



LEVEL 3: UNIT RESOURCES

Attract > Attracting Members > Promoting Your Lodge

If you want to attract new members to your Lodge, it must have something that is attractive and appealing. The responsibility for making this happen is shared across all members.

We have already seen that nine-tenths of all members join through personal or prior contact. Only ten percent will join after coming forward in response to a promotional campaign. Therefore, Lodges whose members are able and willing to engage with others will be more successful at attracting new members. We cannot expect others to do this for us.

However, there has to be something attractive about your particular Lodge that draws others to it. If you have followed the guidance in the Shape Hub elements of **Building Together**, all your members will know what this is.

We also know that far more people get their news through local and social media than the national press. So, these channels are the most appropriate to make your Lodge or Chapter visible and communicate what it offers.

The next stage in developing your membership is promoting your Lodge. “Your personal statement” aims to prepare us for this. This thread, “Promoting your Lodge,” looks at practical steps we can take following that preparation.

REACHING OUT TO PERSONAL CONTACTS

- When promoting a Lodge, you will speak with those who are not Freemasons, and you should look to manage an individual’s expectations what they are looking to join, the relationship between the Craft and Royal Arch.

Once you have developed your personal statement (see “**Your personal statement**”), and feel ready to express your pride in being a Freemason, make others – such as family, friends and colleagues – aware that you are a Freemason.

- If, as a result of your personal contact with them, they wish to apply for membership of a Lodge, they will be referred to as “direct enquiries.”
- Drop brief references to Freemasonry in conversation. Words such as Lodge, Ladies Night, Rehearsal, Charity appeal and Regalia are all novel enough to stimulate curiosity and interest.
- As well as verbal cues, create visual ones too, such as by wearing a Freemasonry ring, lapel badge, tie or by putting a badge in your car window or leaving charity material on your desk.
- Maintain this open and natural approach to communicating Freemasonry, so that others recognise it as a normal part of your life.
- Act as an ambassador for Freemasonry by being positive and enthusiastic.
- Avoid mentioning difficulties you might be experiencing in Freemasonry, or members with whom you are at variance. Try to only present positive aspects to those who are not Freemasons.
- Avoid appearing too enthusiastic, or even obsessive, about Freemasonry. If another person does not share your interest they will want to discuss other subjects with you.



LEVEL 3: UNIT RESOURCES

Attract > Attracting Members > Promoting Your Lodge

- Monitor reactions, looking especially for interest and hesitancy. Respond positively and encourage people to ask questions.
- If you have listed some prospective candidates, perhaps by following “**Identifying potential new members**” [support material], identify opportunities when you might be able to mention Freemasonry to them.
- The following conditions create good opportunities for mentioning Freemasonry:
 - When both parties are relaxed and paying attention to each other
 - When there has already been an exchange of personal information
 - When there is likely to be time to have a conversation without risk of early interruption or distraction.
- Open the discussion by asking, “What do you know about Freemasonry?”
- Be ready for positive and negative responses, including incredulity or ridicule.
- Remain proud, positive and avoid being defensive.
- If it is apparent that the other person has no interest at all they will tend to drop the matter, change the subject or state that they do not want to discuss the topic.
- In such instances, accept this outcome and discuss something else.
- If the other person engages with the topic, draw on your personal statement to continue the conversation.
- “**Explaining what Freemasonry means to you**” [support material] will give you further guidance.
- Any Freemason who makes an initial approach to someone not a Freemason, to ascertain their interest in Freemasonry, may well become that person’s proposer or seconder. However, this is not always the case.

REACHING OUT USING SOCIAL MEDIA

- An increasing number of people rely on different and multiple social media platforms to obtain information and to connect with other people.
- Social media is an excellent means of promoting awareness of our existence, of events and of our work in the community.
- Social media can be a poor environment in which to hold discussions and debates. Regrettably, differences too easily become personal, and even confrontational, when the parties are not together face-to-face.
- If you wish to use social media to promote your Lodge to those who are not Freemasons, a good rule of thumb is to concentrate on communicating facts rather than opinions.
- The most successful social media promotions use positive language, photographs and tags. Tags allow your content to be reposted by those you reference.
- Freemasonry enjoys a positive social media presence, largely because most of our members act as responsible ambassadors on their social media accounts.



LEVEL 3: UNIT RESOURCES

Attract > Attracting Members > Promoting Your Lodge

- However, there are some spoof accounts on every platform. These are normally easy to detect but caution is advised. If it doesn't look right, check first whether it is authentic.
- Some members and Lodges create specifically Masonic social media accounts.
- When posting information to such accounts we are acting in our capacity as Freemasons and should follow Freemasonry's rules and principles governing such circumstances. For example, a specifically Masonic social media account should not discuss matters of religion or politics.
- Others use general accounts on which they identify themselves as Freemasons. In such cases we should act as good examples of our principles and demonstrate Masonic virtues.
- If someone who is not a Freemason – and whom you do not know – responds with interest to a social media post, engage with them outside of the platform to direct their enquiry to UGLE or Provincial systems.
- These systems and the brethren who operate them are better equipped to respond to enquiries from unknown people, to screen them and to direct them to suitable Lodges.
- If such a person applies for membership, they will be referred as an “unsponsored candidate.”
- UGLE publishes [social media guidelines](#), which should always be followed.
- Despite their prevalence and popularity, relying on just one social media platform will mean that some people will never see your message.
- Use multiple social media platforms, and other media, to promote your Lodge.