MEMBERSHIP RECRUITMENT PLAN

Tennessee Prince Hall Affiliation • District 19

Objective
To attract, educate, and initiate quality men who are aligned with Masonic values, with a focus on cultural relevance, community visibility, and mentorship.

I Identify Your Target Profile

Develop a profile of the men the Lodge seeks to engage.

Age range 25–49, including working professionals, community leaders, and veterans.

Core traits Morally upright, community oriented, teachable, and spiritually aware.

Community connections Churchgoers, fraternity alumni, HBCU graduates, minority business professionals, educators, veterans, and local activists.

II Community Presence and Visibility

Public Engagement Events
Host public events that demonstrate the Lodge's commitment to service:

- Community cleanups
- Scholarship award ceremonies
- Youth mentoring events
- Voter registration drives
- Feed the community dinners

Church and Faith Based Outreach
- Partner with local churches.
- Sponsor Men's Day services.
- Provide transportation or food for church events.

III Marketing and Promotion

Social Media Strategy

- Publish weekly posts on history, symbolism, and local Lodge activities.
- Highlight members' achievements.
- Promote public events and Lodge culture.
- Feature member testimonials such as "Why I Became a Prince Hall Mason."

Printed and Digital Materials

Create professional flyers or brochures that explain the legacy of Prince Hall Masonry, community service and brotherhood, and how to inquire about membership.

Distribute materials at barbershops, minority owned businesses, and community centers.

Referral Cards

Provide small cards that Brothers can share with quality men:

"If you've ever considered Masonry… we'd like to talk."

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IV Inquiry to Initiation Pipeline

STAGE	ACTION
Initial Inquiry	Have a warm, open conversation about Freemasonry, without solicitation.
Interest Session	Invite the interested man to a meet and greet.
Potential Candidate Mentoring	Assign a Brother to explain obligations, lifestyle alignment, and time and financial commitments.
Petition Review	Conduct thorough background and moral character checks and investigations.
Candidate Education	Provide a clear roadmap outlining expectations throughout the process.

V Recruitment Team Structure

Organize the recruitment team around three core responsibilities:

- Oversee and coordinate all recruitment efforts.
- Manage media, promotional materials, and communications.
- Build partnerships with civic and faith based groups.

VI Special Initiatives

Each One Bring One Program
Encourage every Brother to recommend one worthy man per year.

Lodge Representation
Assign well spoken, knowledgeable Brothers to represent the Lodge at community events.

VII Tracking and Reporting

Prospect Log
Maintain a prospect log that records each man's name, contact information, referring Brother, events attended, and progress through the inquiry and membership process.

Monthly Membership Report
Present a monthly membership report at the Lodge meeting to review inquiries, participation, and progress.

VIII Retention Through Recruitment

As the Lodge recruits, strengthen the experience that encourages members to remain engaged:

- Build a strong sense of brotherhood.
- Provide a meaningful Lodge experience.
- Support post initiation engagement through committee service, mentoring, education, and visits to other lodges.