

# GEKTUSA MEMBERSHIP

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69<sup>th</sup> TRIENNium



**William Garrard (AZ), Chairman**  
**Gerald Pugh (OH)**  
**Stuart Drost (CT)**



**AND NOW FOR  
SOMETHING  
COMPLETELY  
DIFFERENT**

# GEKTUSA MEMBERSHIP COMMITTEE

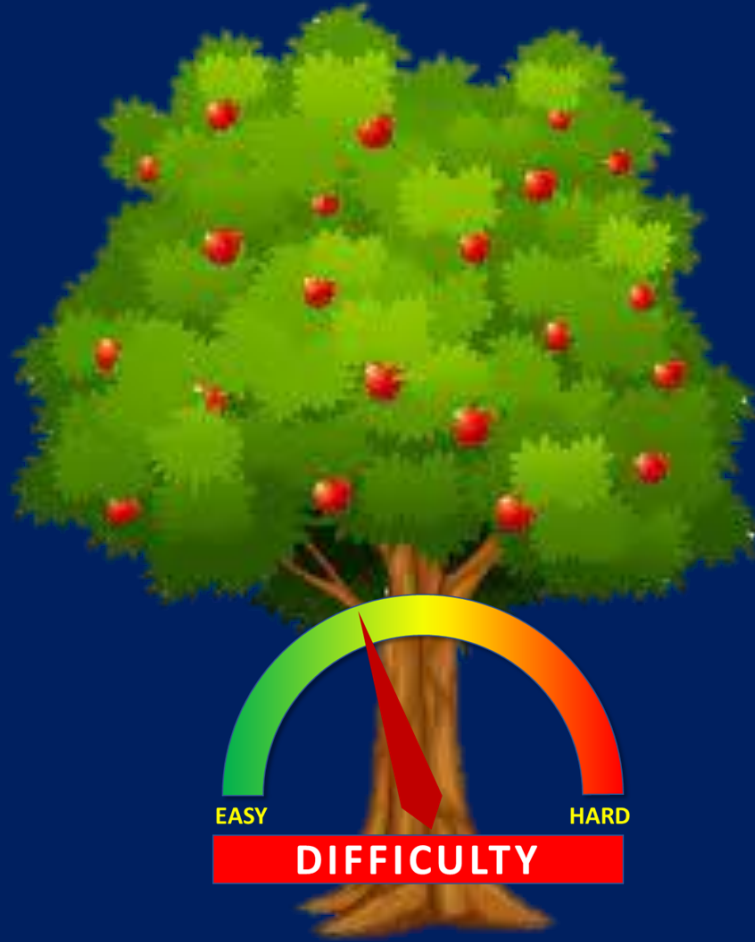
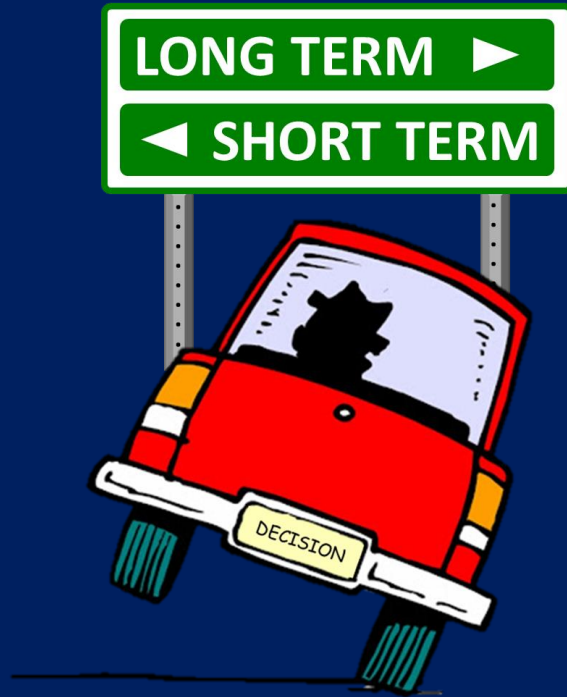
TELLING IT LIKE IT IS



TRUTH  
*Magna Est Veritas Et Praevalebit*

# GEKTUSA MEMBERSHIP COMMITTEE

## OPENING MONOLOGUE



# GEKTUSA MEMBERSHIP COMMITTEE

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## EFFORTS FROM LAST TRIENNIUM



- GE wide SWOT Analysis
- Website Toolbox Build
- State Membership Committee Liaison

# GEKTUSA MEMBERSHIP COMMITTEE

## WHAT WE SEE

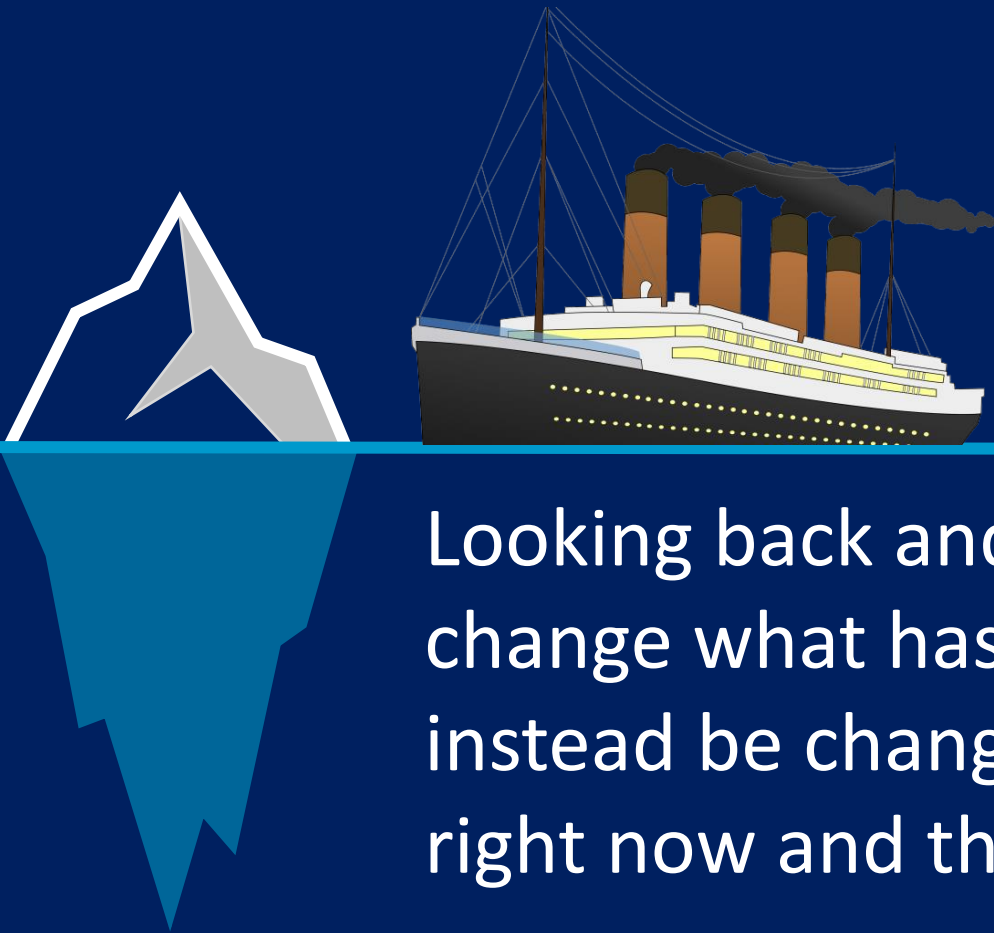


# APATHY

IF WE DON'T TAKE CARE OF THE CUSTOMER,  
MAYBE THEY'LL STOP BUGGING US

# GEKTUSA MEMBERSHIP COMMITTEE

## MOVING AHEAD

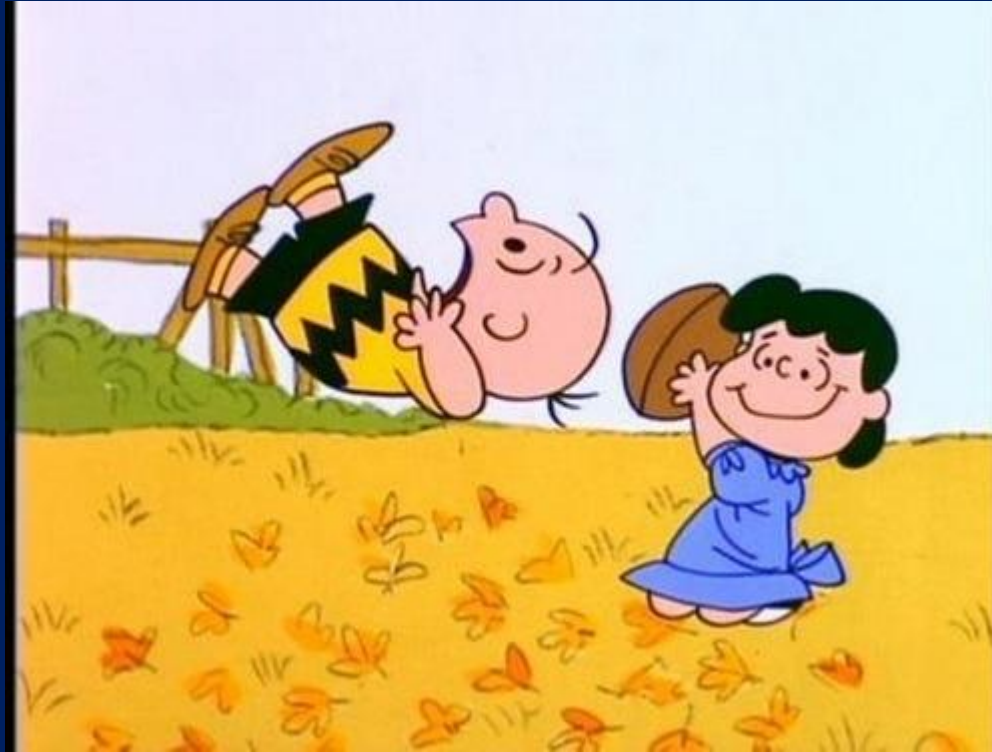


- *Unsinkable!*
- *Insufficient Lifeboats*
- *Poor Construction Material*
- *Full Speed Ahead Despite Warnings*
- *Skipped the Lifeboat Drill*
- *Lookout Binoculars Withheld*
- *Inadequate Emergency Procedures*
- *Lack of Communications*
- *Class Structure*

Looking back and pondering over the past cannot change what has already happened. What can instead be changed is the things that are happening right now and the choices we make today.

# GEKTUSA MEMBERSHIP COMMITTEE

WE HAVE TO CHANGE



# INSANITY

DOING THE SAME THING OVER AND OVER AGAIN  
AND EXPECTING DIFFERENT RESULTS

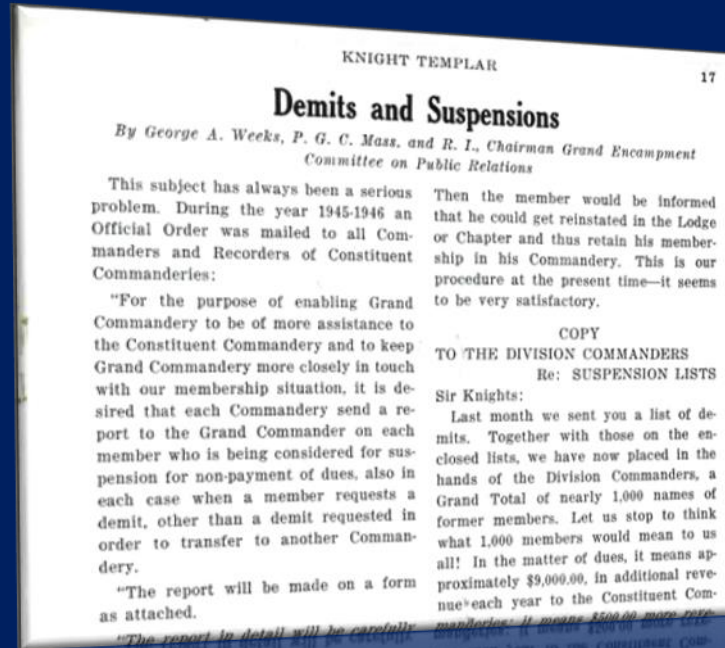


# GEKTUSA MEMBERSHIP COMMITTEE

## YET HERE WE ARE AGAIN



Knight Templar Magazine  
Volume 1, Number 2  
FEBRUARY-MARCH 1956



It's like déjà vu  
all over again



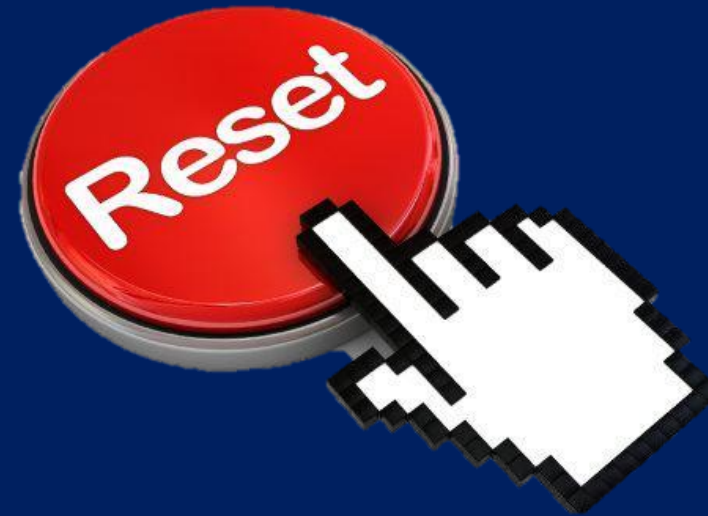
# GEKTUSA MEMBERSHIP COMMITTEE

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## OPPORTUNITIES COMING OUT OF COVID



- RECLAIM
- REBUILD
- REINVENT



# GEKTUSA MEMBERSHIP COMMITTEE

## WHY MISSION AND VISION STATEMENTS



**YOU ARE THE STAKEHOLDERS!**

**NONE OF THIS MEANS A DARN UNLESS YOU TAKE ACTION**

# GEKTUSA MEMBERSHIP COMMITTEE

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## MISSION STATEMENT



**The Grand Encampment Membership Committee will administer a campaign designed to achieve our membership goals by providing specific programs designed for Recruitment, Retention and Restoration**

# GEKTUSA MEMBERSHIP COMMITTEE

## VISION STATEMENT



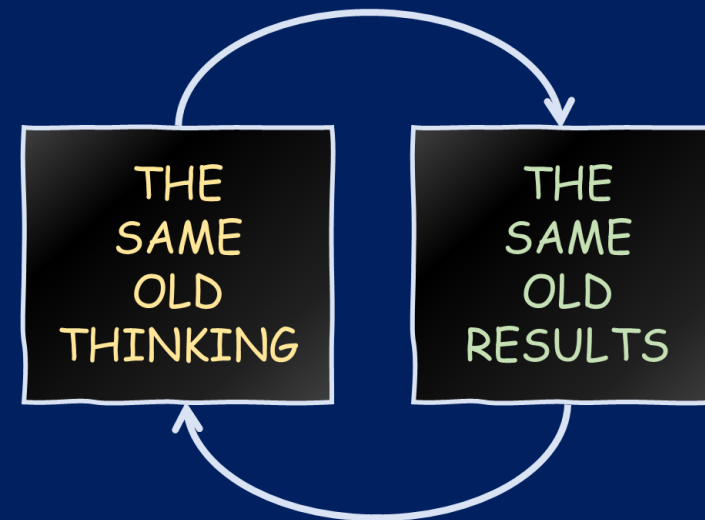
**It is our intent to make being a Knight Templar a life changing experience which entices prospective members to join our ranks, that motivates our current fraters to a greater degree of participation and encourages those who may have dropped from our roles to return to the Order**

# GEKTUSA MEMBERSHIP COMMITTEE

## STRATEGY



- RECRUITMENT
- RETENTION
- REINSTATEMENT
- REINVIGORATE



# GEKTUSA MEMBERSHIP COMMITTEE

## RECRUITMENT SPECIFICS



- **RECRUITMENT - Getting New Blood Interested in Commandery**
  - **TOOLS:** *Having dedicated tools at our disposal specifically designed to entice the potential membership pool to petition the Rite or complete their journey*
  - **GOALS:** *Specific metrics relative to each state's previous performance to be met by the end of this triennium*
  - **IMPLEMENTATION:** *The identification of specific individuals responsible for implementation of recruitment protocols in each Department. The identification of a specific individual in each state for oversight across the triennium*
  - **RESULTS:** *What gets measured is what gets accomplished*

# GEKTUSA MEMBERSHIP COMMITTEE

## RETENTION SPECIFICS



- RETENTION – Stem the Tide of Voluntary Departures
  - UNDERSTANDING: *Why the touch-and-go. Bridging intergenerational differences. What will make your customer come back to your store time and time again*
  - RESOURCES: *Different folks have done different things to keep their members engaged. Make those resources widely available*
  - GOALS: *Specific metrics relative to each state's previous performance to be met by the end of this triennium*
  - RESULTS: *What gets measured is what gets accomplished*



# GEKTUSA MEMBERSHIP COMMITTEE

## REINSTATEMENT SPECIFICS



- REINSTATEMENT – Getting SOME of them back
  - UNDERSTANDING: *Don't guess why they left, find out why and fix it*
  - OUTREACH: *Re-Establish contact with those who are gone (setting the criteria for who/what). Their reasons for leaving may have changed or be reversible. Show we care and that things are going to be different.*
  - GOALS: *Specific metrics relative to each state's previous performance to be met by the end of this triennium*
  - RESULTS: *What gets measured is what gets accomplished*

# GEKTUSA MEMBERSHIP COMMITTEE

## REINVIGORATE SPECIFICS



- REINVIGORATE – Something for those who stayed
  - GRATITUDE: *Recognition for those who currently are the foundation that we are building upon*
  - PERSONAL: *Individual interaction is more meaningful than speaking to the room in general*
  - AWARENESS: *Keen observations of those who have been the stalwart member. Overload/Burn-Out/Age Effects*
  - MASONIC EQUALITY: *Break the Cliques. Have the discussions of exclusionary bodies somewhere else. There is NO DEGREE higher than the DEGREE OF THREE*

# GEKTUSA MEMBERSHIP COMMITTEE

## WHAT HAVE YOU BEEN DOING?



Specific	Measurable	Achievable	Realistic	Timely
<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
<b>G</b>	<b>O</b>	<b>A</b>	<b>L</b>	<b>S</b>
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?

# GEKTUSA MEMBERSHIP COMMITTEE

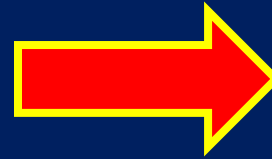
## GOALS FOR THIS TRIENNIUM



STATE  
DAIS OFFICER  
MMS REVIEW



TENDER YOUR  
GOALS TO GE  
MEMBERSHIP  
WITHIN 60 days



GE  
MEMBERSHIP  
CHAIRMAN  
REVIEW



GOAL  
ACCEPTANCE

**EACH STATE SETS THEIR OWN GOALS BASED ON PAST PERFORMANCE**

# GEKTUSA MEMBERSHIP COMMITTEE

## GOAL SCHEDULE



- YR1 - DEVELOPMENT
- YR2 - IMPLEMENTATION
- YR3 - MEASURED RESULTS

# GEKTUSA MEMBERSHIP COMMITTEE

## I HATE MOTIVATIONAL QUOTES



*What To Do When...*

# LIFE GIVES YOU LEMONS

**DON'T MAKE LEMONADE!**

**MAKE LIFE TAKE THE LEMONS BACK**



**GET MAD!**

*Then...*

- ✓ YELL – I DON'T WANT YOUR DAMN LEMONS
- ✓ DEMAND TO SEE LIFE'S MANAGER
- ✓ BURN DOWN THEIR HOUSE

# GEKTUSA MEMBERSHIP COMMITTEE

## SWOT RESULTS



# GEKTUSA MEMBERSHIP COMMITTEE

## STRENGTHS

STRENGTHS	DEPTS
Christian Faith	5
Historical Ties	4
Charities	3
Fellowship	2
Prestige	2
Ritual	2
Uniform	2
Chivalry	1
Leadership Program	1
Patriotic Activities	1
Personal Investment	1
Symbolism	1





# GEKTUSA MEMBERSHIP COMMITTEE

## WEAKNESSES



WEAKNESSES	DEPTS	WEAKNESSES	DEPTS
Ritual (Complex/Ritualist)	5	Failure to Adapt	1
Time/Commitments	5	Generation Gaps	1
Cost of Uniform	3	Lack of Modern Technology	1
Aging Membership	2	Lack of Productivity (Stated)	1
Lack of Communications	2	Lack of Visibility	1
Lack of Effective Training	2	Long Range Planning	1
Membership (Retain/Recruit)	2	Masonic Burnout	1
Public Perception	2	Pre-Requisite Bodies	1
Relevance	2	Quality	1
Apathy	1	Travel	1
Competition (Internal/External)	1	Value	1
Cost of Membership	1		

# GEKTUSA MEMBERSHIP COMMITTEE

## OPPORTUNITIES



OPPORTUNITIES	DEPTS
Better Execution of Public Ceremonies	3
Better Communications	2
Better Stated/Activities	2
Increased Service to Community	2
Better Candidate Experience	1
Better Leadership	1
Better Niche/Purpose	1
Better Planning/Continuity	1
Better Public Relations	1
Better York Rite Unity	1
Increased Charities	1
Increased Communication Tools	1

OPPORTUNITIES	DEPTS
Increased Education	1
Increased Honor Guard/Patriotic	1
Increased KT Presence (External to KT)	1
Increased Masonic Partnerships	1
Increased Paid Professional Staff	1
Increased Social Media/Online	1
Increased Support of Youth/Ladies	1
Increased Value	1
Increased/Better Religious Observances	1
Uniform Pooling	1

# GEKTUSA MEMBERSHIP COMMITTEE

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## BUILDING FOR TOMORROW



How do we use  
these results to  
our advantage?

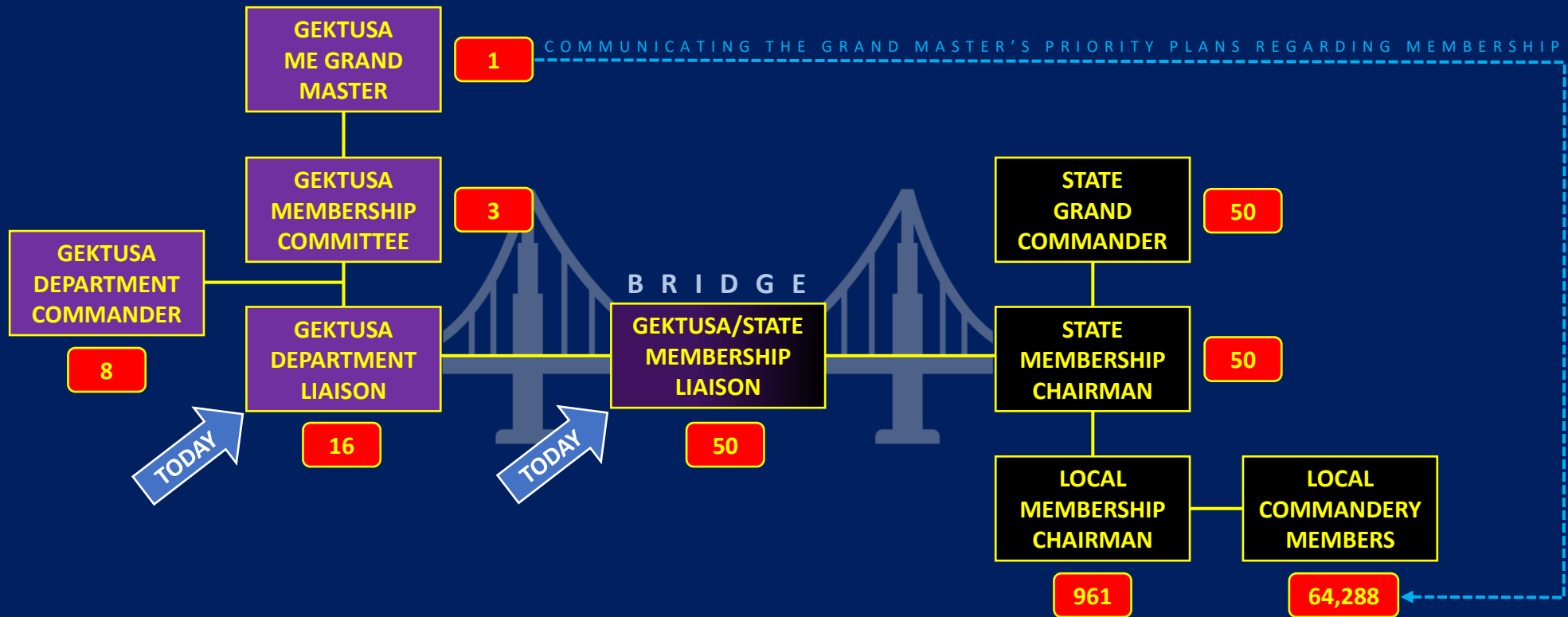


# GEKTUSA MEMBERSHIP COMMITTEE

## BUILDING LINES OF COMMUNICATION



- GRAND ENCAMPMENT
- STATE COMMANDERY



# GEKTUSA MEMBERSHIP COMMITTEE

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## STATE LEVEL LIAISON



## STATE LEVEL LIAISON

Grand Captain General  
installed in 2021

(For CONTINUITY we will use the same Named  
Sir Knight for '21, '22 and '23 regardless of  
progression)

**WE NEED YOU!**



# GEKTUSA MEMBERSHIP COMMITTEE

## DEPARTMENT LEVEL LIAISON



# HELP WANTED

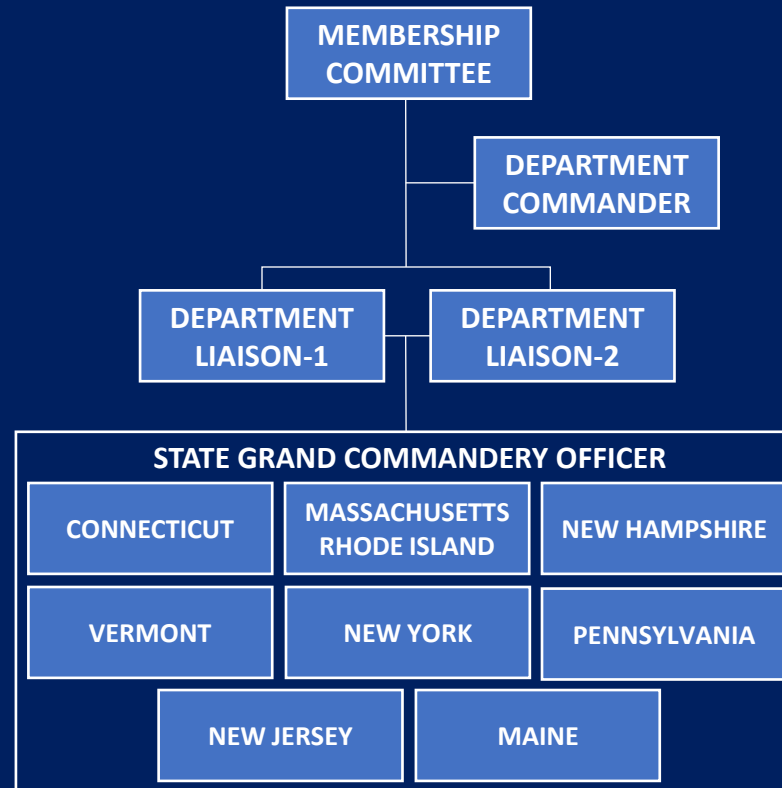
Looking for at least **TWO** enthusiastic Sir Knights from each Department to serve for the next three years as Department Liaison Officers for the GE Membership Committee

- Must be able to attend a monthly web meeting (nix July and December)
- Departments will be joined by Time Zone for regularly scheduled ZOOM meetings
- A nationwide meeting will be once or twice per year
- Enthusiasm is a **MUST**



# GEKTUSA MEMBERSHIP COMMITTEE

## ORG CHART – DEPARTMENT EXAMPLE



# GEKTUSA MEMBERSHIP COMMITTEE

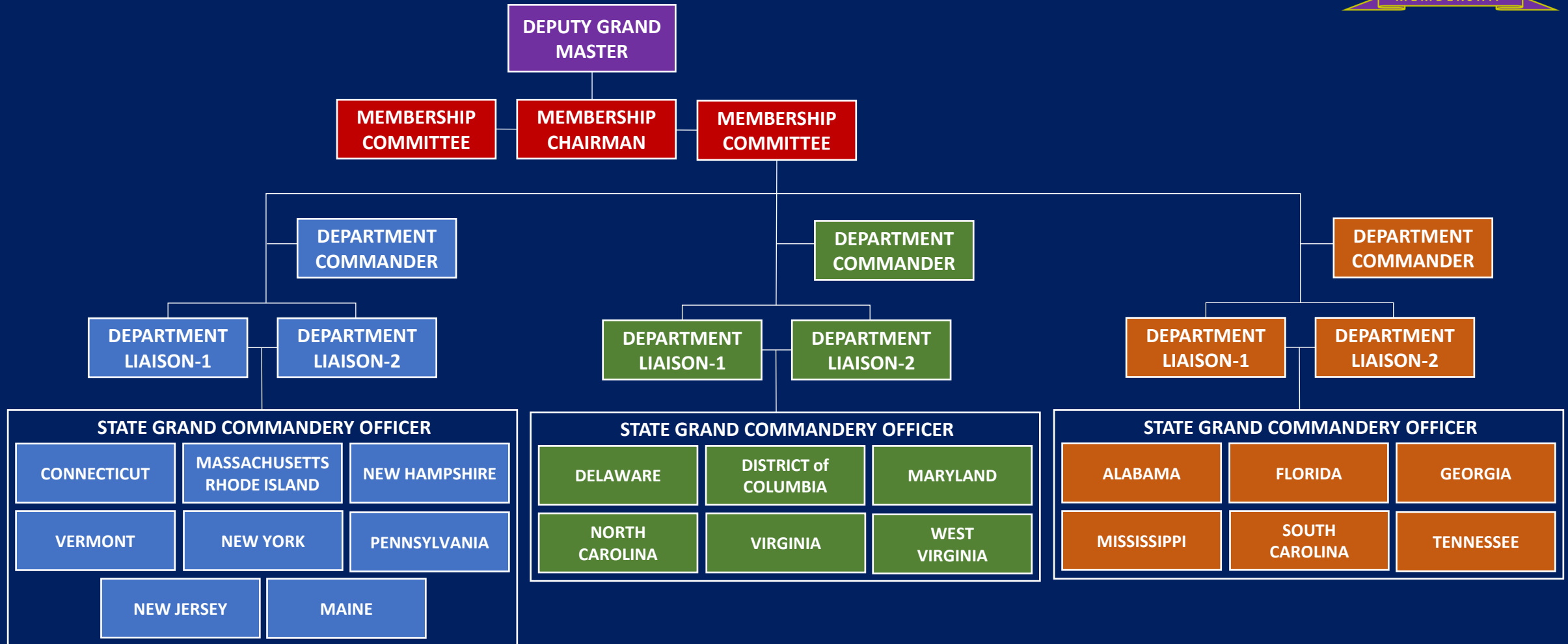
## ORG CHART – TIME ZONE DIVISIONS





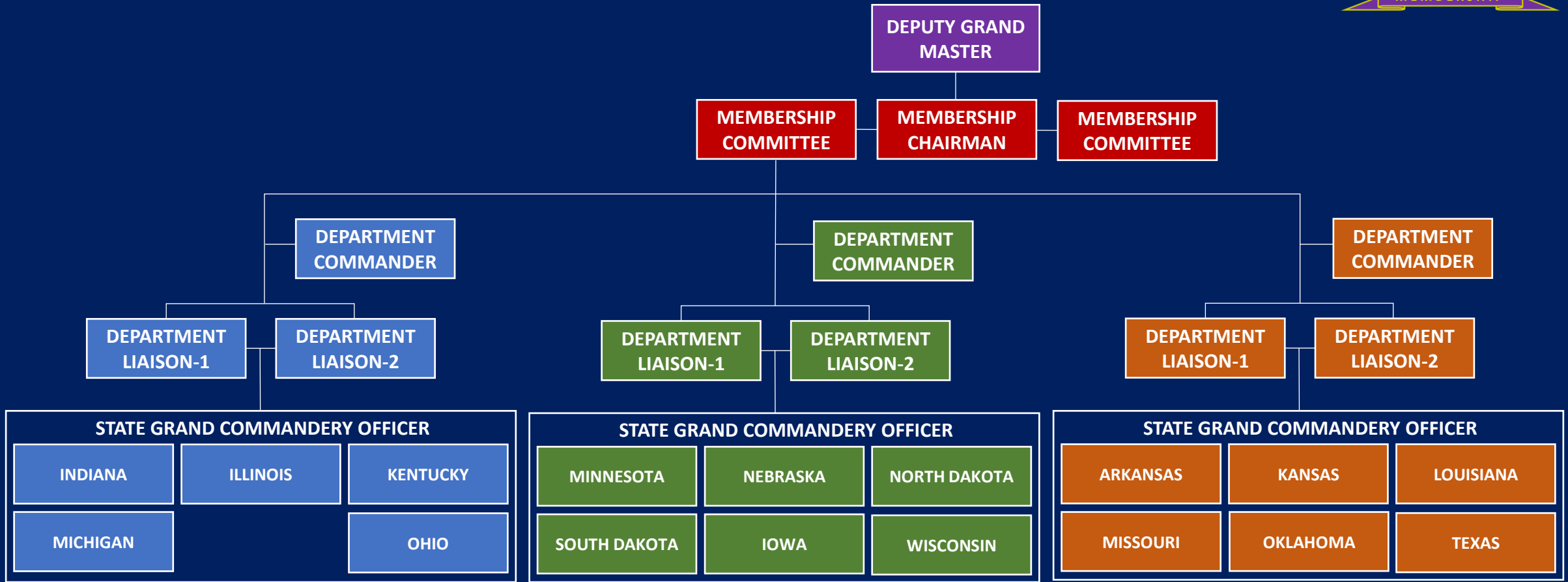
# GEKTUSA MEMBERSHIP COMMITTEE

## ORG CHART – EAST (TIMEZONE-1)



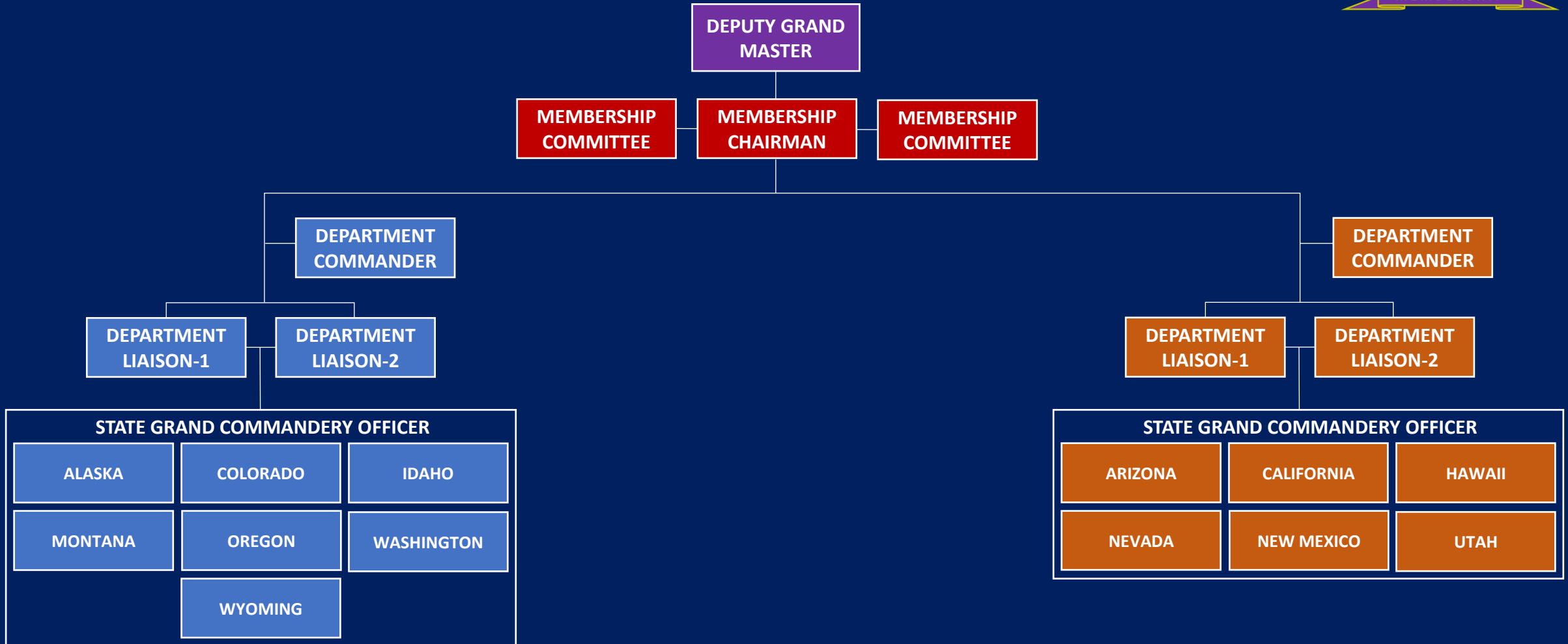
# GEKTUSA MEMBERSHIP COMMITTEE

## ORG CHART – CENTRAL (TIMEZONE-2)



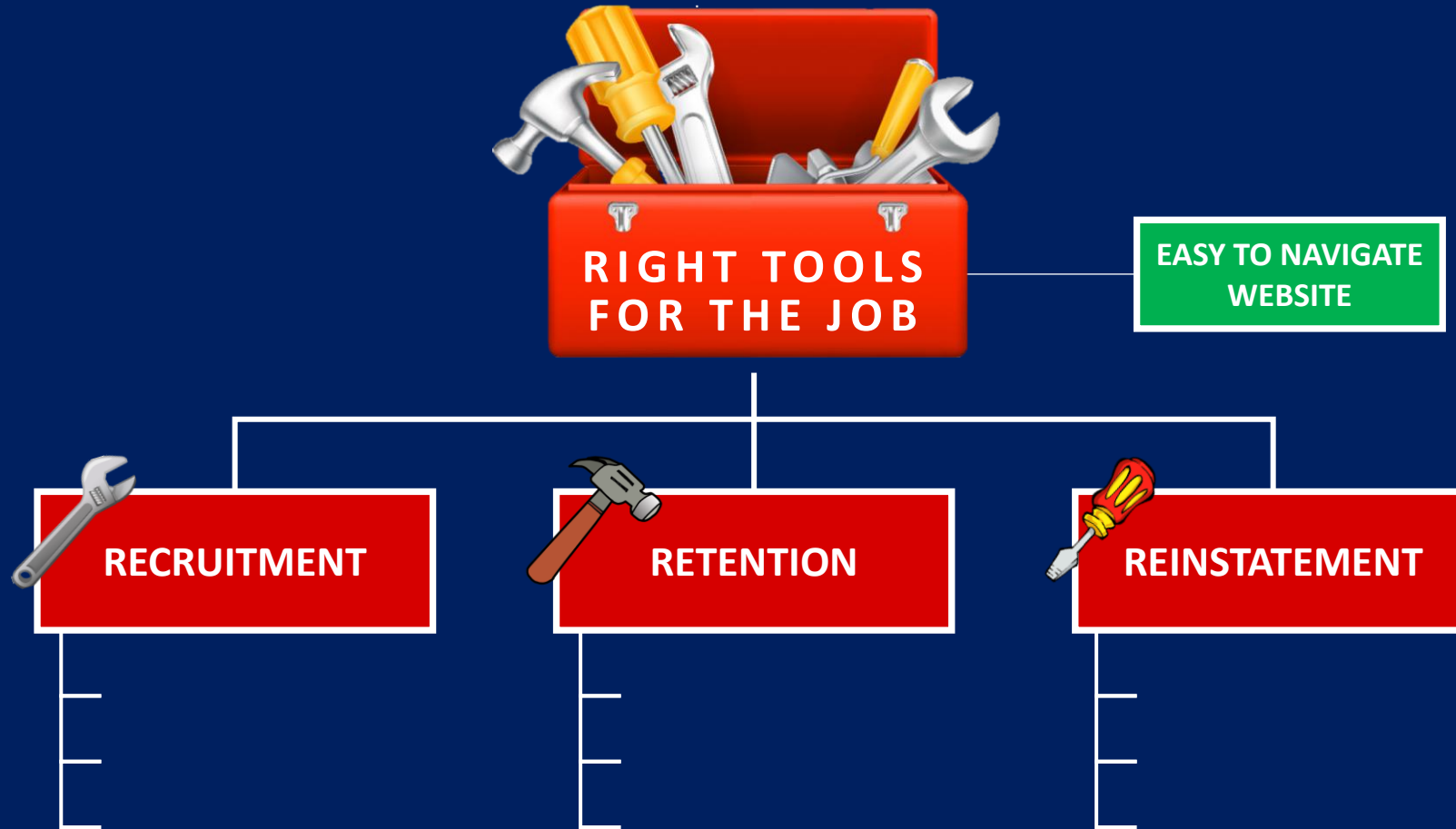
# GEKTUSA MEMBERSHIP COMMITTEE

## ORG CHART – WEST (TIMEZONE-3)



# GEKTUSA MEMBERSHIP COMMITTEE

## HAVING ADEQUATE TOOLS - PRELIMINARY



# GEKTUSA MEMBERSHIP COMMITTEE

## R-1: RECRUITMENT



# GEKTUSA MEMBERSHIP COMMITTEE

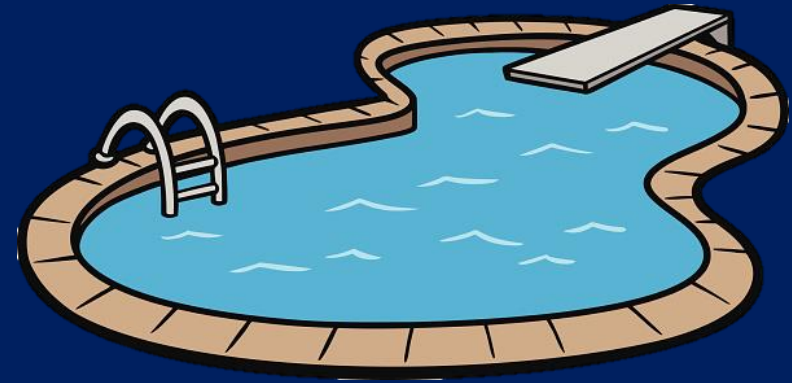
## RECRUITMENT



He who has a thing to sell,  
And goes and whispers in a well,  
Isn't likely to get the dollars  
As he who climbs a tree and hollers

# GEKTUSA MEMBERSHIP COMMITTEE

## TARGETED EFFORTS

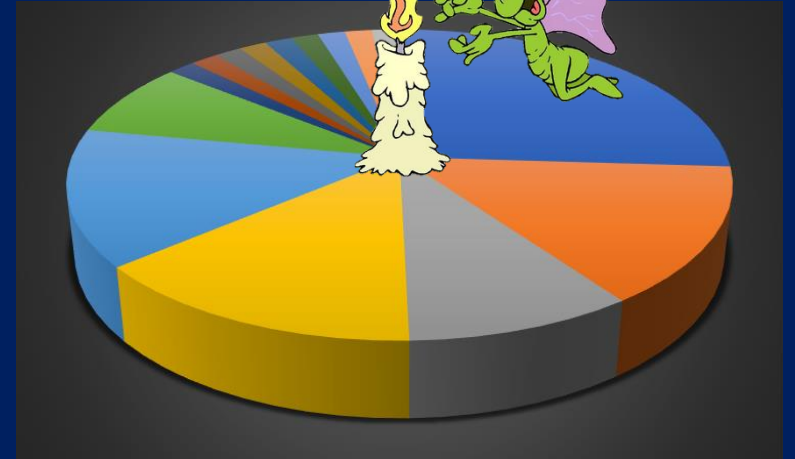
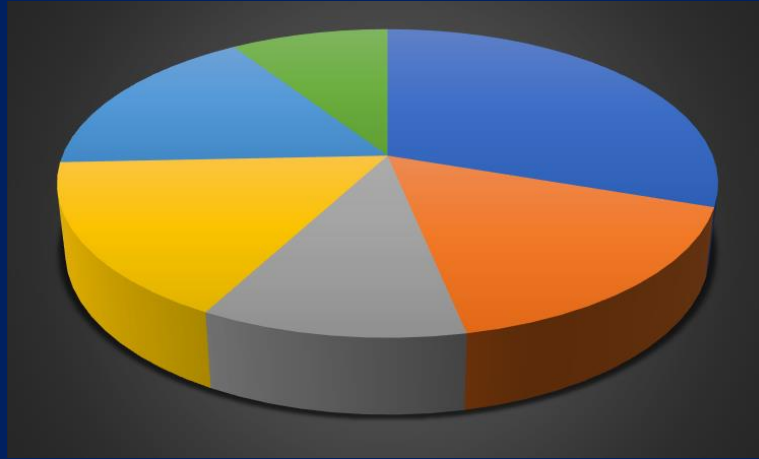
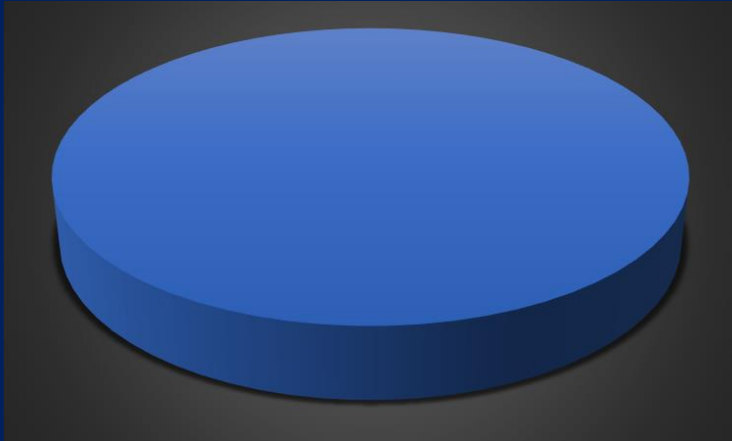


ROI: RETURN ON INVESTMENT

$$ROI: \left( \frac{GAIN}{COST} \right) \times 100$$

# GEKTUSA MEMBERSHIP COMMITTEE

TIME – OUR MOST VALUABLE ASSET





# GEKTUSA MEMBERSHIP COMMITTEE

## SYMBOLOLOGY



SPEAKING VOLUMES WITHOUT SAYING A WORD

# GEKTUSA MEMBERSHIP COMMITTEE

## BRAND IDENTITY – WHODAT?



# GEKTUSA MEMBERSHIP COMMITTEE

## BRAND IDENTITY



# KNIGHTS TEMPLAR

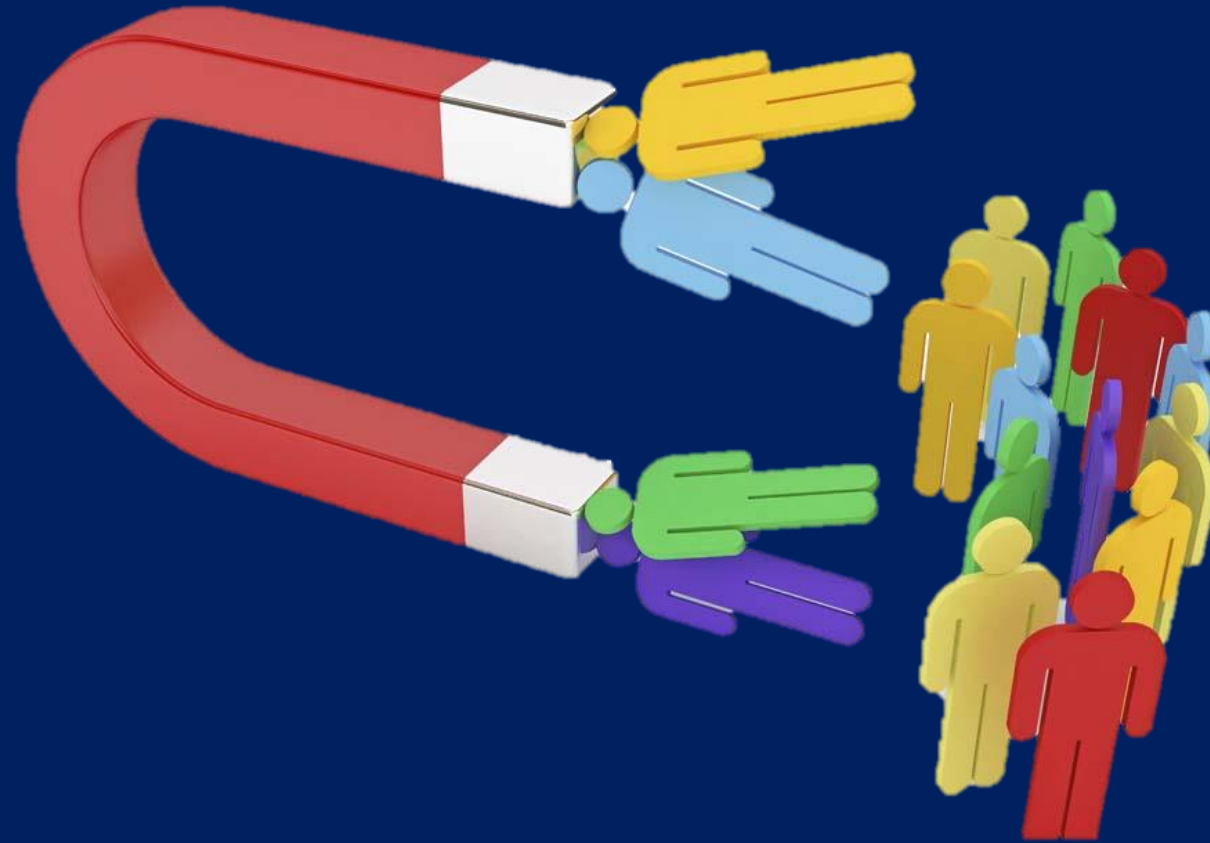
FAITH ♡ HOPE ♡ CHARITY

[www.knightstemplar.org](http://www.knightstemplar.org)



# GEKTUSA MEMBERSHIP COMMITTEE

## R-2: RETENTION



# GEKTUSA MEMBERSHIP COMMITTEE

## DEPARTURES



### VOLUNTARY

EXIT

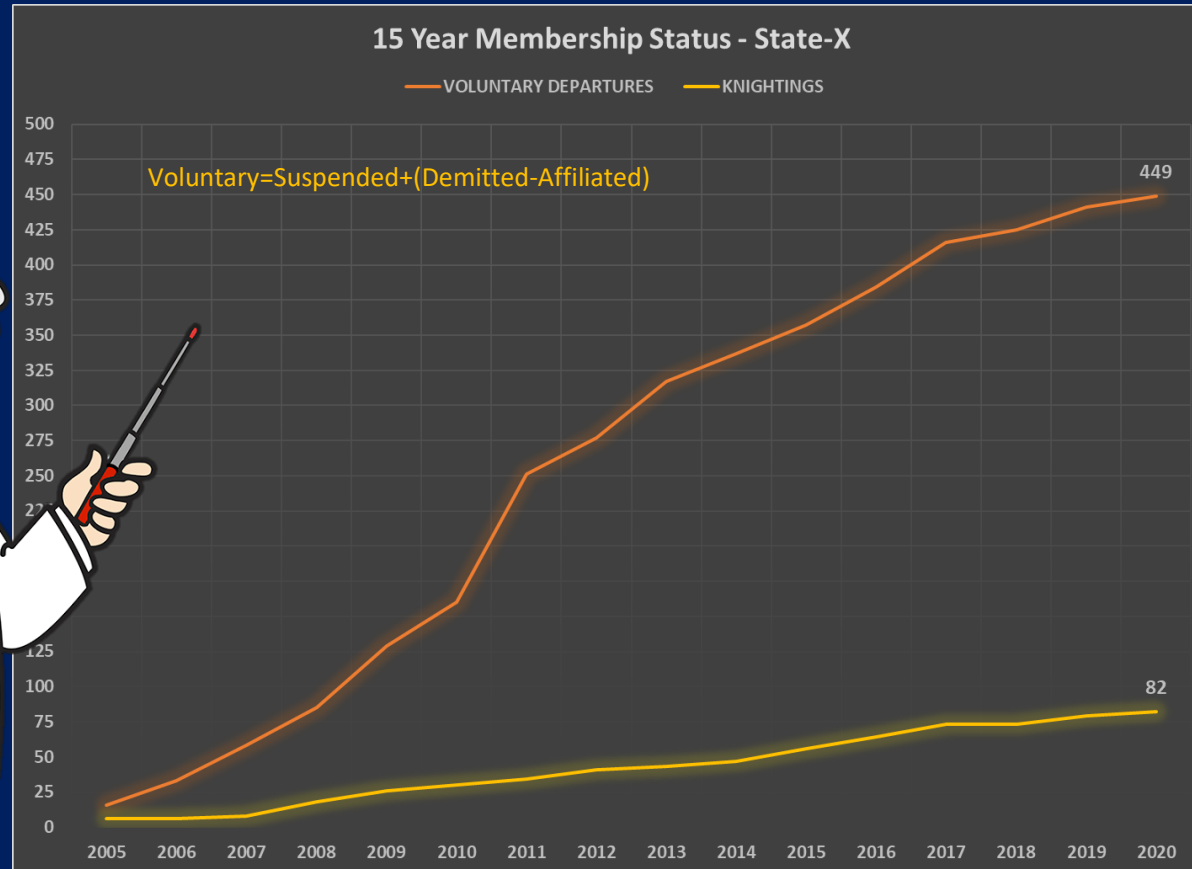
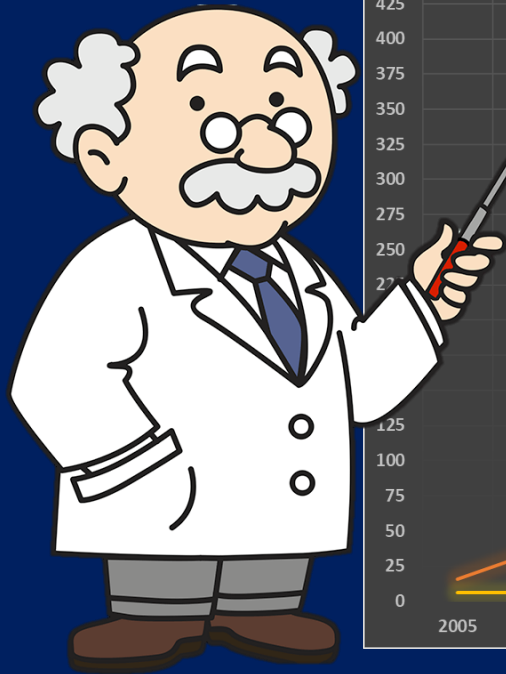


### INVOLUNTARY



# GEKTUSA MEMBERSHIP COMMITTEE

## CHARTS TO MAKE YOU GO HMMM...



# GEKTUSA MEMBERSHIP COMMITTEE

## INTERGENERATIONAL RELATIONS



**HERB**



**EDWIN**



**ROBERT**



**TYLER**

# GEKTUSA MEMBERSHIP COMMITTEE

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## IMPRESSIONS



**YOU NEVER GET A  
SECOND CHANCE  
TO MAKE A FIRST  
IMPRESSION**





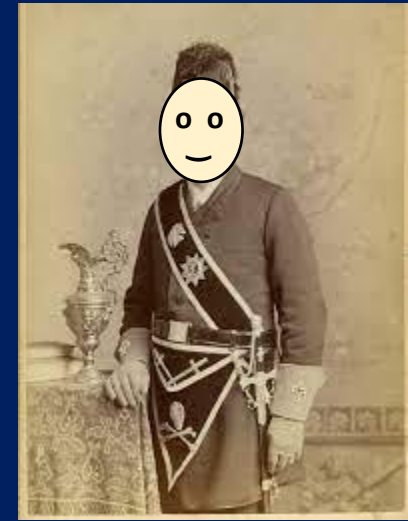
# GEKTUSA MEMBERSHIP COMMITTEE

## WE HAVE TO DO BETTER



GOOFUS and

GALLANT

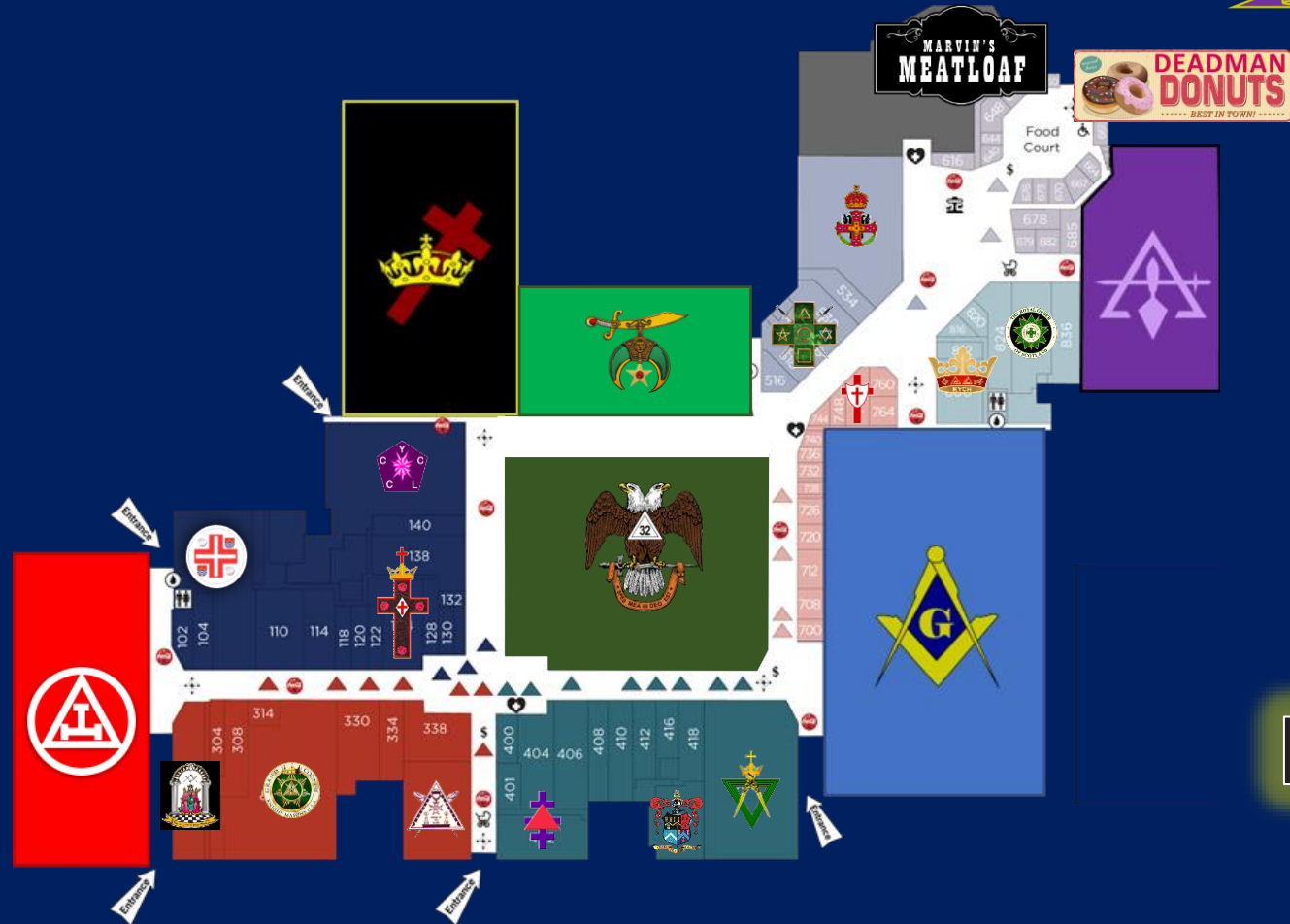


*Goofus didn't study his lines too well and thought he was "good enough" ....Ok, here we go. Um, ah, In the beginning, um, God created heaven and earth and that was real good. And the earth was dark; and, uh, the darkness was upon the face of the world. And the Spirit of God moved the water. And then God, ah, he said, Let there be light: and there was light. And that was real good too. Thank you very much.*

*Gallant works hard to deliver letter perfect ritual with the correct inflection and poignant pauses.... In the beginning God created the heaven and the earth. And the earth was without form, and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the face of the waters. And God said, Let there be light: and there was light.*

# GEKTUSA MEMBERSHIP COMMITTEE

## SHOPPING THE MASONIC MALL





OHIO



MISSOURI



WISCONSIN



MICHIGAN



NEW YORK



CALIFORNIA



ILLINOIS



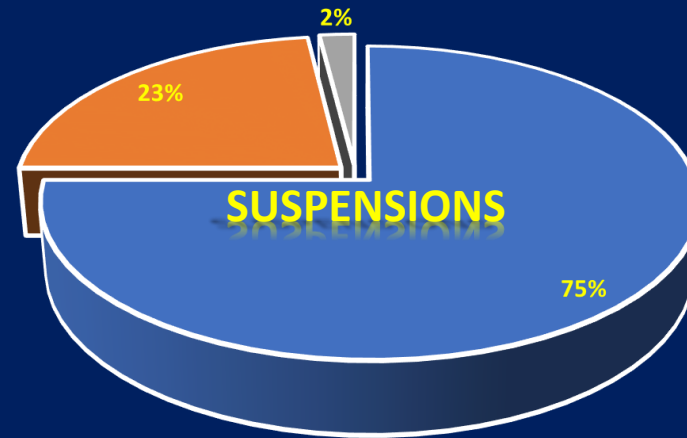
ARIZONA



NORTH CAROLINA

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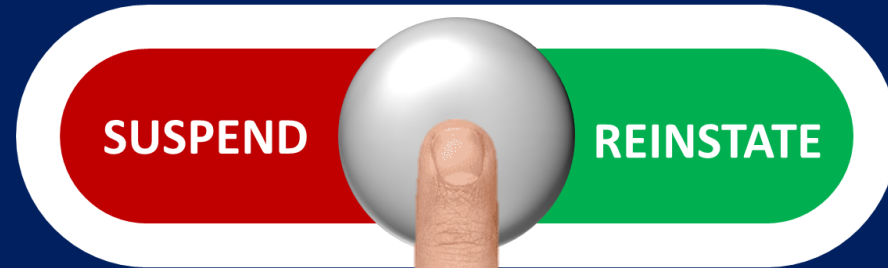
## MASONIC TOURISM



- 75% Knighted and Never Heard From Again
- 23% Kept Membership Less Than Five Years
- 2% Veteran Departures

# GEKTUSA MEMBERSHIP COMMITTEE

## R-3: REINSTATEMENT



# GEKTUSA MEMBERSHIP COMMITTEE

## LIFE CHANGES



# GEKTUSA MEMBERSHIP COMMITTEE

## ADAPTING TO CHANGING OBSTACLES



# GEKTUSA MEMBERSHIP COMMITTEE

THERE IS ALWAYS GOING TO BE "THAT GUY"



**I'm having trouble  
seeing things  
from your point  
of view**



# GEKTUSA MEMBERSHIP COMMITTEE

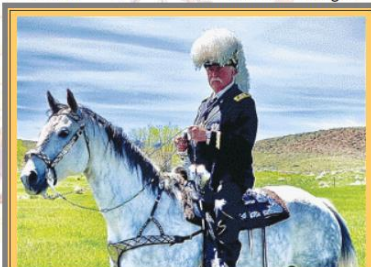
## WEBSITE



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Knightly Greetings & WELCOME

to Our Official Home Page



## Grand Encampment of Knights Templar, U.S.A.

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**GRAND ENCAMPMENT MEMBERSHIP COMMITTEE**  
and Its Grand Subordinate and Constituent Commandery Membership Committees  
[KTNewMemberPacket](#) and [York Rite Booklet](#) provided by [www.azyr.org](#)

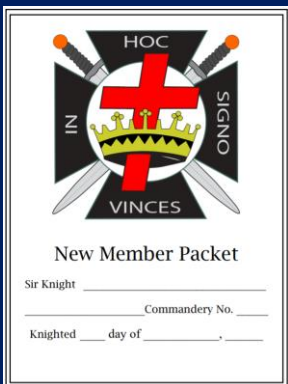
INDEX of THIS WEB SITE (Letters & Forms Embedded)  
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Prior to his installation as our Grand Master for the 68th Triennial, SK Jeff Nelson shared some of his "random thoughts" on membership. Several of those points are highlighted here:  
"Every Grand, Subordinate and Constituent Commandery must have a membership committee that is active and held accountable for results. "What gets measured gets done."

# GEKTUSA MEMBERSHIP COMMITTEE

## WEBSITE- AVAILABLE INFORMATION



**FIRST CONTACT TO THE NEWLY BASED MASON**

Dear Brother \_\_\_\_\_

I congratulate you upon being raised to the sublime degree of a Master Mason! Masonry is full of rich teachings and esoteric symbolism; it is nearly impossible to review and understand it all. I encourage you to attend Lodge and witness every degree as often as you can. Every time you attend, you will pick up something "new," which may have escaped your notice from the time before. The teachings and knowledge from Masonic symbolism we call "Light" or "Divine Truth." A new man will always have a desire for the "light" as you did when you became an Entered Apprentice, then "more light" as a Fellowcraft, and the "further light" as a Master Mason.

In the Blue Lodge, its ancient secrets and basic moral principles are only partly revealed. Even when the Master Mason degree is completed, you are left with only a Sublime Word, but you must plan for the solution of your fraternal and spiritual problems. Remember, "Should the Temple not be completed?" and take the Master's Word to task, and a substitute given. "Lead before generations that find us the right". This means that there must be "further light". And it is my duty to inform you there is no such thing as the York Rite, today, and discover "further light".

From 1712 it was almost a century before the various groups in England were consolidated and the powers and prerogatives of the Grand Lodge were acknowledged and accepted. Still, the tradition that Masonry existed "from time immemorial" persisted. Changes and innovations were vigorously resisted. After years of negotiation and the testing of numerous degrees that claimed for Masonic approval, the Masters of England formed the United Grand Lodge of England, December 27, 1813, and definitely defined the elements of Ancient Craft Masonry in their General Laws and Regulations as: "Pure ancient Masonry consists of three degrees and no more, those of Entered Apprentice, the Fellowcraft, and the Master Mason, including the Supreme Order of the Holy Royal Arch." The York system is completed in the Knights Templar.

At that time, only Past Masters of Blue Lodges were qualified to receive the Royal Arch Degree. It was then deemed that this degree was so important, Master Masons, who having received the Mark Master Degree, were then able to become (Honorary) Past Masters, thus making them eligible to witness completion and dedication of King Solomon's Temple, and receive the long "lost Masters Word" in the Royal Arch Degree. In Virginia, Royal Arch Chapters confer the Mark Master Degree, Past Master Degree, Grand Degree (Lodge) Master and Royal Master Degrees, Most Excellent Master Degree, and the Royal Arch Degree.

The Commandery of Knights Templar offers the Chivalric Orders of Christian Knighthood through the Supreme Order of the Most Excellent Order of the Most Excellent Order of the Most Excellent Order of the Temple. These Orders as they are called, are most impressive and explain the Christian interpretation of Freemasonry. Discover for yourself, "Why every Christian Mason should be a Knight Templar."

**FOLLOW-UP LETTER TO THE NEWLY BASED MASON**

Dear Brother \_\_\_\_\_

By now you should be comfortable in Lodge and gaining experience as a Master Mason. As the Commandery Mentor to our Lodge, feel free to ask me for any help you may need. I know it is not always easy being the "new guy". The only condition I can offer is that we have all been in your situation.

An beautiful and impressive as the Lodge ritual and degrees are, they are far from being everything Masonry has to offer. While the first three degrees teach the cardinal virtues upon which the entire structure of Freemasonry is based, there is more "light" in Masonry beyond the degree of Master Mason.

I would like to take a few minutes of your time to remind you of the opportunities waiting for you in \_\_\_\_\_ Commandery No. \_\_\_\_\_ and the rest of the York Rite. The Commandery meets on \_\_\_\_\_ at \_\_\_\_\_ p.m. in the \_\_\_\_\_ Masonic Temple and the \_\_\_\_\_ Royal Arch Chapter \_\_\_\_\_ meets on \_\_\_\_\_ at \_\_\_\_\_ p.m. in the \_\_\_\_\_ Masonic Temple.

Each of the York Rite degrees has its own distinctive character and teaches important lessons in Masonry. However, the Commandery Orders are something set apart from anything you have experienced. They are vastly different in character. The first of the Orders is the Red Cross. It takes place in the time of the Babylonian captivity before the building of the Second Temple. At the end of the evening, a new Order of Knighthood has been created, dedicated to truth. At this point the stage is set for everything that is follow in the next Orders. Before you are created a Knight of Malta, you will be invested with the Mediterranean Pass and learn the history of this Order of Knighthood. Finally, the Order of the Temple is conferred, the only true "Christian" Order. This Order is the longest, most impressive and inspiring work in Masonry. It asks the candidate to examine his life in the light of his call to a life of strength, honor and service.

The Commandery actively supports three national philanthropies: The Knight Templar Eye Foundation, The Knight Templar Educational Foundation and the Holy Land Pilgrimage for Christian Ministers.

I hope that you will consider the York Rite and specifically the Knights Templar. I am sure that our work will interest you and we would like you to join with us. We have a lot of excellent work left to do and would welcome your help. I would like to invite you and your lady to be our guests at \_\_\_\_\_. This will be a good opportunity to meet some of the Commandery members informally and have a wonderful time in the bargain. As you are our guests, there will be no cost to you other than your time, which is hope will be richly rewarded with Fellowship.

If you have any questions, please do not hesitate to call me at: \_\_\_\_\_

With Highest Fraternal regard

**NEW MEMBER SURVEY**

Name:  Male  Female  Sir  Lady

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Occupation: \_\_\_\_\_ Email: \_\_\_\_\_ Tel/Cell #: \_\_\_\_\_

Hobbies/Interests: \_\_\_\_\_

What induced you to become a Knight Templar?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What are your expectations/desires of us as a new Sir Knight?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

How would you like to become more involved in our Commandery (i.e. Committees, Ritual, Officers)?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Do you know of any of your Masonic Brothers or any other individual that you think might be interested in becoming a Masonic Knight Templar?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Interviewed by SK \_\_\_\_\_ Date \_\_\_\_\_

**MEMBER SURVEY**

After you first joined the York Rite and progressed through the Chapter and Council degrees, you decided to go on with your Templar Orders. In an effort to learn more from our States, we would like to know how you rate our performance. Your feedback will help us in fulfilling your goals and expectations. We would greatly appreciate your comments. This will all be kept anonymous.

What were some of your top goals and expectations on becoming a Knight Templar?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

On a scale of 1-10 (10 being best), how would you rate our performance? Any comments?  
 1  2  3  4  5  6  7  8  9  10  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What areas have succeeded in?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Where have we failed?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Any other suggestions for improvement or comments?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What is the best way to contact you and what time of day?  
 Telephone (cell and/or home) \_\_\_\_\_  
 Email: \_\_\_\_\_

**COMMANDERY SURVEY OF INACTIVE SIR KNIGHTS**

What were your reasons for joining the York Rite/becoming a Knight Templar? Please check all that apply.  
 Family tradition  A close friend encouraged me to join  
 Historical relevance  Military tradition (i.e. uniforms, drill, esprit de corps)  
 Temple  Other \_\_\_\_\_

What were your reasons for dropping your membership? Please indicate Your number one reason with an \* and indicate all others with an X.  
 Simply lost interest  Just too busy  
 Too much last family time  My job is too demanding  
 Financial difficulties  Too much travel time  
 Does not too high  Moved from the jurisdiction  
 Poor health  The meetings are poorly run  
 Poor ritual work  Dropped my Blue Lodge membership  
 Other \_\_\_\_\_

Were any of your goals or aspirations for joining the York Rite/Commandery fulfilled?  
 Yes, Which were met \_\_\_\_\_  
 No, Where did we fail \_\_\_\_\_

While a Member, how often did you attend stated meetings?  
 Every Month  Every Other month  seldom  Never

How Often Did You Attend Festivals?  
 Often  Occasionally  Never

Were you ever an officer?  Yes  No  
 If yes, what officer(s) \_\_\_\_\_

Would you ever consider becoming an active member again?  Yes  No

Could we personally contact you?  Yes Best telephone or email  
 No, I'm really not interested

Please Use The Reverse Side For Any Additional Comments

**Initial Phone (or personal contact) Protocol**  
 for calling a Frater who has not paid his current dues or has not recently attended our meetings

Our first personal contact (either by face-to-face, phone call, email or text) should always be more of a "wellness" call:

We've missed you these several months!  
 Is everything OK with you, your family or job?  
 Is there anything we can do to help you?  
 Are you OK? Is there anything that we have failed you with, have we fulfilled your expectations?

(This may be one of the most important lines of questioning in that we need to know where we have let our Frater down or what may have caused him to drop out. We need to identify the problem(s) and work to rectify it.)

We recently sent out our (current year) dues notices. Did you receive a copy? If not, do we have your correct email address?

If any stated problems, what are they? \_\_\_\_\_ Personal \_\_\_\_\_ Medical \_\_\_\_\_ Employment

How can we assist you?  
 If there is anything we can do, please call me:  
 Name/contact information \_\_\_\_\_

Listen carefully to the individual and show him that we care. Let him know what is going on now at the Lodge/Commandery and invite him back. Remember that effective communication is two parts listening and one part talking. God give us two ears and only one mouth.

New Member Packet

First Contact Letter New Mason

Follow Up Letter New Mason

New Sir Knight Member Survey

Current Sir Knight Member Survey

Inactive Sir Knight Member Survey

Delinquent Dues Call Script

# GEKTUSA MEMBERSHIP COMMITTEE

KNOWING WHEN IT IS WORTH THE EFFORT




**IS THE JUICE WORTH  
THE SQUEEZE?**

# GEKTUSA MEMBERSHIP COMMITTEE

TOOLS: BEAFREEMASON.ORG



← → ↻ 🏠 beafreemason.org ☆ ⚙️ \$

 *Be a Freemason*  
NOT JUST A MAN. A MASON.

MASONIC LIFE DEGREES FAMILY OF FREEMASONRY FAQ SPREAD THE WORD [GET IN TOUCH](#) 🌐

BROTHERLY LOVE. RELIEF. TRUTH.

# Not Just a Man. A Mason.

A Freemason is committed to bettering himself, his community, and the world. He is on a journey of self-discovery believing in something greater than himself, a journey in which he will be supported by other good men.

Become the best version of you. Answer the call. Begin the journey.

[TAKE THE FIRST STEP](#)

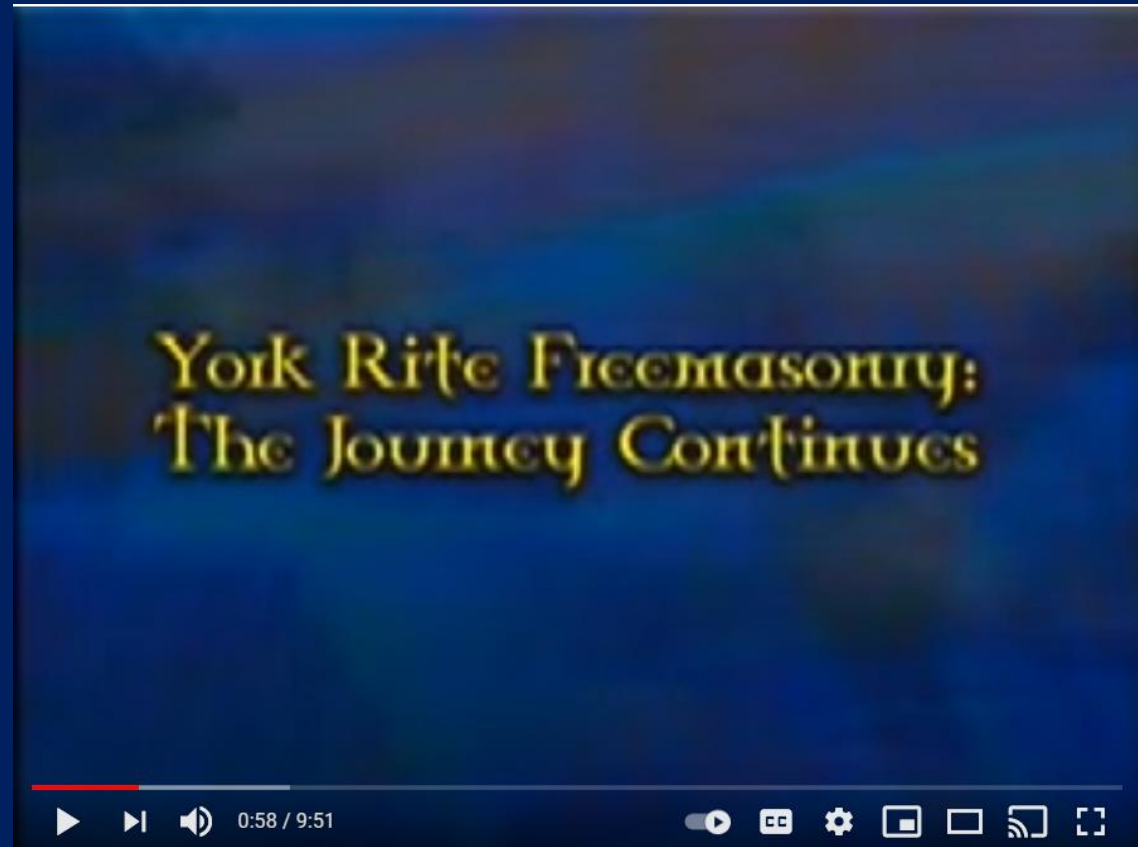
# GEKTUSA MEMBERSHIP COMMITTEE

## TOOLS: THE INDIANA VIDEO



An introduction to the three bodies of York Rite Freemasonry: the Royal Arch, the Cryptic Council and the Knights Templar. Produced for the Grand Commandery of Knights Templar of Indiana.

Created by Christopher Hodapp, author of Freemasons For Dummies and the Templar Code For Dummies.



# GEKTUSA MEMBERSHIP COMMITTEE

## TOOLS: THE EXIT INTERVIEW



# GEKTUSA MEMBERSHIP COMMITTEE

## TOOLS: BUILDING RELATIONSHIPS



## THE COMPANION CONDUCTOR

*“Companions, I am now to become your conductor. I will therefore represent you, speak for you when necessary and answer for you such questions that you may not be able to answer for yourselves”*

# GEKTUSA MEMBERSHIP COMMITTEE

## TOOLS: BUILDING A CENTRAL LIBRARY



- PROGRAMS
- PAPERS
- PRESENTATIONS
- GAMES
- ENTERTAINMENT
- ADVERTISEMENTS



# GEKTUSA MEMBERSHIP COMMITTEE

## TOOLS: RITUAL AID



# GEKTUSA MEMBERSHIP COMMITTEE

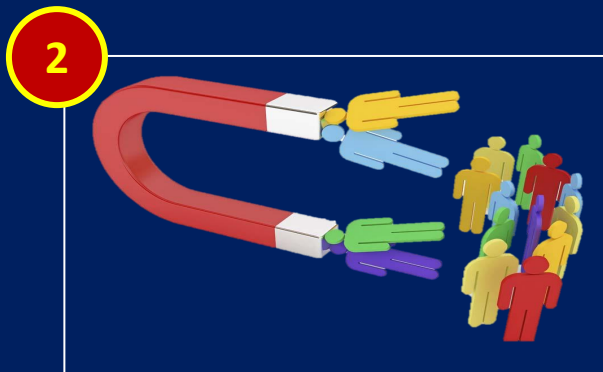
## LET'S FILL THE TOOLBOX



RECRUITMENT



REINSTATEMENT



RETENTION



WEBSITE

STRENGTHS	DEPT
Christian Faith	5
Historical Ties	4
Charities	3
Fellowship	2
Prestige	2
Ritual	2
Uniform	2
Chivalry	1
Leadership Program	1
Patriotic Activities	1
Personal Investment	1
Symbolism	1

WEAKNESSES	DEPT
Ritual Difficult/Execution	5
Time/Commitments	5
Cost of Uniform	3
Aging Membership	2
Communications	2
Training	2
Membership	2
Public Perception	2
Relevance	2
Apathy	1
Competition	1
Cost of Membership	1
Failure to Adapt	1
Generation Gaps	1
Technology	1
Productivity	1
Lack of Visibility	1
Long Range Planning	1
Masonic Burnout	1
Pre-Requisite Bodies	1
Quality	1
Travel	1
Value	1

OPPORTUNITIES	DEPT
Execution of Ceremonies	3
Communications	2
Activities	2
Service to Community	2
Candidate Experience	1
Leadership	1
Niche/Purpose	1
Planning/Continuity	1
Public Relations	1
York Rite Unity	1
More Charities	1
Communication Tools	1
Education	1
Honor Guard/Patriotic	1
KT Presence (External)	1
Masonic Partnerships	1
Paid Professional Staff	1
Social Media/Online	1
Support of Youth/Ladies	1
Value	1
Religious Observances	1
Uniform Pooling	1



“At the end of it all, the last person who turns out the lights for the final time will say; a lot of you cared, just not enough”



# GEKTUSA MEMBERSHIP

## 69<sup>th</sup> TRIENNium



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