

# MEMBERSHIP RECRUITMENT PLAN



## 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 type of men the Lodge is seeking:

- Age range: 25–49 (working professionals, community leaders, veterans, etc.)
  - Core traits: Morally upright, community-oriented, teachable, and spiritually aware
  - Demographics: Churchgoers, fraternity alumni, HBCU graduates, black professionals, educators, veterans, local activists etc.
- 

## II. COMMUNITY PRESENCE & VISIBILITY

### 1. Public Engagement Events

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

### 2. Church & Faith-Based Outreach

- Partner with local churches
- Sponsor Men's Day services
- Provide transportation or food for church events

---

### III. MARKETING & PROMOTION

#### 1. Social Media Strategy

- Weekly posts on history, symbolism, and local lodge activities
- Highlight members' achievements
- Promote public events and lodge culture
- Feature testimonials: "Why I Became a Prince Hall Mason"

#### 2. Printed/Digital Materials

- Professional flyers or brochures explaining:
  - The legacy of Prince Hall Masonry
  - Community work and brotherhood
  - How to inquire about membership
- Distribute at barbershops, black-owned businesses, and community centers

#### 3. Referral Cards

- Small cards members can give to quality men saying:

"If you've ever considered Masonry... We'd like to talk." 2B1-ASK1

---

### IV. INQUIRY TO INITIATION PIPELINE

Stage	Action
Initial Inquiry	Warm, open conversation about Freemasonry (not solicitation)
Interest Session	Invite to Meet n Greet
Pre-Application Mentoring	Assign a Brother to explain obligations, lifestyle alignment, time commitment
Petition Review	Conduct thorough background and moral character checks
Candidate Education	Use a clear roadmap for expectations of the process

## **V. RECRUITMENT TEAM STRUCTURE**

- Oversees all efforts
  - Manages media and communications
  - Build partnerships with civic and faith-based groups
- 

## **VI. SPECIAL INITIATIVES**

- “Each One Bring One” Program
  - Every Brother is encouraged to recommend one worthy man per year
  - Assign well-spoken, knowledgeable Brothers to represent the lodge at events
- 

## **VII. TRACKING & REPORTING**

- Maintain a Prospect Log:
  - Name, contact info, who referred them, event attended, and progress
  - Monthly Membership Report presented at lodge meeting
- 

## **VIII. RETENTION THROUGH RECRUITMENT**

Ensure that as you recruit, you also build:

- A strong sense of brotherhood
- A meaningful Lodge experience
- Post-initiation engagement (committees, mentoring, education, traveling to other lodges)

