

Membership Development, Retention & Club Expansion Program

Based upon the input which the members of the Executive Committee was hearing from our members, we believed that we needed to provide you with some tools to help you grow your membership, retain your membership and develop new clubs in your states. We have now developed the tools outlined below for use by the State Associations and Clubs for these purposes.

1. A DVD about High Twelve has been re-mastered from an original VHS tape and, while it is a period piece, we believe it will have a very positive appeal to our members. After a brief introduction, the late Ernest Borgnine talks about the merits of High Twelve, this is then followed by the showing of and comments about a typical High Twelve meeting. It is a great tool for showing at Masonic Lodge meetings and the meetings of other Masonic Bodies to promote High Twelve. We will mail copies of it to the State Associations to have available for promotion of High Twelve and if one of their Clubs wants to borrow it. We are hopeful that we can have it on our web site for down loading and printing on a DVD.
2. For those Clubs which do not have projectors readily available to them, an Info-Board and accompanying Dialogue has been created for your use. The Info-Boards can be purchased at local stores, such as Michaels at a very low price. We will have the pictures and the location of them for you to put on it. The dialogue will explain and be related to the pictures. These items will be available through the International Secretary. It will be a good tool for your use when you do not have a projector available to you.
3. A CD or Loop CD has also been developed for your use in introducing High Twelve. It is has been prepared using power point and will be available for use with your PC or laptop. It can be projected on a screen and will have instructions so that you can run it automatically or run it line by line as you speak to its content. It can be run as a single presentation or as a loop presentation for viewing at Masonic functions and conventions. The procedures for obtaining it will be the same as indicated in number 1 above.
4. A program called the Ambassador Program is designed to encourage the Members of High Twelve Clubs to go out and visit Lodges and other Masonic Bodies and do a presentation about High Twelve. Each Member will send in a Form, which is available on the High Twelve International web site, documenting his visit and presentation. The program will provide awards, called "Ambassador Awards", for the Individuals, Clubs and State Associations which make the most effort in presenting High Twelve to our Masonic Family. At each Annual Convention, awards will be presented to the Individual, Club and State Association which have made the most presentations. See Exhibit A.

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5. An up-to-date Brochure has been created for the purpose of introducing High Twelve to potential new members and people who are interesting in learning about High Twelve. It is in a threefold foldout format and will be printed on high glossy paper. It can be ordered from the International Secretary, Kevin Hokerk, by emailing him at secretary@high12.org or by calling him at 623-239-6170. An alternative would be to download it from the web site. See Exhibit B.
6. The Traveling Scrolls are a way to recognize a visitor from another Club. They are certificates in three different formats which recognize a visitor's attendance at your club. They are, in effect, public relation or good will tools. You may view them under this category on the International web site. They can also be ordered from Kevin Hokerk. See Exhibit C.
7. The Membership Retention Call Program has as its objective getting members who not been at meetings for some time to come back to them. It involves creating a Calling Committee. The Committee Members call those members and asking them if there is a reason why they have not been coming to meetings and if the Club can be of assistance to them. Please see the details of establishing the program under this category of the Program on the web site. See Exhibit D.
8. Finally, the Club Expansion Program deals with the Development of New Clubs within States with Existing Clubs. It addresses the situation were someone expresses interest in High Twelve and lives in an area where there is not a Club now. It also outlines a tested method of establishing clubs in areas of your state where there are no Clubs at this time and no one has contact you about High Twelve. The details of this program can also be found on the web site. See Exhibit E.

We are hopeful that you will use these tools in your development, retention and expansion efforts. Any comments and/or suggestions which you may have regarding these tools will be welcomed by the Executive Committee.