



Shriners International Membership Development Office

Presented by: Ryan S. Rosenbaum, MBA & Kevin L. Wright, Ed.D.



2026 JOINT SHRINE RECORDERS AND
TREASURERS SEMINAR



Ryan S. Rosenbaum, MBA



- Senior Manager, Membership Recruitment
- 25 Year Career in Association Management (Primarily Focused on Membership Initiatives).
- Grew up in Philadelphia. Now lives in the Suburbs of Philadelphia
- Serves on 2 Nonprofit Boards (Golden Slipper Camp and Suburban Theater Arts Productions)
- Avid writer and fan of outdoor cooking
- Father of two and married to my wife since 2008





Kevin L. Wright, Ed.D.



- Senior Manager, Membership Recruitment
- Las Vegas, NV
- Flagstaff Lodge #7, Scottish Rite; Valley of Portland, Murat Shriners
- 10+ years in Higher education administration, social justice education, non-profit management, association management, and organizational development consulting





Additional Membership Development Staff



Jessica Irizarry
Component Relations Director



Michael Basile
Membership Project & Events Manager





Membership Development Growth

- Dedicated Membership & Field Staff
- Increased # of Regional Membership Directors
- Increased Shriner Resources
- WebFez Enhancements
- Increase in # of Temples





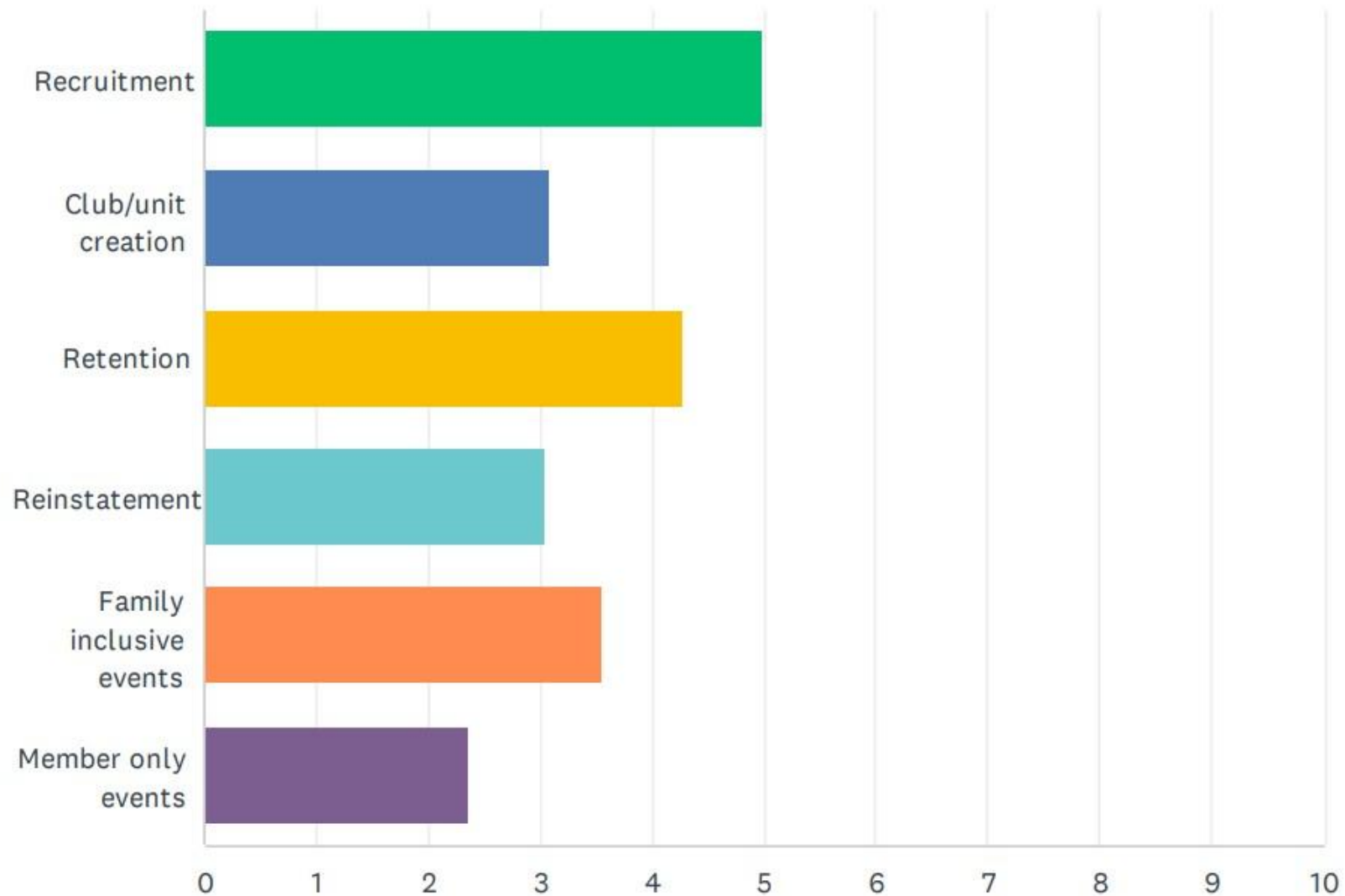
Key Growth Point: Creations

ID	StatusName	2025	2024
1	BeginRegular	166900	176117
2	Creations	5040	5036
3	Affiliations	407	741
4	Restorations	1340	1513
5	Associations	367	319
6	Demits	1593	1769
7	Suspensions	8212	8099
8	Expired	6102	6191
9	Expulsion	5	0
10	Resigned	325	448
11	AssociateDrops	339	234
12	EndRegular	157450	166900
13	Gain/Loss	-9450	-9217
14	Gain/Loss %	-5.66	-5.23
15	Creations as % of Total Creations	3.20%	3.02%
16	Death as a % of EOY Total Membership	3.9%	3.7%



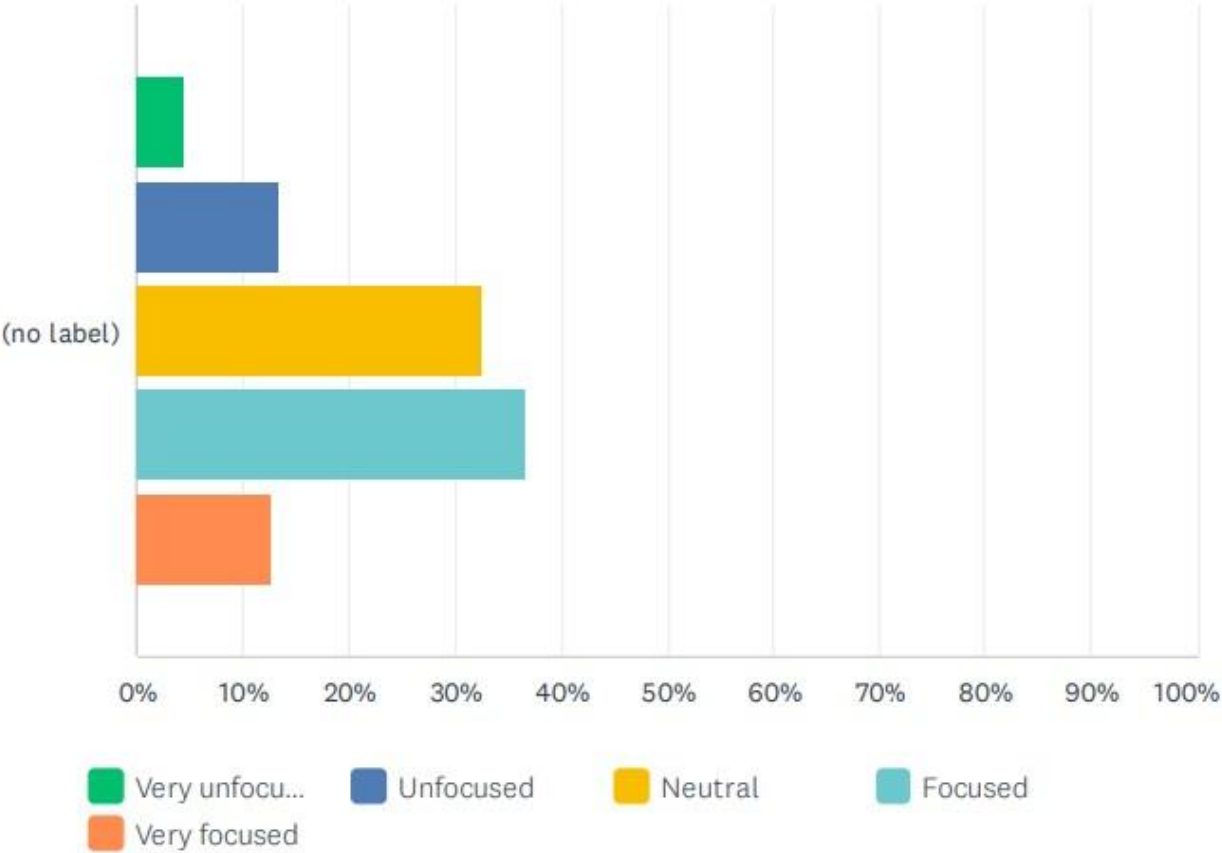
Q12 Rank your temple's top membership engagement priorities.

Answered: 646 Skipped: 2,678



Q36 How would you describe your temple's current level of focus on recruitment?

Answered: 2,623 Skipped: 701



	VERY UNFOCUSED	UNFOCUSED	NEUTRAL	FOCUSED	VERY FOCUSED	TOTAL	WEIGHTED AVERAGE
)	4.38% 115	13.53% 355	32.63% 856	36.60% 960	12.85% 337	2,623	3.40



The Art of Recruitment

1. Leverage Your Current Members as Ambassadors
2. Host Engaging, Open-to-All Events
3. Offer Limited-Time “Membership Incentives”
4. Create a Strong Online Presence
5. Highlight Tangible Benefits
6. One Day Classes
7. Recognize and Incentivize Nobles
8. Use SI Marketing Campaigns





Discussion

1. What do you see as the biggest obstacle to join the Shriners?
2. What do you believe are the biggest selling points to be a Shriner?
3. In what ways have you been able to model the ideals and values of the Shrine to prospective members?





Shriners Hall Of Fame Incentives

Goal: Incentivize chapters with existing membership growth to strive for – and achieve – a higher level of membership growth by close of the calendar year





Shriners Hall of Fame Benefits

Platinum

≥ 3% increase in Net Positive Membership Growth

Gold

+1 in Net Positive Membership Growth

Chapters will be recognized at Imperial Session, via an engraved plaque displayed at Shriners International Headquarters, and featured on SI social media pages, website and in Shriner Magazine . Additionally, each chapter receives a plaque and banner.





Conversion Certificate Program

Conversion Excellence

Achieve both a 65% Master Mason Conversion Rate and a minimum of 10 successful conversions of ePetitions by end of the calendar year.

Creation Excellence

Achieve 5% or more of a chapter's total membership (as of January 1) in Creations ONLY during the calendar year.

Both Above Categories: Receive Digital Certificates as well as being featured on Shriners International's social media pages and website.

***Both Platinum and Gold as well as Certificate Programs consideration periods begin 1/1 and conclude 12/31 each year





Shriner Development Opportunities

- Noble Academy
 - Learning pathways to support strategic efforts and fraternal reach
- Shriner U
 - Communal knowledge through curated learning
- Cornerstone Academy
 - Curated content on demand
- Imperial Session
 - Membership Summit
 - Learning Center
 - Grand Master Summit
 - Grand Master Spouse Meet-Up
- Light the Way – Sponsorship opportunities

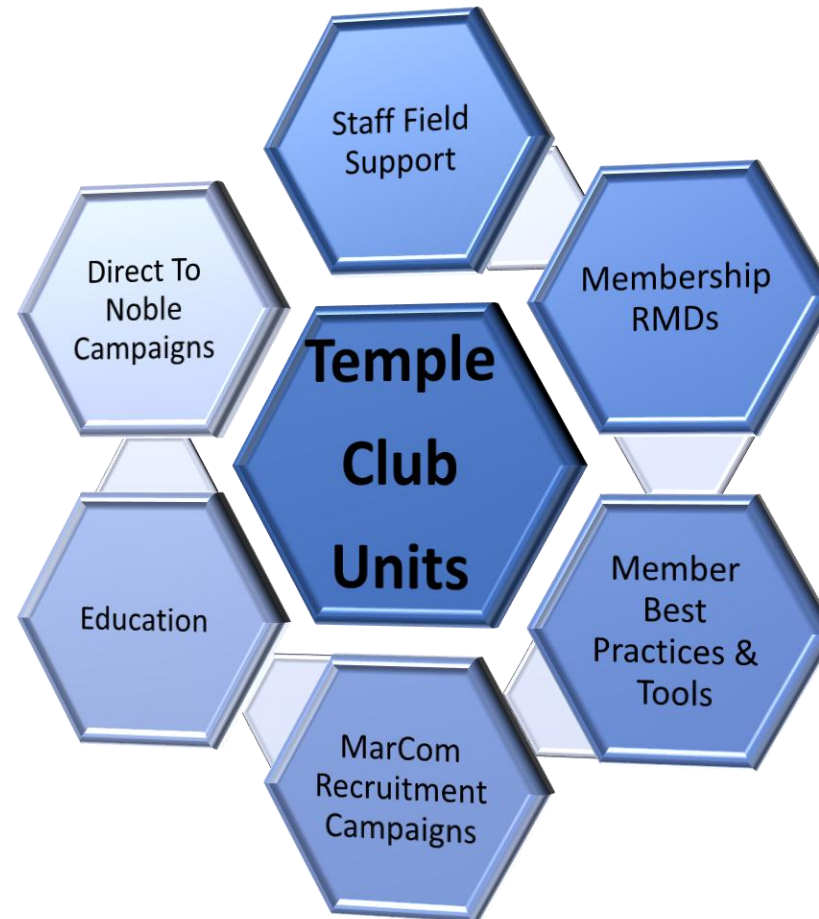




**Thank You,
Alzafar Shrine!!!**



Support Structure





Keep in Touch!

Ryan S. Rosenbaum, MBA
Senior Manager, Membership Recruitment
Ryan.rosenbaum@shrinenet.org
813-758-0721

Kevin L. Wright, Ed.D.
Senior Manager, Membership Recruitment
Kevin.wright@shrinenet.org
813-394-5337

