

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.

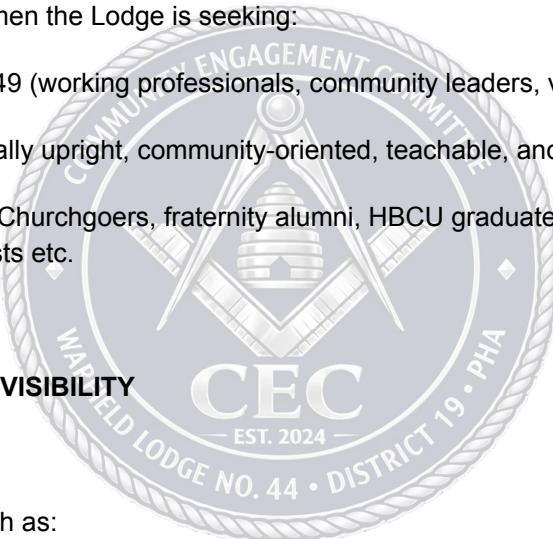
II. COMMUNITY PRESENCE & VISIBILITY

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"

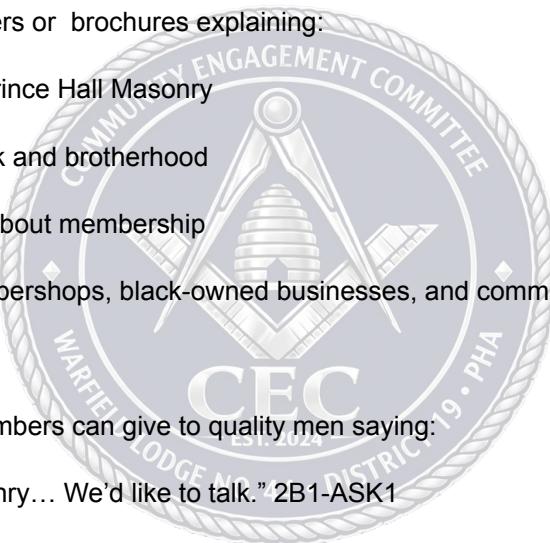
2. Printed/Digital Materials

- 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

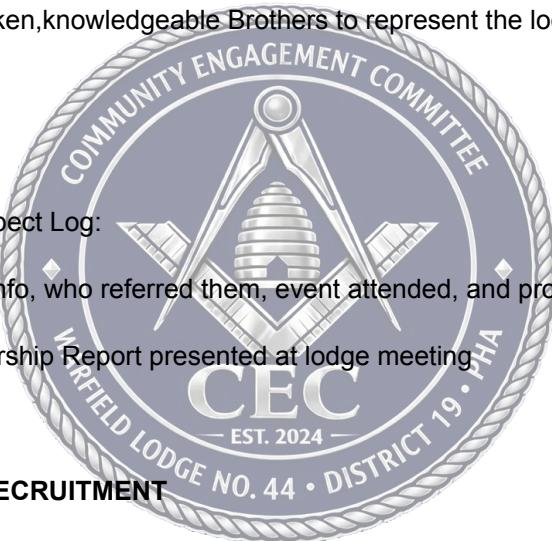
- Oversees all efforts
- Manages media and communications
- Build partnerships with civic and faith-based groups

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)