

Executive Officer Briefing... Sept. 6, 2015 - Vol. 2 Issue 9

What are you doing to increase membership?

You are one of the key leaders in your Chapter! We need you to share the information here with the members and advisors of your Chapter. It is our desire to ensure frequent communications are taking place throughout the jurisdiction. Thank you for your effort in accomplishing this important mission. If you have feedback please share it with us at any of the options at the bottom of this email and we will endeavor to make it happen.



I want your ideas.

Promote DeMolay & Increase Membership

I asked this question when I joined DeMolay in 1980. Now 35 years later, I still ask it. But today, I also hear from everyone else asking me the "how?" There is no magic answer. Huge companies spend millions of advertising dollars day in and day out. But perhaps we can make a difference together...

HOW CAN WE PROMOTE
THE ORDER AND INCREASE
OUR MEMBERSHIP?

I will tell you it is nothing simple, but there are lots of little steps we can all take to make a major impact to promote DeMolay and thus increase our membership.

- 1) **Share the word.** Each one of you is a salesperson. Share what you did at your last Chapter activity, meeting, or State event. Tell your friends what you did during the summer (WA Cup and WOO). Share info on the game night, movie overnigher, Magic Tournament, Car Wash, bowling and pizza party. IF you don't talk about DeMolay then no one will know about DeMolay.
- 2) **Be a Billboard.** Go to your closet. Two questions - how many DeMolay shirts do you own and how many ties do you own? Yep, you are set to be a walking, talking, live-action billboard for DeMolay! You have a Chapter meeting every other week right? On the days of your Chapter meeting, put on your slacks, dress shirt and tie and wear it to school. First off you will look awesome and make the teachers notice (and perhaps that girl you have had your eye on). Second, at least one person will ask, "why are you dressed up" to which you will answer "I have DeMolay tonight!" Lastly, this will open the door for you to share DeMolay and talk about how great your fraternity is. One the opposite weeks, wear a DeMolay shirt one day. Again, someone will ask and you will offer to them the opportunity to attend your next fun event.
- 3) **Materials.** In your backpack or wallet, do you have a "Pocket Petition"? Perhaps a flyer or

brochure about DeMolay? How about a card that has our website, facebook, and your contact info? Bookmarks that say DeMolay? Other ideas? Please let me know what you want and need. Your State Corps are willing and able to help you have the tools you need to explain DeMolay. Let me know your great ideas for promotional materials or if you need the office to send your Chapter a packet of sales tools. WE are here to help you be successful.

4) **Opportunity.** You never know where your next candidate will come from. And you will never know unless you capitalize on the opportunities before you. **Example:** Next weekend is the Masonic Youth Day at the Washington State Fair in Puyallup. This is an excellent opportunity to bring a group of friends with your Chapter, Bethel and Assembly to have a day of fun and excitement plus learn about our organizations. Wear a DeMolay shirt and someone may stop you to say they were a "DeMolay" and have been looking for a Chapter to bring their son into.

5) **Make it happen.** Every Chapter fun activity should be a membership opportunity. Just ask someone to attend with you. There is no better time like right now to invite a friend. You are freshly back into school and have many choices to make - make it happen now. Choose to share DeMolay with another. Choose to be a Billboard. Choose to offer more info. Take that opportunity!

Got an idea - share it with me! DadBrunson@wademolay.org

Masonic Youth Day at The Puyallup Fair

Will you be there to join in the fun...

This Saturday, September 12th, we will be joining the other two youth groups and attend the Washington State Fair in Puyallup together for the **Masonic Youth Day!** We will be taking a group photo at the Coca-Cola Stage around 5:30pm that afternoon so be sure to wear your term t-shirt or DeMolay shirt and join us for a day of fun at the fair. Everyone is welcome, including all of your family and friends AND Prospects.

Everyone will have to purchase their own tickets to get into the fair, so be sure to look for your discounted tickets wherever they may be sold. That day is also "YOUTH" day at the fair and [free tickets are available from BECU](#) as one of the sponsors for kids 18 and under. Thanks to Mom Copeland for sharing those details. We will share more options as we learn of them. If you have any questions you can contact [SSC Forrest Llyr](#) the event chair.



Honor Recipients in Washington

Help us honor those whom honors are due...

Once again this year we are going to be putting on an investiture day for all of the individuals who were designated for honors during our recent ISC session. Just like last year we are going to be doing it in conjunction with the Hockey Night event that the State Officers are putting together. If you are a designee and would like to receive your honors here with the others from around WA, you can contact [Dad Gross](#) since he will be organizing the event. If you would prefer to hold your investiture at your Chapter locally that is perfectly fine as well. The date of this event will be **December 5th** and we are expecting to have a dinner before hand again. It will be held at **Pyramid Masonic Center in Federal Way**. More details will follow soon, but please put this event on your calendar so you can help us recognize those individuals who are so very deserving.



Washington DeMolay Academy (WADA)

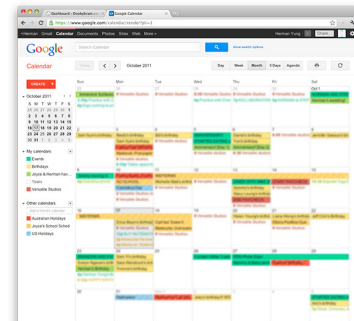
October 10th hosted by Olympia Chapter

The fall **WADA** is right around the corner on October 10th, and is going to be hosted by Olympia Chapter. **This is the required training session for all Chapter Councilors, Chapter Dads and Chairman.** We are going to be covering the new membership programs from your State Corps officers and the new **eScribe** database from **DeMolay International**. Please make sure you have this date set aside so you can learn about the new programs we will be sharing on this date. The cost will be \$10 and includes lunch during the day, [registration](#) is already available on the website for you to use. Also following this WADA session, **Olympia Chapter** is going to be offering an activity for anyone who wants to participate that involves **ZOMBIES!** More info to follow soon, but it will be an overnigher with dinner after WADA and breakfast in the morning will be provided for \$5 each meal. Housing will be available for anyone who needs it, please contact [Dad Gross](#) if you would like more info.



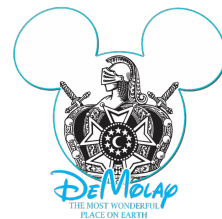
WA DeMolay Online Calendar - *The right spot to find a date...*

Is your Chapter or Region holding an event or activity that you want others to attend? **Well then, that requires advertising, right?** Let us help you promote your events. First, use the "[Calendar Event Submittal Form](#)" on the Website. This will get your date booked and posted on the WA DeMolay State Event Calendar. **Second, email us a flyer** (PDF or JPEG) of the event including the Who, What, Where, When, Why, and How much. We will post it on the State Website, Facebook and other social media outlets. Send it to - office@wademolay.org. Then check out your flyer in the new Chapter and Region sections of the Website! **Go to Calendar**



You asked for it.... **Conclave 2016 Payment Schedule** First DUE date is October 15th!

Many people were asking at this Convention if we could post as soon as possible the schedule of payments for the 2016 Conclave. You can simply [click the link](#) for the schedule as posted on our website. We can start taking payments as soon as you want and even in different increments. Simply go to the State website and go to event registrations for [Conclave pre-payments](#). Contact our State Financial Director, [Dad Kevin Reid](#) if you have any questions. Any questions about the event can be directed to the Convention 2016 Director [Mom Lorrie Brunson](#).



Dad Jeff Brunson
Executive Officer in WA
253-380-8193

Our work and our people are regularly recognized as the best DeMolay has to offer.



Give us a call today!

STAY CONNECTED



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