

NJ DeMolay Membership

What we do makes a difference!

The Jurisdictional Officer's Role
in Membership Recruitment



Why are we here?

Every J.O. should know how to assist
Chapters in recruiting new
members.

What will we learn?

- The methods of Membership recruitment that NJ finds effective.
- Discuss how to implement these methods in a Chapter setting.
- Solicit your opinions and suggestions on how to adjust our recruitment methods to fit “Today’s Youth”.

What's in store for us today?

- Mail Order Membership for new and existing Chapters.
- Son and Grandson (Masonic Family).
- The Old Fashioned way! (Members getting their friends to join).
- Q & A

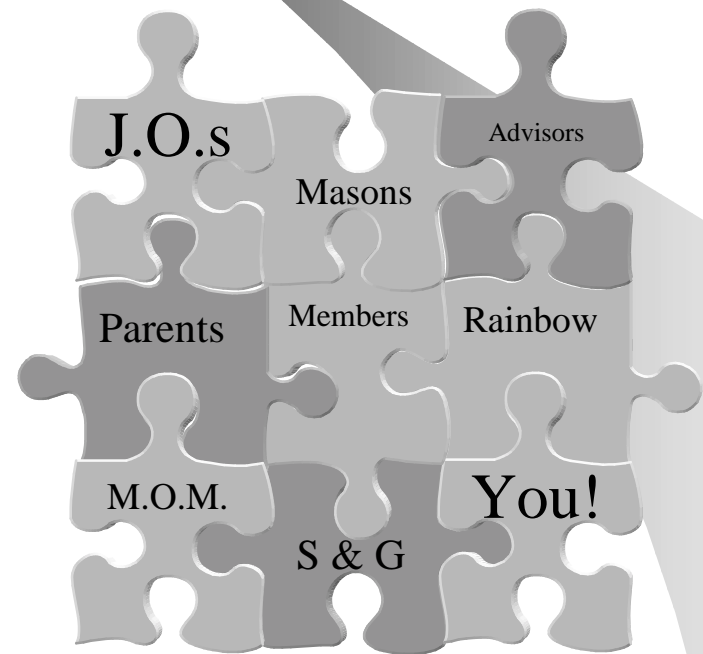
Familiarize yourself with:

- Membership – One of the #1 priorities of a NJ DeMolay J.O., elected or appointed.
- Prospect – Our target audience.
- Open House – Main Vehicle of conveying the DeMolay message to our target audience.
- M.O.M. – Short for Mail Order Membership
- S & G – Short for Son & Grandson.

No one person can do it alone.

Initiating new members into DeMolay is a team effort.

Using your resources and working together is the key to a successful membership plan.



Mail Order Membership

...for a new Chapter:

- usually gives us 5 – 10 core members for us to build with.
- gives us an opportunity to speak with the young man and his parents at the same time.
- may take more than one try. Don't give up!

Mail Order Membership

...for an existing or struggling Chapter:

- replenishes Chapters that have a surge of members going off to college.
- presents us with an opportunity to revitalize without relying heavily on current members.
- can be scheduled to utilize State Membership Classes for those Chapters that can't put on degrees alone.

Mail Order Membership

Identify the Degree date(s) that this M.O.M. group will be initiated at. It is recommended to use FHC or GMC.

- Work backwards from these dates to set your Open House, and preparation timeline.
- There should not be more than a 3 week gap between the Open House and the Initiatory Degree.
- Summer and November/December (after FHC) Open House dates should be avoided.
- CLEAR ALL DATES WITH DAD VANDERHORN & THE SMC BEFORE SETTING THINGS IN “STONE”.

Mail Order Membership

Once dates are selected and reserved, the Advisors and existing members will be assigning responsibilities for the Open House and Degrees.

- Your job as a J.O. is to work with the MC and take charge of the “Prospect” orientation and presentation. Usually, advisors will handle the “Parent” orientation, but you may be called upon to assist as a “Model” DeMolay.
- You may be called upon to organize a degree team. Be sure to utilize nearby chapters and other J.O.s when comprising the team. Don’t wait till last minute to organize the team, as people’s schedules tend to fill quickly. When in doubt, contact the Director of Ritual or one of his assistants.

Mail Order Membership

Work with the Advisor in charge. He may be the Chairman, Dad or an Advisor appointed by the EO to run the Open House. While Advisors are deciding things like zip codes to mail to and who will be cooking dinner, now would be a good time to assist in as much preliminary tasks as possible. One of the biggest tasks in the M.O.M program is actually stuffing the 500 – 2,000 letters. Use your resources and get other active DeMolays to help.

Mail Order Membership

As the responses from the mailing start to roll in, assist in contacting the prospects to acknowledge the receipt of their reservation and to answer any questions they may have.

Always refer any questions you can't handle to the Advisor in charge.

Mail Order Membership

D – Day

- Remember that you represent DeMolay in all that you do. First impressions are most important.
- When the day of the open house arrives, be sure to get there at least an hour early to help set up.
- The MC or other DeMolays present may be nervous, take time to give them a pep talk.

Mail Order Membership

D – Day

- Sit with the prospects during the meal and talk to them. Promote DeMolay by demonstrating that you are someone that they want to be associated with.
- Consider letting an existing Chapter Member present at the Open House to be the First Line Signer.
- Don't be pushy if someone isn't interested.

Mail Order Membership

D – Day follow up

- If you are the J.O. assigned to this Chapter, be prepared to work with the new members as they get used to the DeMolay program.
- You may be called upon to work directly with the new members if it is a new chapter and there is no MC or other existing members.
- Remember to use your resources!

Son & Grandson Campaign

...for a new Chapter:

- good supplement for the M.O.M program.
- gains exposure and positive PR for a new Chapter in the Masonic District it resides in.
- gets new members and possibly new adult volunteers.

Son & Grandson Campaign

...for an existing or struggling Chapter:

- reminds Masons in the Masonic District that DeMolay is available for their sons & grandsons.
- New Masons are initiated every month. If they like Masonry, they may want their sons/grandsons involved as well.

Grass Roots Campaign

After you have obtained new members via the M.O.M. program, it's important to encourage them to get their friends involved in DeMolay. This is where you really get your "return on investment".

Everyone goes to school, everyone has at least 1 friend not in DeMolay.

Show the newest member how good DeMolay is and he will bring his friends.

Grass Roots Campaign

Encourage Master Councilors to organize and plan events that can be attended by “anyone”.

DMCs can work with their Chapters here to encourage existing members to ask their friends to join.

Have each Chapter strive to have 1 new prospect a month. This sounds easier than 6 per term or 12 per year etc. .

Incentives, Incentives, Incentives.

Summary

- We have discussed what role a J.O. plays in Membership recruitment.
- We have discussed what resources are available to you.

Membership

Q & A

Eric Gonzalez

egonzalez7@hotmail.com

(732) 745-2884

Enjoy the Rest of the Day!



State Officer's Retreat 2001