KEYSTONE INITIATIVE

ROADMAP TO A



WORLD IN HARMONY

For more than 175 years, the Masons of California have been united by brotherhood, service, and integrity. Now, we are united by a timeless vision: a world in harmony.

TODAY, WE STAND AT A PIVOTAL MOMENT IN OUR HISTORY. Across California, our lodges, communities, and charitable programs are brimming with potential. A new generation is knocking at our doors. As we guide new members through their degrees, we're reminded of our own commitment to our great fraternity. At its heart, the Keystone Initiative is about people—our brothers, their families, and the communities we serve.

THIS PLAN IS OURS. Our members, prospects, and the public shared feedback about our fraternity—what its challenges are, and what we can do to make it better. Together, we have built more than a call to action—we have built a roadmap to our future, centered around three core pillars. The Keystone Initiative invites every Mason to take part in this plan. Whether you are mentoring a new brother, strengthening your lodge, or expanding your charitable reach, your efforts are essential to bringing this plan to life.



What do you think? Share your thoughts.



Strong leaders are the foundation of thriving lodges. They create harmony and vitality. With strong and confident leadership, our lodges can become places of inspiration and stability.

WHY IT MATTERS:

46% of current leaders say it's difficult to recruit new officers.

53% of prospective leaders say having a dedicated mentor would encourage them to step into leadership.

2 DEEPEN OUR MASONIC EXPERIENCE

Masonry should be a journey of purpose for every brother, guest, and future Mason. Our meetings should be inspiring, uplifting, and meaningful. Our Masonic spaces should be inviting and vibrant.

WHY IT MATTERS:

Only 32% of leaders strongly agree that meetings are 'engaging and fun.'

71% of prospective members say knowing what to expect before a visit would increase their comfort level.

DEMONSTRATE OUR VALUES IN OUR COMMUNITIES

Through our actions, we can be a powerful force for good. The world will know Masonry through visible service to our communities. Philanthropy is at the heart of Masonry, and we will work to build a strong culture of giving in every lodge.

WHY IT MATTERS:

Only 31% of prospective leaders strongly agree their lodge is a vital part of the community.

Among prospective members, the top reason for joining is "to make a positive difference in society."

BUILD STRONG AND CONFIDENT LEADERS

ACTION STEPS FOR OFFICERS AND MEMBERS

Inspire our craft by redefining and streamlining officer roles.

stage in their

journey.

NEW **RESOURCES**

meeting playbook

Lodge officer job descriptions

Online officer onboarding and education programs

Support one Redeveloped another by Candidate **Learning Center** mentoring new officers at every

Officer mentorship recognition program

Align officer qualification process to encourage forums potential leaders to step up.

Lodge Craft

Lodge officers are satisfied with the leadership experience.

EXPECTED

OUTCOMES

Leadership deepens understanding of Masonic principals.

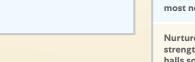
Lodges can easily recruit strong leaders.

Officers know what to expect and understand their

Officers feel supported.

Online discussion forums and in-person discussion

Lodges can easily recruit strong leaders.





DEEPEN OUR MASONIC EXPERIENCE

ACTION STEPS FOR OFFICERS AND MEMBERS

Focus our energy on the quality of our Masonic experiences. spending more time on Masonic practices and

ideas.

NEW **RESOURCES**

Lodge Craft meeting playbook

are a meaningful and inspirational experience.

and events.

Bring new life to our ritual practice so that it becomes a doorway to beauty and wisdom, rather

than a road block.

Redeveloped Candidate **Learning Center**

Prospect dashboard

Prospect mentorship recognition program

Lodge Development

lodges in areas where they're most needed. **Nurture and**

purpose-driven

Form new,

Program

our communities.

Hall Maintenance

Capital planning project

Hall monetization project

Lodge and hall concierge services **EXPECTED OUTCOMES**

Stated meetings part of the Masonic

More members attend meetings

More new lodges

Halls are well run

and future-ready.

as a community

asset.

They are perceived

are formed.

Prospects experience a path to Freemasonry that engages and inspires them for a lifetime.

> Show our pride in Freemasonry by contributing to

ACTION STEPS

FOR OFFICERS

AND MEMBERS

Tailor community

make an impact.

and families of

Masonic causes.

the lodge.

engagement

projects that

RESOURCES

NEW

DEMONSTRATE OUR VALUES IN OUR COMMUNITIES

> Statewide partnerships with like-minded non-profits

EXPECTED OUTCOMES

Lodges and members are actively engaged in supporting projects that strengthen our community and inspire pride in

our fraternity.

Members are

to them.

well-versed about

resources available

Members are proud

the services and

of the services

Masonic Homes

Ensure the safety Service and well-being of fellow Masons New volunteer and their families platform by connecting with all members

training guides

Campaign plan

provides.

The culture of philanthropy is strong and integrated into the member experience.

strengthen our halls so they thrive as vibrant spaces that serve our mission and

Program

Insurance Captive Program

