



# Keystone Initiative

TOGETHER FOR TOMORROW

MASONS OF CALIFORNIA

# AWARENESS



## AWARENESS OF FREEMASONRY IS RELATIVELY STRONG

The general public is more aware of Freemasonry than any other membership organization.

# AWARENESS



**Freemasonry: 52%**

**VFW/AL: 51%**

**Rotary: 50%**

**Kiwanis: 50%**

**Elks: 46%**

**Lions: 40%**

**KofC: 40%**

**Moose: 28%**

**Odd Fellows: 15%**

# IMPRESSION



## IMPRESSION IS MOSTLY POSITIVE

Nearly half of the public has a positive impression of Masonry. A little more than a third have a neutral opinion. One in six have a negative opinion.

# IMPRESSION



**Favorable 47%**

**Neutral 35%**

**Negative 18%**

# INFO SOURCE



## PEOPLE LEARN ABOUT MASONRY THROUGH ENTERTAINMENT, FAMILY, AND FRIENDS

**TV/Movies 38%**

**Family 33%**

**CoW/Friend 29%**

**Social Media 27%**

# JOINING



**TWO-THIRDS OF THE  
PUBLIC HAS NEVER  
BELONGED TO A  
MEMBERSHIP  
ORGANIZATION.**

**Prospects are very interested  
79%.**

# JOINING



## PROSPECT ARE INTERESTED BECAUSE :

**Help others/community 4.9/5**

**Integrity/authenticity 4.8/5**

**Deep friendships 4.8/5**

**Strong moral compass 4.7/5**

**Tolerance/acceptance 4.7/5**

**Disagree & stay friends 4.7/5**



# MEMBER EXPERIENCE



**MASONS ARE PROUD OF  
THEIR MEMBERSHIP.**

**MASONS DON'T FEEL  
CONNECTED TO THE  
LODGE.**

**MASONS BELIEVE THEIR  
LODGE IS NOT ACHIEVING  
THE MISSION.**

# MEMBER EXPERIENCE



**STATED MEETINGS DON'T  
OFFER LEARNING AND  
GROWTH.**

**BEING A LODGE OFFICER  
NEEDS TO BE MORE  
ATTRACTIVE.**

**CONFLICTS IN THE LODGE  
DRIVE PEOPLE AWAY.**

# MEMBER EXPERIENCE



**SOME HALLS ARE  
DRAINING THE  
RESOURCES AND MORALE  
OF THE LODGE.**

**THE LODGE IS NOT  
INVOLVED IN THE  
COMMUNITY.**

# KEYSTONE INITIATIVE



**WHAT SHOULD  
OUR PRIORITIES BE  
FOR THE NEXT  
THREE TO FIVE  
YEARS?**

# PILLARS



1. **STRENGTHEN  
MASONIC  
EXPERIENCE**
2. **INCREASE  
COMMUNITY  
ENGAGEMENT**
3. **ADVANCE  
INDIVIDUAL CARE  
AND SUPPORT**

# MASONIC EXPERIENCE



1. **LODGE  
LEADERSHIP**
2. **MEMBER  
ENGAGEMENT &  
RETENTION**
3. **REAL ESTATE  
REVITALIZATION**

# COMMUNITY ENGAGEMENT



1. **EXISTING  
PARTNERSHIPS**
2. **NEW  
PARTNERSHIPS**

# INDIVIDUAL CARE AND SUPPORT



- 1. INCREASE  
ENGAGEMENT  
IN SERVICES**
- 2. EXPAND LOCAL  
SERVICES**





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