



# MY CHAPTER MEMBERSHIP

Action Plan & Workbook



QUESTIONS?

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THE ROAD  
BEGINS **HERE**





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*THE ROAD  
BEGINS **HERE***



# The Road To **MEMBERSHIP** Begins Here

## How to Grow Your Chapter

How you carryout a DeMolay membership program is far more important than the nature of the program in determining whether young men will join your chapter

The following six criteria will help teach you the basic mechanics of DeMolay Membership.

**1.**

**BE REAL - YOUR MEMBERSHIP EVENT MUST BE FUN FOR EVERYONE.**

Your activity should be the kind of thing that you would do for fun with friends outside of DeMolay. No one goes to ice cream socials for fun on their own, so how could it get them interested in DeMolay?

Your event needs to be fun, first and foremost, so you can show, not tell, that DeMolay is the place for anyone looking for connection, happiness, and dependable friendship.

**2.**

**BE CLEARLY DEFINED - DEMOLAY MEMBERS, LEADERS, AND ADVISOR MUST KNOW WHAT THEY ARE GOING TO DO.**

Your planning processes need to have a clear beginning and end with logical steps in between. Begin with the end in mind, and work backward to find out what your Chapter needs to do to make that dream a reality. Assign each responsibility to a member and advisors, and have an accountability system in place. This way of thinking enhances the reality of the project for DeMolay members and advisors and makes it more manageable for everyone.

**3.**

**KNOW YOUR PURPOSE - MEMBERS NEED TO KNOW WHY THEY ARE FOCUSING ON MEMBERSHIP.**

Leaders should know what specific membership knowledge and/or attitudes DeMolay members will get from doing the program. They should have in mind how they will relate the purpose, cultivate appropriate attitudes, and how the project will be carried out so DeMolay members will grow from the experience as well as have more fun as a chapter.





## The Road To **MEMBERSHIP** Begins Here

**4.**

**LET THE MEMBER TAKE THE LEAD - THIS EXPERIENCE WILL PREPARE EVERY MEMBER FOR LEADERSHIP.**

If there are changes in the plan, the DeMolay members should be allowed to express their thoughts about the changes before they are carried out. Certainly, DeMolay Advisors should offer direction and coaching, but as much as possible, they should allow members to put together and complete the project. Every Chapter member is a potential Master Councilor, having them involved now will build their experience for the future.

**5.**

**BE INFORMED - YOUTH SHOULD BE INVOLVED IN GATHERING FIRST HAND INFORMATION ABOUT POTENTIAL MEMBERS.**

Chapter leaders should empower members to invite their friends. This starts by being informed. Who can your members invite? Where do they know them from? What are their interests? What could keep them from attending, and how can you solve that?

Some members might not have the confidence to invite their friends or have trouble thinking of people to invite. Chapter leaders should provide support and encouragement.

**6.**

**BE ACTION ORIENTED - YOUTH MUST TAKE SOME MEANINGFUL ACTION DURING THE PROCESS AND UNDERSTAND THE RESULTS.**

DeMolay members must be able to see, hear, or feel how their personal involvement contributes to a positive outcome.

Plan to set aside short periods of positive reflection to assess the membership experience, what the program accomplished, and how the DeMolay virtues served as guidelines as they planned and carried out the project.

Leaders also need to plan some form of recognition for a successful membership program conclusion. It may include some form of reward, or positive conversations with members, thanking them for getting out of their comfort zones and taking steps to become leaders and help their Chapter.















# The Road To **ACHIEVEMENT** Begins Here

## Three Real Options for Your Potential Members Event

What \_\_\_\_\_  
Fun Event guys Want to do Around Your Chapter

When \_\_\_\_\_  
Date / Start time / End Time

Where \_\_\_\_\_  
Meeting Start Place / Event Location / Pickup Location

Why \_\_\_\_\_  
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What \_\_\_\_\_  
Fun Event guys Want to do Around Your Chapter

When \_\_\_\_\_  
Date / Start time / End Time

Where \_\_\_\_\_  
Meeting Start Place / Event Location / Pickup Location

Why \_\_\_\_\_  
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What \_\_\_\_\_  
Fun Event guys Want to do Around Your Chapter

When \_\_\_\_\_  
Date / Start time / End Time

Where \_\_\_\_\_  
Meeting Start Place / Event Location / Pickup Location

Why \_\_\_\_\_  
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?





# The Road To **ACHIEVEMENT** Begins Here

## Three Real Options for Your New & Current Members Event

What \_\_\_\_\_  
Fun Event guys Want to do Around Your Chapter

When \_\_\_\_\_  
Date / Start time / End Time

Where \_\_\_\_\_  
Meeting Start Place / Event Location / Pickup Location

Why \_\_\_\_\_  
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?

What \_\_\_\_\_  
Fun Event guys Want to do Around Your Chapter

When \_\_\_\_\_  
Date / Start time / End Time

Where \_\_\_\_\_  
Meeting Start Place / Event Location / Pickup Location

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When \_\_\_\_\_  
Date / Start time / End Time

Where \_\_\_\_\_  
Meeting Start Place / Event Location / Pickup Location

Why \_\_\_\_\_  
What is Your Real Reason to Introduce People to DeMolay and Have an Amazing Time?



# The Road To **ACHIEVEMENT** Begins Here

**Problem**

**Solution**

**Chance**


# The Road To **MEMBERSHIP** Begins Here

## The Membership Action Plan Overview

DeMolay Chapters have learned holding events and having fun at every event is key to our success. This membership plan is based on holding two fun events to capture the hearts and minds of potential new members and their families. It's that simple. One of the common points of DeMolay's most successful chapters is a calendar of events that lets young men experience DeMolay on a weekly basis.

### TIMELINE FOR MEMBERSHIP PLAN

- Plan two fun events.
- Invite potential members to your first fun event.
- Execute the first fun event with potential members.
- Chapter members follow up with potential members & advisors follow up with the parents/guardians and invite them to the second event.
- Execute the second exclusive fun event for members and potential new members who have chosen to become members.
- Repeat every two months moving forward.



### PLANNING YOUR FIRST FUN EVENT FOR MEMBERS AND POTENTIAL MEMBERS.

Let's begin by defining fun. Fun is the ability to act on happiness when a DeMolay event is being held. While the event location or brand is a strong point of attraction for attendance, how the DeMolay members and potential members feel about their experience determines whether or not they have fun. If you create an event where the members feel free to express themselves, feel cared for, and want to come back without feeling pressure, they'll know that they had fun.

Choose a location where you the members and potential members will have fun. We suggest a place other than a chapter meeting setting to make potential new members and families feel more at ease.



# The Road To **MEMBERSHIP** Begins Here

Here is a list of places to start generating ideas...

1. Indoor Trampoline Center
2. Go Cart Racing
3. Entertainment Complex
4. Aquatic Center
5. YMCA / Sporting facility
6. Escape Room
7. Theme Park or Water Park
8. Skating Rink
9. Seasonal Events & Festivals
10. Neighborhood Pool
11. Laser tag / Paintball



Notice how all the events listed are outside the chapter meeting space. Do any of your friends already go to your local masonic center to have fun? Of course not! Pick a place that your friends already know that they'll have fun at.

## INVITING POTENTIAL NEW MEMBERS TO ATTEND 1ST EVENT

**Need help in gathering names and information for potential members? See the whiteboard exercise you can do with your chapter.**

**Full Exercise in the Appendix.**

NAME	ASKED?	GOING?
BENJAMIN		
DONAH		
DESHAWN		
LUKE		
MATEO		
MARCUS		
TOM		
ENOCH		
JESSIE		
VAL		

We advocate language such as "you have been selected" over "would you go." Unfortunately, language like "would you go" in many of our young men's eyes brings of fear of rejection and their answer reflects on them personally. When you're talking to your friends, say something like this...

"I'm going to (describe the activity) on (date/time) at (location) and I can invite (number of people). Let me know if you can make it."

The goal is to get them to attend rather than educate them about DeMolay. If asked what DeMolay is, one might say the following while returning to the point of asking them to attend.

"It's a group I belong to. They do things like (list some of the fun things you do) and they gave me the opportunity to bring you to come have fun with us."

**!** These statements should be made in your own words.





## The Road To **MEMBERSHIP** Begins Here



### PLANNING YOUR FIRST EVENT FOR NEW MEMBERS

Many chapters find it helpful to keep a guest list for these events. It helps the chapter know how many people have been asked and how many people are attending.

Following up is key to keeping the interest alive with potential members, so see if you can collect some contact info.

We advocate an approach of young men speaking with young men and adults speaking with adults. Information traveling through members to potential members to parents has the potential to get lost or changed. Parents and guardians are decision makers. Decision makers feel better when they speak to responsible adults.

### MAKING FUN COME ALIVE

The most common error that happens in event planning is generalizing that fun places are fun for everyone. The truth venues such as those listed on the previous page activity or spaces where fun can occur. Essentially even the happiest place on earth can be horrible if people's needs aren't met at the event. Assign someone at the event to make sure every potential new member has what he needs to engage with the activity or event even better, have someone doing it for all members. Look to those inviting potential new members, experienced chapter members, or jurisdictional officers as a resource.

Chapter members should personally ask potential new members to attend another event where they will join DeMolay. Don't be afraid to be straightforward in the approach while being clear in your intent. This approach is best done by a youth they see as being in control and responsible for their invitation. 80% of face-to-face conversations are conveyed in body language so don't neglect good body language. Want to know more about positive body language? YouTube has hours of videos you can watch.



## The Road To *MEMBERSHIP* Begins Here

Try saying something like this.

"We have decided to invite you to an exclusive member and new member event. We'd like you to join DeMolay and attend. If you say yes, an adult will contact your parents to confirm the details. Do you want to go?"

### EVENT FOLLOW UP

We advocate youth speaking with youth and getting potential new members excited to join DeMolay, rather than explaining the whole of the DeMolay experience. Furthermore, we advocate an adult speaking with adults to answer the questions decision-makers may have regarding the joining process.



### PLANNING YOUR 2ND FUN EVENT FOR NEW MEMBERS

Let's begin by restating something worth focusing on - you need to keep people engaged and interested. That being said, the goal of the second event is twofold: First, have another fun event that potential members want to attend. Second, induct the new members.

You will need to make arrangements, time, and place for short form or long form inductions to happen (based on chapter size and skill). Many chapters find it best to start or finish the event at the chapter meeting location to help facilitate the induction ceremony.

If you have the time and the space, you may also benefit from having a brief presentation for parents in a separate room so they can learn more about DeMolay and meet your advisors.

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# The Road To **MEMBERSHIP** Begins Here

## ATTITUDE MATTERS

*Everything is a learning opportunity.*

We have learned coming out a pandemic that an openness to dealing with the here and now will yield the greatest success. The past is behind you; there is a reason a windshield is 23 times the size of a rear-view mirror.

Every event has a cost of money, time, talent, and energy. So make it matter. Devote your endeavors to that which yields the best results.

This is something that can be reused over and over. Learning from past events is simply the ability to ask four simple questions:



1. What were our actual results?
2. What went right?
3. What should we improve?
4. Did we have the right people doing the right things to achieve success?





# The Road To *EVENT PLANNING* Begins Here

## EVENT PLANNING WORKSHEET

Everyone should have input in event planning.  
Fill out this worksheet to help your new event take shape.

**Who** \_\_\_\_\_  
POTENTIAL MEMBERS (YOUNG MEN YOU CAN INVITE TO A DEMOLAY EVENT)

**What** \_\_\_\_\_  
A FUN EVENT GUYS WANT TO DO NEAR YOUR CHAPTER

**When** \_\_\_\_\_  
DATE / START TIME / END TIME

**Where** \_\_\_\_\_  
MEETING START PLACE / EVENT LOCATION / PICKUP LOCATION

**Why** \_\_\_\_\_  
YOUR REAL REASON TO INTRODUCE PEOPLE TO DEMOLAY AND HAVE AN AMAZING TIME

### BRING THE WHO

We've already talked about creating potential new member lists, but your event shouldn't just rely on one method to get attendees. What are some other creative methods you can use to advertise your event?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



# The Road To *EVENT PLANNING* Begins Here

## FIGURE OUT THE WHAT

What does your chapter like to do?

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What do you like to do outside of DeMolay?

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New Location...think beyond where the chapter's meets...

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## FIND THE WHERE

- Event type?
- Restrictions? (Age, Money, Weather, etc.)

## CHOOSE THE WHEN

Availability of your location: \_\_\_\_\_

Availability of your members and advisors: \_\_\_\_\_

Event Start Date/Time: \_\_\_\_\_ Event End Date/Time: \_\_\_\_\_

## EXPLAIN THE WHY





# The Road To *EVENT PLANNING* Begins Here

## First Membership Event Checklist

This checklist outlines some general planning steps from now until the membership events arrive.

### 60 DAYS BEFORE YOUR FIRST EVENT

- Determine the type, size, and atmosphere of the event. Look back at your membership goals to determine the size of your venue. Is this going to be a low-key time to hang out, or an exciting, action-packed adventure? Will everyone be able to break apart and do their own thing, or will there be a set schedule of events that everyone will follow?
- Pick a location.
- Plan logistics and make a list of what equipment you'll need (room setup, projectors, speakers, screens, accessibility for the physically challenged, etc.).
- Finalize the budget. Will you need to fundraise for this event? Potential new members should never be expected to pay for an event.
- If you need one, begin setting the agenda.
- Begin developing your materials. You should have a handout ready for new parents with some information on the Chapter. What else should you prepare?
- Will you serve any food at your event? Start figuring out what you'll serve and how to get it.
- Plan what other materials you'll need to get, like signs and banners.

### 30 DAYS BEFORE YOUR FIRST EVENT

- Create a potential members list. See the Whiteboard Exercise (Appendix A) for tips on how to do this.
- Send event details out on social media. Don't just post digital flyers, be creative! How can you make your event look exciting and unique?
- Finalize and print materials (except for the agenda and participant list, which should be printed the week before the event).
- Start securing the list of equipment that you made 60 days out.



# The Road To *EVENT PLANNING* Begins Here

## 3 WEEKS FROM YOUR FIRST EVENT

- Confirm which DeMolay members and advisors attending the event. Assign roles (youth greeters, parent/guardian greeters, registration, cleanup, AV, etc.)
- Start inviting potential members and promoting your event.
- Compile a list of media outlets that may be interested in covering your event.

## ONE WEEK FROM YOUR FIRST EVENT

- Touch base with your Chapter. Find out who has been invited, and if they've confirmed their attendance. If they can't make it, find out why.
- Finalize the agenda and have it printed.
- Verify details with your location or venue, if necessary.
- Continue your social media engagement to encourage attendance.
- Ask your members to reach out to their friends and make sure that they have the correct date and location
- Pack an "emergency kit" with any miscellaneous materials you may need (tape, scissors, stapler, pens, pencils, paper, phone numbers of speakers, etc.).
- Call members and potential members and get them "pumped up" for the event.

## THE DAY OF YOUR FIRST MEMBERSHIP EVENT

- Arrive early with plenty of time to set up the room.
- Check the registration area. Make sure name tags and supplies are plentiful. Plan to have advisors and members at registration approximately an hour before the start of the event.
- Allow time for run-throughs, if needed.
- Make sure that signs directing people to the event are posted, if needed.
- Throughout the day, make sure that members are checking in with all potential new members to make sure they are having a great time.
- Ask potential members to attend the members-only event in two weeks and that an advisor will talk to their parents about it. Provide advisors with contact information for parents of potential members that said yes.



## The Road To *EVENT PLANNING* Begins Here

### TWO DAYS AFTER YOUR FIRST EVENT

- By this point, an advisor from the Chapter should have followed up with each of the interested parents. Attempt a phone call first, then send an email if there is no response. The goal of the phone call is to...
  - Ensure parents have information on the next event.
  - Either confirm their attendance or let them know of another opportunity for their son to join DeMolay if they can't make it.
  - Answer any questions they have on DeMolay.

### Second Membership Event Checklist

While the planning structure is pretty similar to your first event, there are some changes. Since this is an exclusive event, there won't be a big social media push here. You'll also need to put in some extra work for the short-form degree.

### 60 DAYS BEFORE YOUR SECOND EVENT

- Determine the type, size, and atmosphere of the event. Look back at your membership goals to determine the size of your venue.
- Start planning for a short form induction. Decide if you will use members from your Chapter, from another Chapter, or your State Officers. Begin assigning parts and check in periodically to make sure they are being memorized.
- This event should be held where your Chapter meets. If you meet in a lodge, check to make sure that no one else will be using the building.
- Plan logistics and make a list of what equipment you'll need (room setup, projectors, speakers, screens, accessibility for the physically challenged, etc.).
- Finalize the budget. Will you need to fundraise for this event? Potential new members should never be expected to pay for an event.
- Begin setting the agenda.
- Will you serve any food at your event? Start figuring out what you'll serve and how to get it.
- Will you need a brief presentation on DeMolay? Create a shortlist of possible presenters.



## The Road To *EVENT PLANNING* Begins Here

### 30 DAYS BEFORE YOUR SECOND EVENT

- Finalize and print materials (except for the agenda and participant list, which should be printed the week before the event).
- Start securing the list of equipment that you made 60 days out.
- Check-in with your degree team and make sure they are memorizing their parts.
- Call potential presenters and see who is available for the event. Seek confirmations.

### 3 WEEKS FROM YOUR SECOND EVENT

- Confirm which DeMolay members and advisors attending the event. Assign roles (youth greeters, parent/guardian greeters, registration, cleanup, AV, etc.)
- Start inviting potential members and promoting your event.
- Check-in with your degree team and make sure they are memorizing their parts.

### ONE WEEK OUT FROM YOUR SECOND EVENT

- Ask your members to reach out to their friends and make sure that they have the correct date and location
- Advisors should email parents to confirm their attendance and reiterate that they are welcome to attend as well.
- Finalize the agenda and have it printed.
- Verify details with Chapter's sponsoring body, if necessary.
- Pack an "emergency kit" with any miscellaneous materials you may need (tape, scissors, stapler, pens, pencils, paper, phone numbers of speakers, etc.).
- Call members and potential members and get them "pumped up" for the event.
- Check-in with your degree team and make sure they are memorizing their parts. Do a run-through at the Chapter's meeting place or over Zoom if necessary.





## The Road To *EVENT PLANNING* Begins Here

### THE DAY OF YOUR SECOND MEMBERSHIP EVENT

- Arrive early with plenty of time to set up the room.
- Allow time for run-throughs if requested by your degree team or presenter.
- Make sure that signs directing people to the event are posted, if needed.
- Throughout the day, make sure that members are checking in with all potential new members to make sure they are having a great time.
- Keep your induction short and casual. The focus needs to stay on the fun.

### FOLLOWING YOUR SECOND MEMBERSHIP EVENT

- Remind parents/guardians of your regular meeting date and time and see if the new member will have reliable transportation. If not, try to arrange a carpool.
- Make sure parents/guardians know how your Chapter communicates and how they can stay informed on upcoming meetings and events. Give them a copy of your term plan.
- The Master Councilor and the member who initially invited the new member should keep checking in on the new member. Is he still excited to attend DeMolay events? Does he have any questions?



## Appendix: How to Get Potential New Member Lists

Throughout the workbook, we've made references to creating a potential members list as a way to gather information about WHO is going to be at your membership events. We need to do more than just encourage our members to bring their friends. Who are their friends? Are they even being asked to come to our events? Is there anything preventing them from attending?

This process will help your Chapters learn the answers to these questions and turn leads into attendees. This should become a regular part of a Chapter's meeting agenda.

### THE FIRST MEETING

During Good of the Order, have the Chapter gather around a presenter (preferably the Master Councilor). The presenter reminds everyone of the details of the next fun membership activity and asks each member to give the names of people he could invite to the event. Gather as many as possible from each member, but shoot for a minimum of two or three each. The presenter writes each name down on a whiteboard or a large standing notepad. Jot down the interests/hobbies of each one. Repeat this process with everyone in the Chapter.

For some members, it can be a challenge to think of any names, so the presenter should ask follow-up questions like "Who's the funniest guy you know?", "Who's the smartest guy you know?", "Who's the friendliest guy you know?" Keep the type of activity in mind (if it's a sports event in the park, ask "Who's the most athletic person you know.")

Here's an example of how the list should look at this stage. Do not erase the whiteboard when you are done and take a picture just in case it gets smeared.

MEMBER INITIALS	FRIEND	INTERESTS	ASKED?	GOING?
J.C.	BENJAMIN J.	BASKETBALL		
	JONAH V.	MTG		
	DESHAWN W.	VIDEO GAMES		
B.T.	LUKE V.	SKATING AND BASEBALL		
	MATEO G.	CHESS		
A.H.	THOMAS F.	SPEED CUBING		
	ENOCH J.	ROBOTICS		
	RASHAD A.	VIDEO GAMES		

Now, it's everyone's job to invite the friends they've listed to the activity. They're not inviting them to join DeMolay (yet), just inviting them to the activity. See page 14 for more on this.

Here's the most important part: if someone can't make it, the member should remember to ask him WHY? Is the date/time inconvenient? Is the place too far away and they can't get a ride? Or do they just not like the activity?

## THE SECOND MEETING

At the next meeting before the event, bring out the whiteboard again. The presenter goes through each name and asks whether they were invited and if they are going to the fun activity. He also makes sure to write down the reason that anyone said no or is unable to attend.

Your whiteboard should now look something like this:

MEMBER INITIALS	FRIEND	INTERESTS	ASKED?	GOING?
J.C.	BENJAMIN J.	BASKETBALL	YES	YES
	JONAH V.	MTG	YES	DATE
	DESHAWN W.	VIDEO GAMES	NO	
B.T.	LUKE V.	SKATING AND BASEBALL	YES	PLACE
	MATEO G.	CHESS	YES	DATE
A.H.	THOMAS F.	SPEED CUBING	YES	YES
	ENOCH J.	ROBOTICS	YES	NO INTEREST
	RASHAD A.	VIDEO GAMES	YES	TIME

Now, we've got a lot of useful data. We know which friends have been asked and show interest in attending. Also, we can see the reasons why some friends can't attend and start recognizing trends. In the example above, the date and time of the activity were inconvenient for a lot of families. Probe further, and you might find out that they all have weekly commitments during that time, and the Chapter should plan their future events to make it easier for them to attend. Getting a no is just as useful - if not more useful - as getting a yes.

### REPEAT:

At your next meeting, start working towards the next fun event. Erase the names of everyone who attended and replace them with new ones. Make sure people who weren't invited at all last time get invited this time. This process needs to become part of the agenda of every meeting and repeated like clockwork.



The Road To *MEMBERSHIP* Begins Here





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