

Membership – Selling DeMolay

INTRODUCTION

Before you think about membership, take a few seconds to determine your own mental attitude regarding the Order of DeMolay. How do you feel about DeMolay and your Chapter? If you do not believe that DeMolay is the greatest organization in the world for young men or if you are not sold on your chapter and its value to the community, you will have a hard time selling others on DeMolay.

DeMolay is a first class organization and you need to believe that. You should enjoy working with the members and advisors of your chapter have pride in being associated with DeMolay. It stands to reason that getting someone to join, to share the feelings of brotherhood, and to enjoy the experience offered by our various programs should be an easy task. Yet it seems that we all have problems approaching others and asking them to join.

The following information will help you to obtain the membership that DeMolay needs to survive and for the benefit of those new members and your community.

REASONS FOR MEMBERSHIP CAMPAIGNS

- ❖ Without new members, mathematically, DeMolay will cease to exist in 9 years.
- ❖ 60 to 70% of the entire chapter membership may not attend on a regular basis.
- ❖ It provides a focus on obtaining new members within a short period of time.

SOURCES FOR NEW MEMBERS

- ❖ Senior DeMolays and current members
- ❖ YMCA and local Parks and Recreation Centers
- ❖ Boy Scouts, Boy's Clubs, etc.
- ❖ Junior and Senior High Schools
- ❖ Church Youth Groups
- ❖ Masonic Groups

FOUR BASIC APPROACHES TO MEMBERSHIP

1. The Individual Approach: This is the oldest and perhaps most productive approach. It is how DeMolay started and the method Dad Land most recommended. Each DeMolay contacts those young men he knows in school, church, sports programs, etc. Then HE ASKS THEM TO JOIN. It is that simple.

This requires the member to be knowledgeable and articulate concerning DeMolay. Most important of all, it requires him to be willing to sell his friends on DeMolay. One has to expect that not everyone he asks will want to join, and therefore one will never be 100% successful. But the more people he approaches and asks, the better his potential to succeed.

2. The Prospect Party Approach: It is best held in a private home but can also be done at the Chapter's meeting location. You should try to have 3 to 6 prospects and their parents attend along with several knowledgeable members, and advisors.

Have the Rainbow and/or Jobies greet them as they come and in and make them feel comfortable. One of the members will then make a presentation about DeMolay and the particular Chapter. Don't make

this presentation too long; try to keep it under 15 minutes. Several resources are available from DeMolay International, such as the pocket sized CD on membership, that can be useful.

After the presentation, serve refreshments and make sure that everyone talks to the prospects and parents and answers any questions they may have. Have Application forms available and pass them out. Follow up with prospects who do not turn in an application that night. This kind of party should be held regularly and can have about a 50% success rate.

3. The Special Team Approach: Using this approach, the chapter organizes a team of one advisor and two members who are good speakers and knowledgeable about DeMolay. The Chapter members supply names of possible prospects and the team will make an appointment with them at their home with their parents.

The team should come to the home neatly dressed and explain that they are there because the prospect has been recommended for membership in DeMolay and they would like to invite them to join. After a short time talking to the prospect and parents together about DeMolay, the advisor should take the parents aside and explain to them about how DeMolay can benefit their son. At the same time, the members will be talking about the fun that can be had by joining.

Have an application available for them to possibly complete that night. If they are not yet ready, check back with them within a couple days. This approach is highly dependant upon ability of the team and quality of prospects but can have a success rate as high as 80%.

4. Ten Most Wanted List: Collect ten names of prospects most wanted by the chapter. Make copies of the names and give every member a copy. Every time a member sees one of the prospects on the list, he approaches him and tells him how the chapter members want him to join, or that his name was brought up in a meeting and how they thought that he would make a great member, etc.

After several members have talked to him about this, the prospect will usually start asking questions and ask to join. This approach must be a concentrated effort of the Chapter; having only one or two members talk to the prospects will not have the desired effect.

SELLING DEMOLAY

Membership

- You are a potential DeMolay salesman
- You can reach a level of confidence and ability
- You can be a number one salesman
- Selling is not merely telling but telling correctly

Organize Your Sales Effort

Organization

- Get your act together
- Have a definite plan for success
- Know what you are going to say
- Know who you are going to say it to

Keep it Simple

Confidence

Sincerity

- Believe in DeMolay

Look and act like a DeMolay

- You are a professional selling the good points of our Order, arrive neatly dressed.
- Make your best first impression. Show him that you care and that he is important.

Ten Steps to Membership

1. Introduction
 - Introduce yourself
 - Remember the concept of DeMolay may be unfamiliar to the prospect
2. The Pleasantries
 - Have a warm personality
 - Start with “small talk” to start the conversation
3. Statement of Purpose
 - You are there to talk about DeMolay and your Chapter
 - Furnish enough information for them to make a decision
4. The Explanation
 - Your talk should not last longer than 30 minutes
 - Don't get too involved in the details- Keep it Simple.
5. Tell Them...
 - The purpose of DeMolay
 - Its founding
 - About your Chapter
 - Current activities
 - What DeMolay means to you
6. Prospects are interested in...
 - Fun
 - Sports
 - Friends
 - Status
 - Advancement
7. Parents are interested in...
 - Adult Leaders
 - The purpose of the organization
 - Cost
 - Time involved
8. Questions
 - Ask them if they have questions
 - Listen to what they have to say
 - Be ready with correct answers
 - Ask them questions that can be answered “yes”, keep them in a positive frame of mind
9. The Close
 - Get them to complete the application and obtain the fees
 - Explain what will happen next
10. The Exit
 - Thank everyone and leave

Nine Secrets to Sales Success

1. Have Confidence
 - You can not achieve positive results with a negative attitude
2. Look Sharp
 - DeMolay is a first class organization. Look and act the part.
3. Be Organized
 - Think about what you want say
 - Have your materials, photos, CDs and other items prepared
4. Be Sincere
5. Be Enthusiastic
6. Keep It Simple
7. Don't Be Afraid
 - Don't let a no response discourage you, keep on trying
8. Take an advisor with you to talk to the parents
9. Limit your time. People are busy, don't waste their time

Information your prospect may want to know

1. What should I know about DeMolay?
 - It is a fraternal organization, like college fraternities, but for a younger age group, 12 to 21.
 - You must believe in Supreme Being, but are free to choose your own religion.
 - There is no hazing or horseplay during the ceremonies and parents are encouraged to attend.
 - We provide wholesome activities with the purpose of helping good young men become better citizens through effective adult leadership and worthwhile associates.
 - DeMolay is sponsored by Masonic organizations.
 - DeMolay is fun!
2. Who was Jacques DeMolay?
 - The last Grand Master or leader of the Knights Templars.
 - He was burned at the stake in 1314 for refusing to betray his organization or his fellow soldiers.
3. How and when was the Order of DeMolay started?
 - In 1919, in Kansas City, Missouri, by Frank S. Land.
 - We have over 80 years of heritage.
 - Famous Senior DeMolays include Walt Disney, Scoop Jackson, Pete Rose, and Alice Cooper.
4. What do you do in DeMolay?
 - Athletics
 - Fund raising activities to support the chapter
 - Community and Civic projects
 - Masonic relations activities to support our sponsors
 - Whatever the members want to do as long as it is consistent with our standards

Start Your Own Crusade for Membership

