

THE 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.*

1 BUILD STRONG AND CONFIDENT LEADERS

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.

3 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."

1

BUILD STRONG AND CONFIDENT LEADERS

ACTION STEPS FOR OFFICERS AND MEMBERS

Inspire our craft by redefining and streamlining officer roles.

NEW RESOURCES

Lodge Craft meeting playbook
Lodge officer job descriptions
Online officer onboarding and education programs

EXPECTED OUTCOMES

Lodge officers are satisfied with the leadership experience.
Leadership deepens understanding of Masonic principals.
Lodges can easily recruit strong leaders.

Support one another by mentoring new officers at every stage in their journey.

Redeveloped Candidate Learning Center
Officer mentorship recognition program

Officers know what to expect and understand their roles.
Officers feel supported.

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

Online discussion forums and in-person discussion forums

Lodges can easily recruit strong leaders.

2

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

EXPECTED OUTCOMES

Stated meetings are a meaningful and inspirational part of the Masonic experience.
More members attend meetings 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

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

Form new, purpose-driven lodges in areas where they're most needed.

Lodge Development Program

More new lodges are formed.

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

Hall Maintenance Program
Insurance Captive Program
Capital planning project
Hall monetization project
Lodge and hall concierge services

Halls are well run and future-ready. They are perceived as a community asset.

3

DEMONSTRATE OUR VALUES IN OUR COMMUNITIES

ACTION STEPS FOR OFFICERS AND MEMBERS

Tailor community engagement projects that make an impact.

NEW RESOURCES

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.

Ensure the safety and well-being of fellow Masons and their families by connecting with all members and families of the lodge.

Service training guides
New volunteer platform

Members are well-versed about the services and resources available to them.
Members are proud of the services Masonic Homes provides.

Show our pride in Freemasonry by contributing to Masonic causes.

Campaign plan

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



Masons
of California