Keystone Initiative

TOGETHER FOR TOMORROW

MASONS OF CALIFORNIA



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%

Kiwannis: 50%

Elks: 46%

Lions: 40%

KofC: 40%

Moose: 28%

Odd Fellows: 15%



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.



Favorable 47%

Neutral 35%

Negative 18%



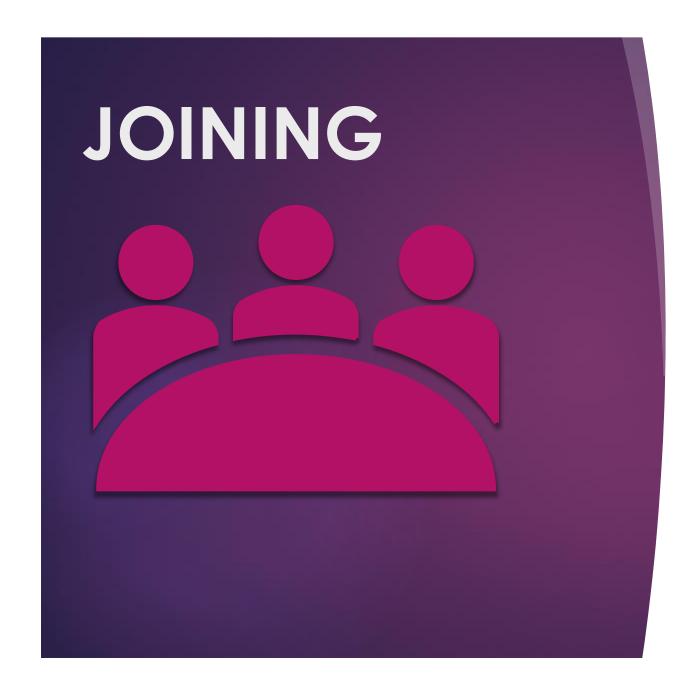
PEOPLE LEARN ABOUT MASONRY THROUGH ENTERTAINMENT, FAMILY, AND FRIENDS

TV/Movies 38%

Family 33%

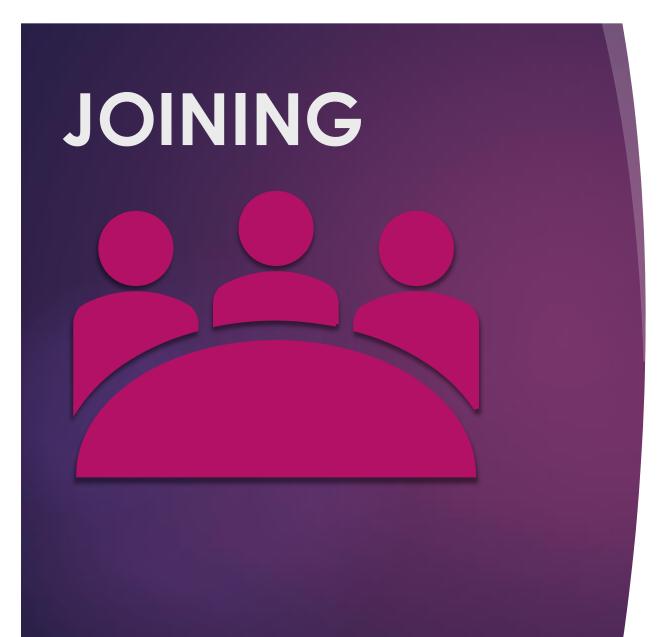
CoW/Friend 29%

Social Media 27%



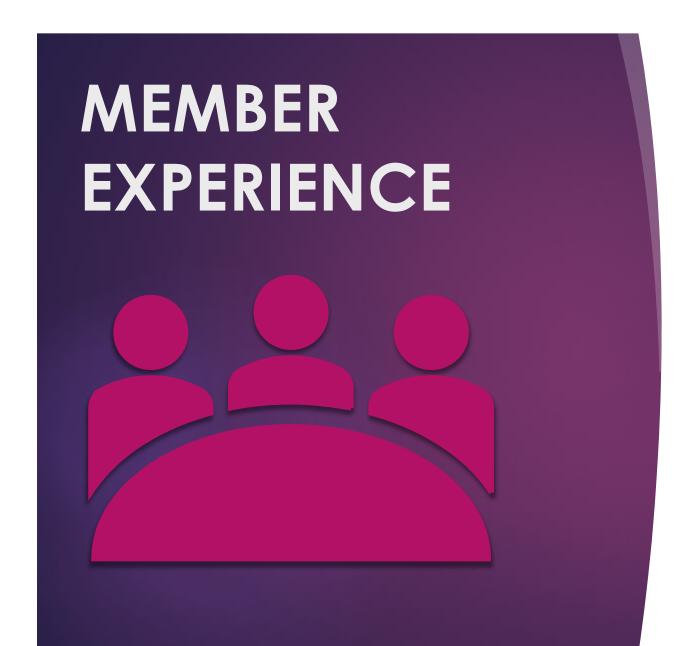
TWO-THIRDS OF THE PUBLIC HAS NEVER BELONGED TO A MEMBERSHIP ORGANIZATION.

Prospects are very interested 79%.



PROSPECT ARE INTERESTED BECAUSE:

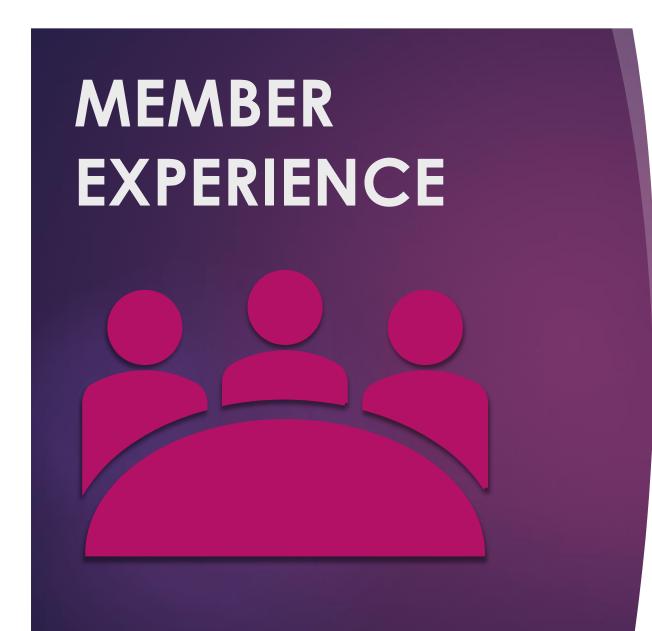
Help others/community 4.9/5
Integrity/authenticity 4.8/5
Deep friendships 4.8/5
Strong moral compass 4.7/5
Tolerance/acceptance 4.7/5
Disagree & stay friends 4.7/5



MASONS ARE PROUD OF THEIR MEMBERSHIP.

MASONS DON'T FEEL CONNECTED TO THE LODGE.

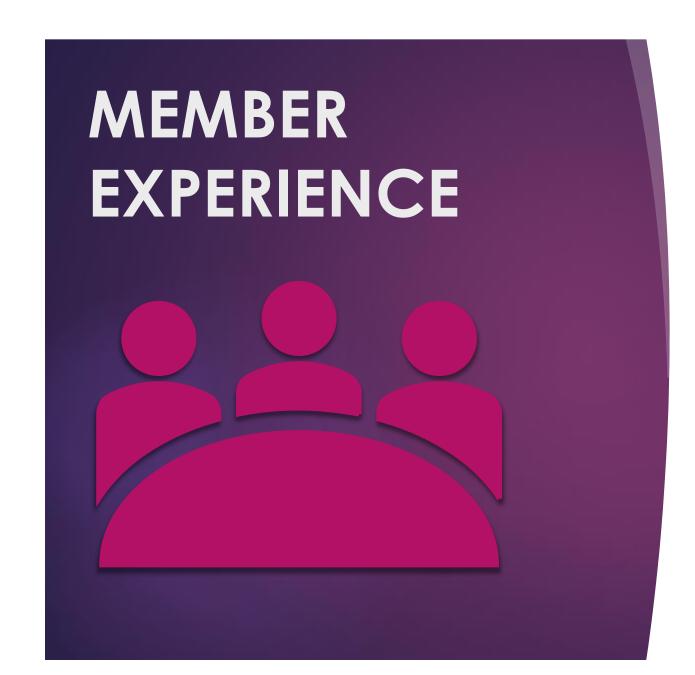
MASONS BELIEVE THEIR LODGE IS NOT ACHIEVING THE MISSION.



STATED MEETINGS DON'T OFFER LEARNING AND GROWTH.

BEING A LODGE OFFICER NEEDS TO BE MORE ATTRACTIVE.

CONFLICTS IN THE LODGE DRIVE PEOPLE AWAY.



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

THE LODGE IS NOT INVOLVED IN THE COMMUNITY.



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



- 1. STREGTHEN MASONIC EXPERIENCE
- 2. INCREASE COMMUNITY ENGAGEMENT
- 3. ADVANCE INDIVIDUAL CARE AND SUPPORT



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



- 1. EXISTING PARTNERSHIPS
- 2. NEW PARTNERSHIPS



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

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