

MEMBER PROSPECTING



Dear Brother:

Mr. _____ has expressed an interest in Freemasonry. Please meet with him to serve as an ambassador for our fraternity as a whole, sharing your personal Masonic experiences, helping him get a better understanding of Freemasonry, and answering questions he may have about joining us.

Included here are guidelines for getting to know your prospect better while helping him get to know you, your lodge, and Masonry. Please read through all three sections before reaching out to your prospect.

Prospect's occupation: _____

Preferred contact phone number: _____

Email: _____

Conversations to Have with Your Prospect

Explain what Masonry is.

When explaining what Masonry is, use your personal experience as a guide. You may want to mention the following (in your own words):

- » Masonry is the world's first and largest fraternity
- » We are a brotherhood of like-minded men who genuinely care about each other. We develop lifelong friendships with fellow Masons and their families, and are welcomed at Masonic lodges throughout the United States and the world.
- » Masons believe that each man has a responsibility to help make the world a better place. We work to improve ourselves, our brothers, our families, our communities, and our future.

Share why you became a Mason.

Your personal Masonic story will likely be of interest to the prospective member. If you became a member because men in your family were Masons, what about them inspired you to follow in their footsteps? If you became curious about the fraternity on your own, explain when you realized that Masonry was the right choice for you.

Share why you are still active in Masonry today, and what you gain from the fraternity.

Many men who come to our fraternity say that they are looking for three things: to form true friendships; to learn and improve themselves; and to make a difference. Share how your experience as a Mason has been shaped in these areas. This might include:

- » Deep and lasting friendships you have built through the fraternity.
- » Having a community of brothers who share your morals and values.
- » Perspective you have gained within your own life from reading and studying the ritual.
- » The opportunity to build friendships with men from diverse backgrounds.
- » The satisfaction you feel from giving back within the fraternity.

Explain the process of becoming a Mason.

Explain to your prospect that the process of becoming a Mason will take six to 12 months of getting to know one another and building friendships. Talk about the time commitment as a candidate and as a member. Explain financial obligations, including dues and degree fees. If your prospect has questions that you don't know the answer to, feel free to get back to him at a later time.

Questions to Ask Your Prospect

Choose or two or three questions in each category to help guide your conversation.

1. Questions that reflect intent to join:

- » Why do you want to become a Mason?
- » What do you want to learn from Masonry?
- » What are your expectations of membership?
- » Why does our lodge seem like a good fit for you?

2. Questions that reveal character and interests:

- » How do you spend your leisure time?
- » How are you currently involved in the community (or how would you like to be more involved)?
- » What types of charitable organizations are you affiliated with, and what is your role?
- » Tell me about a time when you helped someone whom it was difficult to help.
- » Tell me about a leadership situation that created a difficult challenge for you.
- » Do you see yourself participating in our lodge as someone who creates and manages events, or as someone who plays a supporting role?
- » Do you currently have, or are you interested in developing, deep friendships with people significantly older or younger than you?

Notes

Next Steps

- » Explain to your prospect what the next steps are and provide a rough timeline, including when he can request a position for degrees.
- » Encourage your prospect to meet with other members of the lodge; connect him with members who can provide more information, or who may have similar interests.
- » Invite your prospect (and his spouse/partner, if applicable) to attend a lodge event or stated meeting dinner as your guest. Suggest ways that he can volunteer or participate.
- » If you feel that another nearby lodge might also be a good fit for him, offer to connect him to that lodge's master or secretary.
- » Invite him to reach out to you for more information, should other questions arise.

Thank you! Your efforts to get to know your prospect will help him make the best choice for himself, and will help your lodge admit members who are the best fit for them.