed for initiation.





Main activities

To inform, guide and support the Lodge (as part of the Membership Team) in:

- Producing the 🖱️ ‘**Lodge outline**’.
- Planning for the Lodge’s future.
- Identifying prospective candidates.
- Advising what can and what should be said to a prospective candidate.
- Speaking with confidence about membership.
- Being ready to explain one’s experience and enjoyment of the Craft.
- To encourage and help all members to speak accurately and openly about their membership and to do so with pride and confidence.

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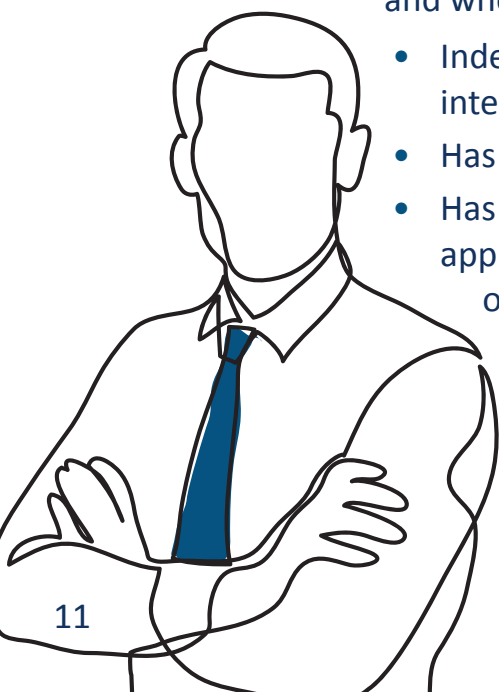
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- To encourage the Lodge to compile a  **'Lodge Outline'** and engage in a  **'Lodge Plan'** and to identify suitable senior member(s) to assist in facilitating discussions and contributions from other members of the Lodge.
- To maintain a list of **"prospective candidates"** and monitor the progress of the Lodge members who have agreed to approach them.
- To respond to enquiries from **"potential candidates"** not previously known to existing members.
- To support and assist the candidate when completing the application form.
- To ensure sponsors have completed their preparation of the prospective candidate for interview.
- To lead members to sources of advice on interviewing techniques, attend the interview and ensure it follows a robust process.

Skills and qualities

The Lodge Membership Officer should be selected and appointed on the basis of the closest match to the following skills and qualities. The Provincial Membership Officer may be consulted for further guidance and advice.

- Good knowledge of the community served by the Lodge, and its networks.
- A skilled and experienced interviewer, with good interpersonal skills.
- A positive and supportive approach, able to inspire and encourage others.
- A conviction that only men who meet the qualifications for membership and who are suited to the specific Lodge should be admitted to it.
- Independence and objectivity to ensure the screening and interviewing of applicants is robust.
- Has time and availability for the role.
- Has the strength of character to advise sponsors when appropriate that they should discontinue the application of an unsuitable applicant.





For more information please visit:
 b.ugle.org.uk/membership



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