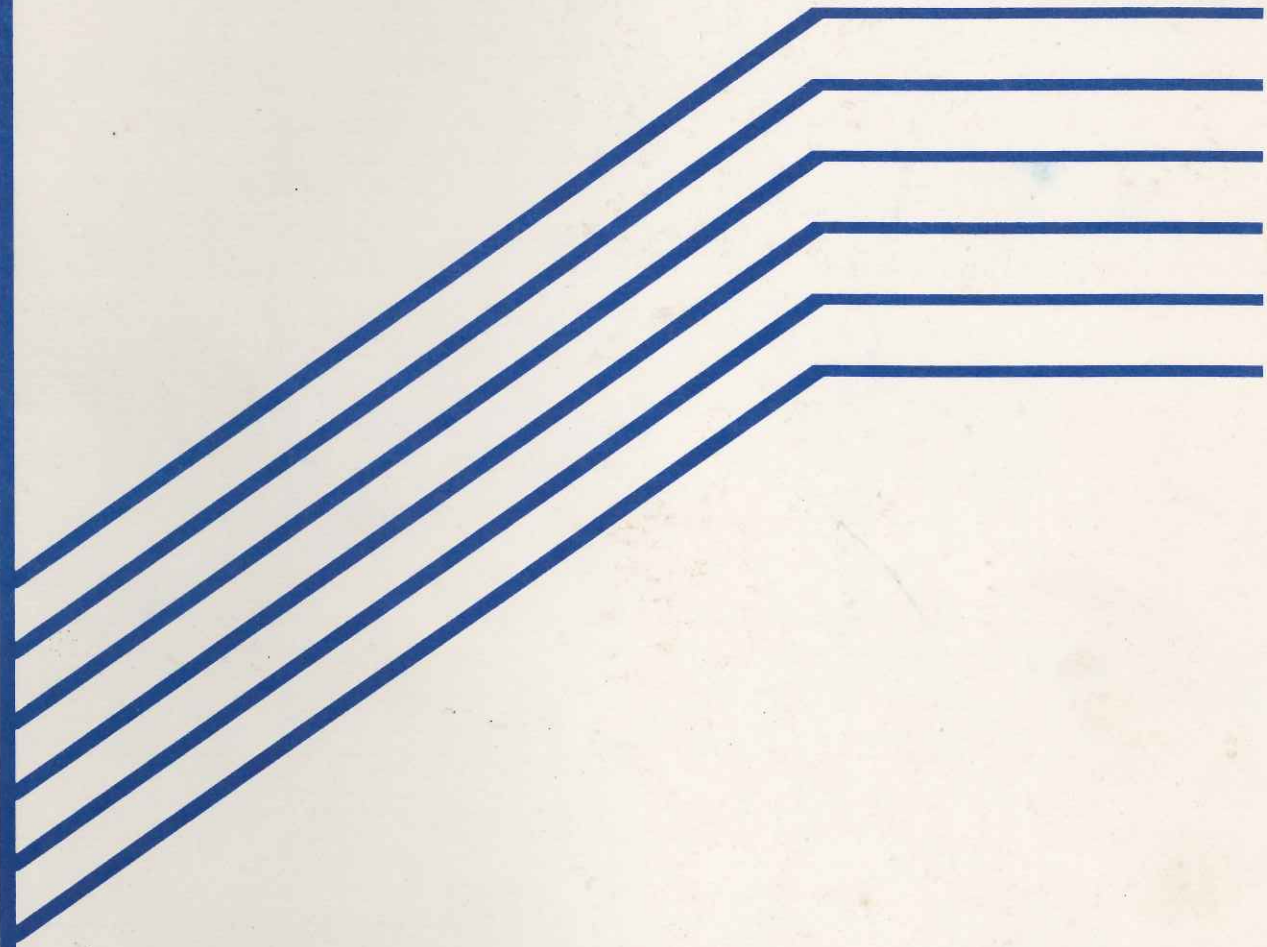


DeMOLAY
MEMBERSHIP
PLANNING
GUIDE &
IDEA BOOK



DeMolay
INTERNATIONAL®

THE DEMOLAY MEMBERSHIP PLANNING GUIDE

Table of Contents

INTRODUCTION	1
SECTION #1 How to Organize a Membership Committee	3
SECTION #2 The Seven Steps of Selling	5
SECTION #3 Orientation -- A Necessity for Retention	30
SECTION #4 Membership Ideas	34
APPENDIX	46

This publication has been edited by DeMolay International, Kansas City, Missouri

WRITTEN: MARCH 1986
REVISED: MARCH 1988
REWRITTEN: MARCH 1990

INTRODUCTION

Membership is the life blood of the Order of DeMolay. Every DeMolay will one day reach his twenty-first birthday and complete his time as an active member of the Order. Therefore, if DeMolay is to continue to exist, a constant influx of new members is a necessity.

A DeMolay advisor said that he had recently sat in on a meeting of a chapter that two years ago was on the verge of closing its doors. He said he remembered back to that time two years earlier when the members were arguing amongst themselves and were basically not having a very good time at anything they did. The only thing they could agree on was that they needed more members. They went about putting on several rush parties and found out that getting new members was not all that easy. They also found that once they did get a couple of young men to join, these new brothers quit because the chapter was boring. After several rather unsuccessful membership campaigns they decided to better organize themselves. This would enable them to do all the things they needed to do in order to have a successful membership drive and still have time to plan for the activities that were important to the members (dances, fishing trips, visitations, etc). The advisor said that the members themselves found out that the more members you have the more fun the activities are, and with more members, activities are a lot easier to put on.

The point: MEMBERSHIP (MORE MEMBERS) MAKES DEMOLAY WORTHWHILE!

Every DeMolay chapter is important to our current and future success. It is through chapters that new members will discover the excitement of DeMolay. From the information in this booklet, your chapter will be able to design a program that you can specifically tailor to meet your chapter's needs. Whether your chapter is from a large urban area or from a small rural town, the information in this booklet will be of use to you. You need to read through the book and choose parts from it that will help your chapter grow and become the chapter you want it to be.

MEMBERSHIP IS A HIGH PRIORITY CHALLENGE

This is your opportunity to accept the challenge.

When organizing to increase membership, one of the first challenges faced is recognizing that some of our members and many of our advisors have difficulty with membership recruitment. However, most can be trained and some grow into it, but you cannot force a member to participate if he is unwilling.

From the members of your chapter and your advisory council, you should be able to form an effective membership committee, even if your chapter is very small. That just makes the challenge a little bit bigger. Think about whom you want to work on your committee. Who will do the job asked of him. Who will follow through on the plan that the group decides to undertake.

Now then, put the people best suited for the job on the committee and go to work.

When selling membership in the Order of DeMolay, and specifically in your chapter, it is important to understand SALESMANSHIP.

You can sell DeMolay in several different ways. Within this booklet there are different sections that highlight a particular technique. Pick one or mix two or three that best suit your chapter's circumstances and needs.

This booklet is divided into the following areas:

1. Introduction: How to organize a Membership Committee and get started.
2. The **SEVEN STEPS OF SELLING**.
3. A "how to" guide for new member orientation.
4. Membership ideas.
5. A place to make notes: We all make mistakes and we all have our moments of brilliance. We need the experience of both, so make notes on how things go in order to insure a smoother-running membership program.

SECTION #1

HOW TO ORGANIZE A MEMBERSHIP COMMITTEE

Begin by selecting a membership advisor - more than one if your chapter is large. Next, sit down and seriously look for other members of your committee. Some places to start might be:

- Members of the advisory council.
- Current chapter officers.
- Motivated members.
- Past Master Councilors.
- New members.
- Enthusiastic members of your Parents' or Booster Club.
- Dedicated Sweethearts, Mothers and Sisters.
- Interested members of your sponsoring body or other groups that meet within your building.

Be creative and look at all possibilities before making your final decision.

When you have completed the selection process, hold a membership committee meeting and go through this book in detail. You need to be sure to take time to do this. Don't cut corners. The entire group needs to be a part of the planning end of your program so that they will work from a point of "owning a part" of the program. This will help them stay involved and excited about your plan. It would be a good idea to hold this first meeting at someone's home so everyone will feel relaxed. You should be prepared to have some refreshments on hand as this first meeting may take a while. The committee should be limited to no more than ten people. Ten is great, but five will work. The goal for the first meeting should be to come up with a basic frame-work to build your program around. You, as the leader of that first meeting, need to share the contents of this booklet with your committee members and get them enthusiastic about working to come up with "OUR OWN PROGRAM". Impress upon them the importance of their efforts now, and the need for good follow-up on each aspect of their share: "TOGETHER WE CAN MAKE THIS PROGRAM WORK." "WE NEED TO MAKE THIS HAPPEN IN ORDER TO MAKE OUR CHAPTER BIGGER AND BETTER." "WE NEED TO WORK AS A TEAM."

TEN CHALLENGES FOR THE COMMITTEE

1. Concentrate on the challenge: **Membership (more members) makes DeMolay worthwhile.** Recognize that, without members, your chapter will not exist.
2. Commit yourself to the challenge: **Don't wait for someone else to do it. He's not there. IF IT IS TO BE, IT IS UP TO ME.**
3. Capitalize on all the advice, help, and ideas you can obtain.
4. Conceive your own solution. Create your own plan, one that you really believe will work. Share ownership.
5. Communicate your plan to the chapter in a way that the members will become enthusiastic about it. **Share ownership. Build enthusiasm.**

6. Delegate the burden of tasks. You can't do it all yourself. Make sure all bases are covered.
7. Combine your efforts: Once you have your plan, involve as many people as possible. Involve the advisors, sweethearts, Parents' Club, Senior DeMolays, members of the sponsoring body, or other groups that meet in your building.
8. Train your chapter members to convince prospects that DeMolay is truly the greatest youth organization in the world.
9. Confer the best degrees within your chapter's capabilities. If this means calling your Executive Officer for help in putting a regional team together, then call him.
10. Live up to your obligation with your new members: **Bring them all the way into the brotherhood that is DeMolay. Involve them in every activity of your chapter. Share DeMolay with them. Share the excitement and share the fun. Appoint them to an office or a committee.**

If you and the committee work together, there is nothing you can't accomplish. Work to set reachable goals. Push yourselves to do the best job possible. Think **TEAMWORK**. Meet your challenge head on!

THE FUTURE OF YOUR CHAPTER IS IN THIS BOOKLET.....FIND IT!!

SECTION #2

In this section we will discuss exactly what it is we are selling. Not just DeMolay, but what DeMolay is. In order to sell a product, you have to know the product inside and out. You need to know what your product can do and what it can not. You are required to know the specifications of your product. How it works, what makes it go, where its real strengths are, and how much of your product is in circulation. (Number of members.)

THE SEVEN STEPS OF SELLING

The Seven Steps of Selling are universal and apply to any product. They apply to selling shoes just as well as to selling houses or to selling DeMolay. The Seven Steps are not new. They are not a big miracle of salesmanship. They are the most basic components needed to make a sale. These are the same Seven Steps that Harvard teaches their M.B.A. (Masters of Business Administration) students. The same Seven Steps that your mom or dad may use everyday when selling a product for their employer. The same Seven Steps that the crazy car salesman on TV uses. They are the same Seven Steps that can make your chapter grow and prosper to be the chapter you want it to be.

Step #1

PRODUCT KNOWLEDGE

Know what it is you are selling.

Step #2

PROSPECTING

Who are you selling to?
SUSPECT/PROSPECT

Step #3

THE APPROACH

How to go about contacting the prospect.
MAKING THAT FIRST CONTACT

Step #4

ESTABLISHING NEEDS

What is the prospect looking to receive from membership in DeMolay?
FEATURES/BENEFITS

Step #5

THE PRESENTATION

How to package the sale.
ONE ON ONE, TEN MOST WANTED PROSPECTS, RUSH PARTY, OR
THE SMALL GROUP APPROACH

Step #6

THE CLOSE

How to get that signed Membership Application.
ASK THE PROSPECT TO BUY,
THE BIG O

Step #7

FOLLOW-UP

INITIATION, EVALUATION OF PROGRAM (and start over with Step #1).

STEP #1
PRODUCT KNOWLEDGE

WHAT IS DEMOLAY?

DeMolay is for young men between the ages of thirteen and twenty-one.

DeMolay is a fraternity.

DeMolay teaches young men to be better persons.

DeMolay has all kinds of activities:

- Softball
- Basketball
- Swimming Parties
- Dances
- Ski trips
- Camping & Hiking
- Etc.

DeMolay does all sorts of things:

- Helps clean city parks
- Collects food for the poor
- Raises money for seriously and/or chronically ill children
- Works at the local County or State fairs
- Visits senior citizens and retirement homes
- Helps local charity groups
- Donates flags or services to their local city or town
- Etc.

DeMolay teaches young men:

- Reverence to one's own beliefs and respect for others' beliefs
- Love of parents
- Courtesy
- Comradeship (Brotherhood)
- Faithfulness to a trust
- Cleanness
- Patriotism

In DeMolay we do all these things and more.

BUT, WHAT IS DEMOLAY?

WELL, QUITE SIMPLY PUT, DEMOLAY IS FUN.

We as DeMolays have fun at most everything we do. Granted some more than others, but whenever we get together it is bound to be fun. We have fun at our dances. We have fun when we get together to clean the city park, and yes, we even have fun when we work hard at ritual. **DEMOLAY IS FUN!!!**
THINK ABOUT IT.

STEP #2
PROSPECTING

Who are you selling to?

"Oh, sure, that's easy."

Must be a young man
Between 13 & 21 years of age
He must have a belief in a supreme being
And he must be a good guy

That's it. These four things are the only requirements to be eligible to join DeMolay. So, anyone who is a young man between the ages of 13 and 21, who is basically a good guy, who believes in a supreme being, is a **suspect** of becoming a member of your chapter.

That means a **SUSPECT** is anyone who:

Is a young man
Between 13 & 21
Is a good guy
And believes in a Supreme Being

Now then, the way we turn a **suspect** into a **prospect** is by: **EDUCATION**

There are literally hundreds of thousands of **suspects** walking around out there. The way you turn a **suspect** into a **prospect** is by educating him about DeMolay.

STEP #3
THE APPROACH

The way you turn a **suspect** into a **prospect** is by educating him. You need to make contact with the potential buyer. You have got to make the first step toward introducing him to DeMolay, because more than likely, he doesn't even know DeMolay exists! **BUT HOW?** How do you take that first step? It's a lot easier than most people think. Just tell him what you like about DeMolay. Talk about your own past experiences in your chapter. Tell him about your camping trips, about the dances, (yes, with girls!), and tell him about the hayrides. (Yes, again with girls!) Don't make such a big deal out of what to say, just say what you feel ... the rest comes easy.

STEP #4
ESTABLISHING NEEDS

Establishing needs: Find out what the customer wants to buy. If you can find out what the prospect wants to receive from an organization, it will be easier for you to turn him into a new member. You can do this quite easily if you **KNOW YOUR PRODUCT** (DeMolay). You should know all the things or **features** DeMolay has to offer. Then, in turn, fit those **features** to what your prospect is looking to buy. For instance, you know that one **feature** of DeMolay is the Ritual and you find out that the prospect likes drama; you've got a great selling point!

"What does that mean?", you ask. Well, the **feature** of Ritual is a **benefit** of membership to someone who likes to act. So, the next step is to **find out what the prospect wants to buy**. He says he likes sports but is not very good at them. Well, in DeMolay sports, everyone plays. That's a good **benefit** a person derives from belonging to DeMolay. You might find out that this guy is new to the area and does not have many friends. Well, in DeMolay he can make life-long friends. Friendships that can truly be described as brotherly. Not only that, but when he travels on vacation to another town, he will have the opportunity to call on other DeMolays who will treat him like a friend, even if they don't know him. Now that is a great benefit of belonging to DeMolay!

You will find listed below **FEATURES & BENEFITS** that you should go over with your chapter members. It is important to remember that, although the **features** of DeMolay stay basically the same and have for the past seventy-plus years, the **benefits** change from person to person. What this means is, the **feature** of ritual may have a different **benefit** from one person to the next. One member may **benefit** from Ritual because it has helped him get over his fear of public speaking, and the next member may **benefit** because he likes drama and he just plain thinks it's fun.

Work through the Features and Benefits list below with members of your committee, and then with the chapter as a whole.

FEATURES

BENEFITS

RITUAL

DRAMA, PUBLIC SPEAKING, MEMORY

In order to establish a person's needs, you must ask him what he likes to do, or better yet, what he would like to do in the future. The following is a list of **DeMolay selling points**. These were compiled at a recent DeMolay Leadership Training Conference. At the conference, the DeMolays were asked what they thought was the best **benefit** of DeMolay. They may aid you in coming up with some of your own.

DEMOLAY SELLING POINTS

DEMOLAY:

- Builds Confidence
- Teaches Responsibility
- Teaches how to Work with Adults
- Community Service
- Teaches how to Get Along With Others
- Personal Growth
- LEADERSHIP**
- Travel
- Helping Others
- Connections
- Meeting New People
- Trust
- Respect
- Brotherhood
- Fraternity
- Scholarships
- Sharing

Other ideas which the members at L.T.C. considered attributes of membership in DeMolay are:

- Activities
- Morals
- Honor
- Virtues
- Pride
- Cleanness
- Sports
- Social Events
- Learning
- Planning
- Drama
- Public Speaking
- Citizenship
- Competition
- FUN
- Loyalty
- Friendships
- Ritual
- History
- Patriotism
- and others.....

STEP #5
THE PRESENTATION

The Presentation, or sales package that you and your membership committee decide upon will be one of your most difficult decisions. The Presentation is basically your plan of attack. How you are going to get the prospects to join your chapter. We have included in **STEP FIVE** several different Presentation styles for you and your committee to look over and then discuss. Which one will best fit your needs? They are:

1. The "**One-on-One**" sales approach
2. The "**Large Prospect Party**"
3. The "**Small Prospect Party**"
4. The "**Special Team**" approach
5. The "**Ten (10) Most Wanted**" approach

In addition to the above, review the Membership Ideas in the back of this booklet!

ONE-ON-ONE:

This is the oldest and best way of selling DeMolay. It's how DeMolay started and is the approach advocated by our founder, Dad Frank S. Land. This approach involves each salesman contacting young men he (or she) knows in school, church, the neighborhood, etc., telling them about DeMolay, asking them to join the Fraternity and helping them to complete the membership application. Salesmen can be DeMolays, sweethearts, mothers, fathers, advisors, etc.

This approach requires the salesman to be knowledgeable and articulate about DeMolay. In addition, each salesman must be willing to try and sell his/her teenage male friends on DeMolay. And, that he or she not be demoralized or put down by a refusal to join.

Some young men are not able to handle failure well. They equate a young man's refusal to join DeMolay with failure. How many DeMolays out there have asked one friend to join DeMolay, and upon his declining to do so have never repeated the experience? Having 100% success is rare, but if you ask enough young men, you'll have no trouble exceeding your growth goal.

This approach can be used everyday of the year. Virtually everyone associated with DeMolay has some contacts with other groups. Some of these that have been successful in terms of new members or referrals of new members are:

- Friends and younger brothers of existing members
- Church youth groups
- PTA groups
- Job's Daughters
- Rainbow Girls
- Sports groups -- Little League, Pop Warner, Etc.
- Boy Scouts
- ROTC
- Junior Achievement
- Campfire

THE LARGE PROSPECT PARTY:

Holding a large prospect party can be exciting and a great boost to membership. You must follow through with the plan completely, and leave out nothing. A large prospect party takes a lot of planning and a lot of work, but it can also reap large rewards.

Planning is essential to your success. Compile a list of everything you want or have to do....**IN ORDER**. Be sure and use a calendar to plan out each day. "Lots of names" is your working principle, because more names means more members, and more members, the better the chapter, and the more you all get out of DeMolay!!

A prospect party is a good way to sell DeMolay -- it's your opportunity to explain the DeMolay story to a lot of people. You can call this A Buddies Night, A Get Acquainted Night, A Friendship Night, A Prospect Party -- or whatever you like. The idea is to give the prospective DeMolays in your area a really good idea of what DeMolay is.

After you have introduced them to DeMolay, do not leave your new members waiting around. After they've expressed their wish to join, your chapter must be ready to interview, ballot, and initiate. Ask yourself this question: If you wanted to join a group and they said, "We'll have to do a few things first and we'll let you know", and a month later they phone and say, "Okay, you can join now", would you be impressed and still enthused?

When you're ready to make a Master Check list, here are some suggestions of things you will want to remember to do: They will be explained in more detail as you read on. For now just make note of them, as this will become a very important list to follow if you should choose to use the Large Prospect Party method.

- Set your goal for the year -
60 members or 300 names
- Set your goal for your first "Get To Know Us Night" -
20 members or 100 names
- Set your date and place -
(Approximately 4 weeks to 2 months ahead or more.)

Plan your entire campaign to last 8 to 12 weeks from the gathering of names through the DeMolay Degree Presentation.

CHECK OFF LIST:

- 1. Call a "names meeting" to obtain the names. (Don't settle for 97, but cut it off at 120 names)
- 2. Schedule the **date, place, and time**, then announce to the chapter.
- 3. Print and send letters of invitation - 10 days before the "**Get To Know Us Night**".
- 4. Arrange for refreshments.
- 5. Arrange for any pamphlets you might need, don't forget membership applications.
- 6. Arrange for a slide show or video presentation.
- 7. Arrange for any members or advisors, that you need, to make presentations or give explanations.
- 8. Make first phone call five or six days before the "**Get To Know Us Night**".
- 9. Arrange rides for those who need them.
- 10. Make second phone call - The night before.
- 11. Be there early to make sure everything is ready. You don't want to be doing that while your guests are arriving.
- 12. Hold the "**Get To Know Us Night**".
- 13. Arrange for and conduct visitation/interviews.
- 14. Ballot and Initiate.
- 15. Start plans for next "**Get To Know Us Night**".
- 16. Keep a list of names used, then follow up with those who were not interested in DeMolay on the first go around.

PREPARING A LIST OF 100 NAMES:

Some of the easiest prospects to get into a chapter are the friends of your newest members. You have already sold your product, **DeMolay**, to these new members. Get them involved with the membership campaign and show them how to sell **DeMolay** to their friends. **SHARE THE DEMOLAY EXPERIENCE WITH YOUR FRIENDS.** Tell your new members that the chapter would be even more fun with their friends in it. This is really an area that chapters miss out on. Help them follow up on recruiting their friends.

Next, ask your members to give names. Some will say that they have already tried to get some of their friends into the chapter but they just don't want to join. Well, now that we're getting organized, it doesn't hurt to try again.

Check with members of the Masonic bodies that meet in your building. Arrange to attend a meeting of the various groups that meet within your building. At that meeting, you should be able to get a good list of names. Ask the Job's Daughters and Rainbows about their brothers and their friends at school. Ask the Masons, Eastern Star, Amaranth, Shriners, Scottish Rite, everyone connected with Masonry, about their sons, nephews, grandsons, neighbors, paperboys, **ETC, ETC, ETC.!**

When you have a spare moment at school, ask your teachers, principals, and advisors for names. Most schools have one or more Masons who will gladly help you out if you ask. You just need to ask around to find out who they are. They may help you get a look at some truly excellent candidates such as members of the dean's list or honor society.

Little league coaches are an excellent source of names for prospects. If you know of someone involved with little league sports, it's a great way to have an ongoing list of 12-year-olds just waiting to turn 13.

Other places that are often overlooked for names are the local churches in your town. Ask your members about people they know from church. If that doesn't work out, give the churches a call and explain to the Minister, Reverend, Priest, Sunday school teacher, whoever, that you are from DeMolay and what DeMolay is. You might be surprised at how easily you can get names by doing this.

These are only a few of the places that have potential for gathering names. There are many others out there, all you have to do is look around and ask.

LETTERS:

Your letters should be typed and printed well in advance of your mailing deadline. Each one should be signed personally by the Master Councilor. Signing each letter reinforces a good first impression and makes the prospect think he's being personally invited. If possible, use a computer to personalize each letter. You can do this by merging prospects' names in appropriate spaces.

Use chapter stationary!!! Remember you can only make a first impression once. If you don't have chapter stationary, decide to spend a little money and get some. We are a first-class organization. Let's make sure we put out that first-class first impression.

The letters should be mailed no less than 10 to 12 days in advance of the "Get To Know Us Night". This allows you time to contact the prospect, well in advance, to ensure he does not already have plans the evening of the event.

For every letter you send out to a prospect, one should go out to the prospect's parents. This letter should be signed by the Chapter Advisor and should also be on chapter letterhead.

The following two letters are examples you may use as a guide when deciding on the content of your chapter's letter. Note the difference between the letter to the parents and the letter to the prospective member.

**FRANK S. LAND CHAPTER
ORDER OF DEMOLAY
2609 NORTH POINT DRIVE
ELLENSBURG, WASHINGTON 98055**

Joe Prospect
11251 Elm St.
Ellensburg, WA 98055

Dear Joe:

Do you enjoy ski trips, pizza parties, dances, canoe trips, hiking, and camping? Well, if you like to do one or more of these things then DeMolay International wants you. Being a member of DeMolay means that you help plan the activities that your local chapter takes part in. In addition to that you are virtually guaranteed to make new friends and discover the excitement of what DeMolay is all about.

Frank S. Land Chapter, Order of DeMolay is located right here in Ellensburg, and is planning a "Get To Know Us Party" just for you, and guys like you. The party is set for Saturday, October 24, 1990. The party has been set up so you can come and meet with us and find out how much FUN DeMolay can be. The FUN starts at 7:00 p.m. at the above listed address. We will be starting things off with some slides about our chapter and DeMolay. We are then going to have a short question and answer period for anyone who may have questions. **THEN.....** it's off to the high school swimming pool for FUN!! We have rented the entire high school gym so, if you want to go swimming, you can, or if you would rather shoot hoops, that's okay too!! There will also be soda and munchies on hand, so it promises to be a great time. Your parents will also be invited to attend part of the evening's activities so they can learn about DeMolay too. Through this fun filled evening you will meet young men like yourself who are interested in the same things you enjoy and are ready to share their friendship with you.

For more information about the party, please feel free to call one of the phone numbers listed at the bottom of the page. Rides are also available to anyone needing one.

Join us! Bring a friend or two. You can help DeMolay continue to be the **WORLD'S LARGEST** fraternity of young men.

See You There!

Sincerely,

Bob Wright
Master Councilor (President)

FOR INFO CALL: Doug Miller 828-0934 or Randy Stapp 828-4789

**FRANK S. LAND CHAPTER
ORDER OF DEMOLAY
2609 NORTH POINT DRIVE
ELLENSBURG, WASHINGTON 98055**

Dear Mr. & Mrs. Prospect:

Frank S. Land Chapter, Order of DeMolay cordially invites you and your son, Joe, to a "Get To Know Us Party", on Saturday, October 24, 1990. The evening of information and fun will begin at 7:00 p.m. at the above listed address. The first half an hour or so we will be showing some slides to you and your son and explaining in more detail just exactly what DeMolay is. We will then be moving the party to the high school where we have secured the use of the swimming pool and gym. We will at that time also be serving light refreshments. You are welcome to attend the second half of the evening's activities if you wish, or we can have one of the DeMolay adult leaders bring your son home.

Enclosed you will find a brochure about the Order of DeMolay which was founded in 1919 in Kansas City, Missouri. DeMolay currently has about 30,000 members in about 1000 chapters throughout the world. Its purpose is to encourage youth to become better citizens and leaders within their communities. Members of DeMolay chapters plan and carry out their own activities with the help and guidance of adult advisors.

We hope you and your son will be able to attend. For more information about the evening's activities or about DeMolay, please feel free to contact one of the men listed at the bottom of this letter. I look forward to meeting you on October 24th!

Sincerely,

Dennis Wilson
Chapter Advisor

For more information:

Dan Johnson, Advisor: 828-2112

Bill Stafford, New Members Chairman: 828-5099

Enclosure: 1

TELEPHONE CALLS:

Proper telephoning is very important. Callers should remember that the prospect probably doesn't know anything about DeMolay and has no idea about who will be at the "Get To Know Us Party."

Often when a prospect says; "No I don't think I can make it" or that he is busy that night, he is doing so because he simply is worried about what is going to happen. He needs more information. Tell him how much fun it is going to be. Tell him there will be lots of guys there from his school. **Make it easy for him to say "yes"!!!**

A good telephone presentation can do just that. If your telephone calls are well thought out and cover all the basics, you will double the attendance you might otherwise have. If parents are attending, your advisory council members should make telephone calls to them.

You and the committee should make the first telephone calls at least 5 or 6 days before the event. It is important to have your master check list by the telephone when calling people. No one likes to go where they don't know anyone. This way, you can tell a prospect who else from his school may be going.

How you handle the first telephone call is important. As said before, the prospect probably doesn't know much about DeMolay. A real effort to get him to come should be made. Use the following "First call guide" to be sure you cover all points. Try to get a commitment to attend and don't forget to offer a ride.

FIRST CALL CHECK LIST/GUIDE:

- [] 1. Ask for prospect by name.
- [] 2. Identify yourself and that you are from _____ Chapter.
- [] 3. Ask if he got our letter.
- [] 4. Tell him that the "Get To Know Us Party" is in _____ days and that you hope to see him there!
- [] 5. If at this point he says he can't make it, you should tell him; "I sure hope you can", "that there will be lots of guys there from his school". "Do you know _____ or _____ both of them will be there."
- [] 6. "Do you need a ride? It will be no problem for someone from the chapter to swing by your house and pick you up."
- [] 7. "We can pick you up at about _____ a.m./p.m. Is that okay?"
- [] 8. **BE SURE YOU TELL HIM WHAT TO WEAR.** This is a real informal affair; just wear jeans.
- [] 9. Thank him for deciding to come.... or
- [] 10. Tell him you will call him back to see if he can make it after all.

If the prospect is not home at the time of your telephone call, you should do the following:

1. Introduce yourself
2. Say why you are calling
3. Tell them that you will call back at a later time.
4. **DO NOT LEAVE A MESSAGE FOR THE PROSPECT TO CALL YOU BACK. WHO LIKES TO CALL STRANGERS ON THE TELEPHONE?**
Not me!!!

SECOND CALL-CHECK LIST/GUIDE:

The night before the "Get To Know Us Night Party", it is time to put your telephone fingers to work again. If the prospect refused a ride before, ask if he would like one now. If he accepted a ride, tell him who is going to pick him up and at what time. The second call should be a reminder and kept very informal.

- [] 1. If he was one of the people who said that they did not want to come, try again to get him to go. (Unless of course, he already had plans that he told you about earlier.)
- [] 2. The prospect may be a little nervous, considering the party is the next night/day. Call him by his first name. Say, "Hi _____".
- [] 3. Identify yourself.
- [] 4. Tell him you are just calling as a reminder about tomorrow night.
- [] 5. Tell him who will be picking him up, or ask if his folks need directions.
- [] 6. Tell him again that it is informal and remind him if he needs to bring anything. IE: swimming suit.
- [] 7. Tell him again about the guys that will be there from his school.
- [] 8. Get the commitment. It's up to you, the caller.

TELEPHONE CALL INFORMATION SHEET
(To be used by the person making the call)

You should make an information sheet about DeMolay. But more to the point, information about your chapter, so that you will be able to answer frequently-asked questions. They will be asked.

INFORMATION/TELEPHONE CALLS

An important aspect of DeMolay is the fact that our events are run by DeMolay members. Advisors only advise. Many young men are familiar with organizations whose programs are laid out for them. The opportunity to be involved in planning and organizing are worth mentioning.

QUESTIONS AND ANSWERS:

Q. Who gave you my name? Where did you get my name?

A. One of the members of our chapter recommended you as the kind of person who might be interested in DeMolay. (If you know who recommended him, tell him.)

Q. What's it all about?

A. Well, we have a great organization for guys, and we would like you to join us. We are holding this "Get To Know Us Night" to explain about our chapter's activities so you can see if you are interested.

Q. Is it a religious group? What about religion?

A. No, we are not connected with any church, but we do encourage a high standard of living and practice respect for religious beliefs.

Q. Who sponsors it?

A. DeMolay is sponsored by individual Masonic groups. However, we are not directly affiliated with the Masonic Lodge.

Q. What do you do there?

A. Well, I can tell you what we are doing now or have done lately, like sports, parties, camping, but the real answer to your question is -- What do you like to do? Our program and activities are planned by our members. If you join us, you can help decide what to do.

Q. What age group is it?

A. Most of our members are 13 to 18.

Q. What does it cost?

A. There is a nominal fee to join which gives you a membership for life.

TRANSPORTATION:

Offering rides is very important. Many prospects have left home for the "Get To Know Us Night" and have then failed to arrive because they were uncertain about going. After the first telephone call, have your Master Check Lists returned so you can arrange rides for all those who need them. Leave room in each car for rides which are requested from the second telephone call. Try to make all "pick ups" in one area. Give your transportation sheets to your drivers after the first telephone call and telephone drivers to add additional names after the second telephone call. Don't forget that many of your members also need rides. You will want to arrange for as many drivers as possible.

If parents are invited, less rides will be required, but don't forget to offer them. Use transportation sheets to assign pick-up responsibilities. Remind everyone **NOT** to honk for the prospect to come outside. Go to the door, introduce yourself, and then walk with him to the car.

NOTE: A total of six persons per vehicle should be a maximum, unless the advisor driving has a station wagon or van.

The following is an example of a Driver Information Sheet.

Dad or Mrs. _____ . Our "Get To Know Us Night" will be held at _____ on _____ , at _____ p.m. We would appreciate it if you would pick up the following prospective members:

- 1. _____ _____ _____
 Name Address Telephone Number
- 2. _____ _____ _____
 Name Address Telephone Number
- 3. ETC.....

_____ will ride with you and will go to the door at each of the houses to pick up the prospect.

Thanks for your time and help in making this evening a success.

The members of _____ Chapter.

THE "GET TO KNOW US NIGHT"

WHEN:

Do not delay your "Get To Know Us Night". Plan it within 4 weeks of the starting of your membership campaign. This will allow enough time for your chapter members to prepare, but won't allow them time to lose their excitement and enthusiasm for the event. It is best to keep your program short. Give yourselves enough time to talk about DeMolay and your chapter, **BUT DON'T LET IT GO ON SO LONG THAT IT BECOMES BORING.**

WHERE:

If you plan to invite the parents, arrange for a place where you can all meet together. Show your chapter slides or one of the several International Supreme Council slide shows or video cassettes. Talk a little bit about the chapter's history then split the prospects off into another room to continue talking about the chapter and all the fun activities, while your advisors talk to the prospects' parents about DeMolay, its virtues and some of its programs.

Choose your location according to the number of people you are expecting. A room that will comfortably seat 40 is perfect for a group of 50. This will make sure that no one feels left out of the group and it will also give the impression that the meeting is packed with guys who want to find out how they can join DeMolay.

This "Get To Know Us Night" is an important night for the chapter, so make sure all of your members are in attendance.

This evening should be very informal. Make your prospects feel at ease and already a part of your chapter.

If your chapter is planning on some type of activity after the program portion of the evening, make sure it is not a dance. This is very important because your own members will become more interested in girls than with prospects.

THE "GET TO KNOW US NIGHT" PROGRAM:

Assign portions of the program early so people will have a chance to prepare. The following is a suggested program, but as always, use what is best for your chapter.

WELCOME BY MASTER COUNCILOR:

Explain why everyone was invited.

Mention DeMolay in general.

Talk about recent and upcoming events. Invite them!

Explain who runs the chapter. (The members)

Explain the roll of advisors.

SECOND SPEAKER:

How big DeMolay is: over 1000 Chapters.
DeMolay has had over 2,000,000 members.
Started in Kansas City, Missouri, in 1919.
Talk a little bit about Jacques DeMolay.
Again, mention that DeMolay chapters are run by
the members and not the advisors.
The International Headquarters is in Kansas City, Missouri.
Mention some FAMOUS senior DeMolays.

THIRD SPEAKER:

The serious side of DeMolay.

NOTE: If you keep the parents together with the prospects, make sure that it is a DeMolay and not an advisor who presents this portion of the program.

**HAVE SOMEONE IN CHARGE OF THE MEDIA PRESENTATIONS
HAVE SOMEONE IN CHARGE OF REFRESHMENTS
SPEND SOME MONEY, HAVE SOME GOOD EATS!!!**

THE SMALL PROSPECT PARTY:

The "Small Prospect Party" is easier for a small-to-medium sized chapter to handle. The small party works best if held in someone's home. An ideal number of guests would be 3 to 10 prospects and the same number of DeMolay members. The active membership of your chapter should each bring at least 1 prospect to the party.

The best approach for the party is to have it start around 6:30 p.m. with pizza and sodas. As the guests arrive have someone designated to greet each person and give them a name tag. Even your own members should wear a name tag. The chapter Sweetheart might be a good person to hand these out. At about 7:15 p.m., 3 of the members should start the program. The first member should speak on the background of DeMolay. The second speaker can speak about the chapter and how it is organized. The third speaker might want to speak about upcoming events or conclave.

Be sure to have a representative from the Parents' Club give a short talk. If your chapter has a Sweetheart, allow time for her to give a short talk also.

Next you should be ready to show a slide show or video about your chapter or DeMolay in general. Afterwards, have the prospects pair off with members to fill out membership applications.

If your party goes smoothly up to this point, it should be about 8:30 p.m. You could now take your prospects home, or if it is a week-end, you might want to continue the evening watching videos or by going out to a movie.

These "Small Prospect Parties" are usually highly successful. You should be able to expect a 50% success rate. These parties are easy to put on, so your chapter could put one on every month or so. They only take a small amount of preparation.

The following is an outline of material to be covered by the 3 DeMolay speakers at the "Small Prospect Party":

- Speaker #1
 - Welcome
 - Why prospects were invited
 - INTRODUCTIONS OF EVERYONE IN ATTENDANCE
 - WHAT IS DeMOLAY - Fraternal Organization for young men 13-21, builds better citizens. We have social activities, sports, and service activities.
 - Talk about the fun activities that your chapter has had in the past and about upcoming events.

- Speaker #2
 - Famous DeMolays
 - DeMolay, "How it all began" (1919, Kansas City, Frank S. Land, 9 young men, ETC.)
 - International Supreme Council (Kansas City H.Q.), Supreme Councils in; Philippines, Canada, Brazil, Australia.

- Speaker #3
 - The Chapter
 - The Officers
 - The Advisors
 - The Parents' Club
 - The Sweetheart
 - The Sponsoring Body & Masons

Other areas you may want to cover are:

Fraternal Activities:

- Visitations
- Installations
- District/Regional activities
- Conclave and other state events

Leadership Training Conference:

- Sponsored by DeMolay International
- Different locations around the country and Canada
- One week long/A TRULY GREAT TIME.

Service and Special Activities:

- Masonic service
- Civic service
- Events that are special to your chapter:
 - Annual camp out
 - Annual blood drive
 - Halloween party
 - ETC.

THE SPECIAL TEAM APPROACH:

To use this approach, organize a team of one articulate advisor and two articulate DeMolays. Using names supplied by the chapter members, make appointments to call on the prospect and his parents. These visits should only last an hour or so. Your team should offer to meet with the prospect and his parents at the prospect's home because he will feel most comfortable in his own home. The objective of this meeting is to leave with a signed **MEMBERSHIP APPLICATION** and a membership fee.

This team should be well dressed. Remember we are a first-class organization.

The two DeMolay members should use the first half-hour or so talking about DeMolay in general. They should talk about all the activities DeMolay has to offer, about all our various programs. Then the advisor should talk more to the point of what the parents want to hear; adult supervision, cost, Seven Cardinal Virtues, etc. At the end of the advisor's talk, the DeMolay members should show the prospect the **MEMBERSHIP APPLICATION** and offer to help him fill it out. A DeMolay video may be a good sales tool to take with you. Most households have a VCR.

If you leave without a signed application or membership fee, be sure to make an appointment to pick them up in a couple of days.

Success using this approach is high, usually around 80%, but it all depends on the ability of the team. The team is the key here.

SETTING UP THE VISIT

The initial contact should be made by mail. You can adapt the letters shown in the "**Large Prospect Party**" portion of this booklet or you can write new ones. Remember, we are a first-class organization. Check your spelling and grammar! Two letters should be sent; 1 to the prospect and 1 to the prospect's parents. The one to the parents should include an informational pamphlet about DeMolay. The letter to the prospect should be mailed about 2 or 3 days after the letter to his parents. The letter to the prospect should include a copy of the chapter's upcoming events.

The first letter is sent to the parents because it is an educational letter about DeMolay. If they are not familiar with DeMolay, they can not explain it to the prospect when he goes to them with questions after he receives his letter. Chances of success with a prospect are much, much better if his parents know about DeMolay. Convincing a prospect to join is much easier if his parents are supportive.

Both letters should indicate that someone from the chapter will be in touch by phone to set up a visitation appointment so you can better explain the fraternity. Call within 2 or 3 days after they receive the letters to set up the appointments. When you call, do **NOT** say; "When can we come over and talk to you about DeMolay?" Instead, offer a suggested date; "We would like to come over and talk to you about DeMolay. We have appointment times still available on Tuesday and Thursday. Which would be best for you?"

THE VISIT

Ideally two DeMolays, one an experienced DeMolay salesman and one who knows the prospect, should go on the visit, again, with one advisor. Your appearance is important. The first impression you make is important. Remember, even if you know the prospect, you are now representing DeMolay. A coat and tie is not absolutely necessary, but you should be very neat and clean. Jeans and sneakers are **NOT** appropriate.

WHAT TO SAY

Knowing what to say when selling DeMolay is often thought to be the most difficult part of getting new members. Simply be prepared by practicing your presentation with other members of the group. Speak about what you feel comfortable talking about. Speak on what you like about DeMolay and why you are a member. One DeMolay should not do all the talking. Encourage questions. The advisor **MUST** allow the members to present the major portion of the presentation.

WHAT YOU SHOULD TAKE WITH YOU TO THE VISIT

It is important that you have materials available to aid you in your presentation. Items that are helpful include:

MEMBERSHIP APPLICATIONS

Visitation questionnaire

DeMolay pamphlets

Copies of the most recent *CORDON*

A calendar of the chapter's upcoming activities

A chapter scrapbook

A copy of your chapter newspaper (If you have one)

A DeMolay video

You need to always be prompt, positive, and enthusiastic. Your enthusiasm will be noticed. On the other hand, **DON'T SELL TO HARD.**

An honest presentation will sell DeMolay on its own merit.

FOLLOW-UP

Not everyone will sign a **MEMBERSHIP APPLICATION** right away. Parents and the prospect often like to discuss the presentation privately after you leave. This is O.K. Let them know that you will come back again in a couple of days to check on their decision and to pick up the **APPLICATION**. Be sure to invite your undecided prospects to your next activity. Those that attend are almost certain to become new members !!!

THE TEN MOST WANTED:

At a meeting of the **MEMBERSHIP** committee, or at a regular chapter meeting, a list of 10 names is compiled. These are names of the guys most wanted within the chapter's membership. These should be names of people who will contribute to your chapter's well-being. If your chapter is sorely lacking someone to take the role of Jacques DeMolay in the DeMolay Degree, you might consider someone who excels in your school's drama program. Perhaps your chapter is in need of someone who can be groomed for a leadership position in your chapter. If this were the case, you should consider someone who is active in student government. From the list gathered, the group decides on the "**TEN MOST WANTED**". Then, each member of the chapter is given a copy of the "**TEN MOST WANTED**" list. The members need to be told that these "**TEN MOST WANTED**" prospects should be approached at every opportunity by every member of the chapter. This will show the prospect that the chapter really wants him to join. It will make him feel special and wanted. When one of the "**TEN MOST WANTED**" names has been added to the chapter's membership roster, a new name that the group agrees upon is added to the bottom of the "**TEN MOST WANTED**" list. The key is to have everyone working on the same target. If your chapter draws its membership from more than one school, you can be working on one of the "**TEN MOST WANTED**" people from each school.

A "**TEN MOST WANTED**" example: Say Pete Prospect is walking to class next Monday morning. Someone from your chapter stops him and tells him that members of your DeMolay chapter spoke of him at your last meeting. Don't you think he would wonder what was said about him? The chapter member could then tell him how, out of all the people mentioned, they wanted him in the chapter the most.

Later that day someone else from the chapter sees Pete. This member tells him that although he does not know him very well, he heard a lot about him at his last DeMolay chapter meeting. He just wanted to introduce himself. This is really going to start Pete thinking.

The next day, a couple of the guys from the chapter see Pete in gym class. They go up to him and start talking to him about DeMolay and how the chapter would really like him to join. Out of everyone who was considered for membership this last go around, his name was one of the top vote getters!!

The very same afternoon at basketball practice, two more of your chapter members go up to Pete and tell him that they are from DeMolay. Although he doesn't know them, they sure know of him and of his skills at basketball. They tell him of the state basketball tournament that is coming up in the near future. Even though he may not be a starter on the school's team, they would like him to consider joining DeMolay and serving as co-captain of the chapter's team. They could sure use someone like him. **NOW THIS HAS REALLY GOT PETE THINKING ABOUT DEMOLAY.**

The following day, Pete is asked to join by three different members of the chapter. Now at this point in time, Pete Prospect usually starts asking questions of his own. Like, "What is DeMolay?", "What do you guys do?", "What can I do to join?" Then the next thing you know, Pete's a new member.

Although everyone who is a target of the "**TEN MOST WANTED**" program may not join, the success rate is very, very good. Again, the whole key to making this plan work is; concentrating your efforts. In the example, not just one brother asked Pete to join, but he was asked by several different members of the chapter. Make the prospect feel special.

STEP #6
CLOSE THE SALE

The close of a sale is not complete until the customer, in this case the prospect, joins the chapter. This does not mean that you have a signed **MEMBERSHIP APPLICATION** and the membership fee. It means that the prospect is no longer a prospect but rather a member of the chapter. Make sure you have plenty of **MEMBERSHIP APPLICATIONS** for your chapter when you go to start your membership campaign. You have got to explain to your members that they have to make the time to sit down with the prospect and help him fill out the **APPLICATION**. This should always be done in person. If the prospect wants to talk to his parents about joining, that's fine, but have your member sign the prospect's **APPLICATION** in front of him as he tells him how glad he is that he has the opportunity to bring him into the chapter and to share the **FUN** of DeMolay.

Now then, if you have gone through **STEPS 1 THROUGH 5** and the prospect still does not want to join, what do you do? What has happened? What went wrong? You think to yourself, what could have gone wrong? I learned more about DeMolay (Product Knowledge). I figured out what prospecting meant and learned how to turn this guy from a **SUSPECT** into a **PROSPECT**. I took the first step toward making him a new member by making the **APPROACH**. I **ESTABLISHED HIS NEEDS** by finding out what he would like to receive from DeMolay. And, I made a good **PRESENTATION**.

Well you've hit what some people call "**THE BIG O**".

"THE BIG O" STANDS FOR OBSTACLES

At this point of explaining the program to your members, you need to ask them what are some of the **OBSTACLES** that face young men joining DeMolay. A list is provided for you and is as follows:

PARENTS:

THEY HAVE HEARD OF DeMOLAY AND THINK THAT IT IS SOME TYPE OF GANG, OR A GROUP OF DEVIL WORSHIPERS. (Don't laugh, I've heard that one!)

CHURCH:

A PROSPECT MAY TELL YOU THAT HIS CHURCH DOES NOT WANT HIM TO JOIN. SOME MAY SAY THEY ARE CATHOLIC AND CAN'T JOIN.

PEER PRESSURE:

"I'VE HEARD OF DeMOLAY AND THOSE GUYS ARE ALL NERDS AND WIMPS. THEY ARE A BUNCH OF GOODIE-GOODIES".

SCHOOL SPORTS:

BACK WHEN DeMOLAY WAS IN ITS HAY DAY, WHEN THERE WAS A DeMOLAY CHAPTER IN MOST TOWNS, AN AVERAGE HIGH SCHOOL FOOTBALL TEAM HAD MAYBE 15 OR 20 PLAYERS. TODAY, A "AAA" HIGH SCHOOL FOOTBALL TEAM HAS OVER A 100. THERE IS THE VARSITY, THE JUNIOR VARSITY, AND THE FRESHMEN TEAM. THEN THOSE TEAMS ARE BROKEN DOWN INTO SPECIALTY TEAMS. HIGH SCHOOL BASKETBALL TEAMS NOW HAVE UP TO 50 PLAYERS INVOLVED IN THE PROGRAM.

DRIVING & GOING PLACES:

AGAIN, WHEN DeMOLAY WAS REALLY BIG, MOST FAMILIES ONLY HAD ONE CAR. TODAY, MOST FAMILIES HAVE 2 AND MAYBE EVEN 3!!

TELEVISION:

AND AGAIN, WHEN DeMOLAY WAS BIG, MOST FAMILIES DID NOT OWN A TV. POLL YOUR CHAPTER TO SEE WHO GOES HOME FROM SCHOOL AND WATCHES TV FROM THE TIME HE GETS HOME UNTIL IT'S TIME FOR SUPPER. IF AT LEAST HALF OF THEM DON'T RAISE THEIR HANDS, THEY ARE KIDDING YOU!

GIRLFRIENDS:

O.K., YOUR RIGHT, DeMOLAYS DID HAVE GIRL FRIENDS BACK IN THE "GOOD OL' DAYS".

The list of **OBSTACLES** can be quite large, but we can overcome them. There are several ways to get through **OBSTACLES**. (Notice I said "get through", not "get around"!)

The first way of getting through **OBSTACLES** like **PARENTS** thinking DeMolay is a group of devil worshipers, the prospect's **CHURCH** not wanting him to join, and the **PEER PRESSURE** example of "Those guys in DeMolay are wimps", is to simply think back to what turns a **SUSPECT** into a **PROSPECT**. *******EDUCATION*******. Educate them. Educate the parents about DeMolay. Educate the prospect who thinks DeMolay is for wimps. And, yes, educate his local church about DeMolay. Tell them about the **SEVEN CARDINAL VIRTUES**, tell them what we believe in. Many Catholic priests support what DeMolay teaches its members and have no problem with members of their parish joining. Granted, some do. All we can do is try.

The second thing we have to do to get through "**THE BIG O**" is to realize what it is we are up against. What do **SCHOOL**, **SPORTS**, **BEING ABLE TO DRIVE AND GO PLACES**, **TELEVISION**, and **GIRLFRIENDS** all have in common? -- **TIME** --. We have got to compete for a young man's **TIME**. There is a lot of activities available out there for him to be doing -- Scouting, pep-band, video clubs, sports, etc. The list goes on and on. We have to put on good programs and hold great, not just good, activities.

NOW, if you have talked about all the possible **OBSTACLES** there might be and your prospect still does not want to join, what can or should you do? The answer is more than likely that his needs have changed. Go back to **STEP #4** and **RE-ESTABLISH HIS NEEDS**. Before, his main need from DeMolay may have been to have the opportunity to meet girls that would talk to him. He may now have a girlfriend, so his needs have changed. Perhaps he is looking for, or is in need of, help trying to get over his fear of public speaking. Well, now sell him on Ritual or the fact that we speak to a good size group while we are in open chapter, but it is not so bad because everyone there is a friend.

If you have done everything that has been discussed so far and the prospect still does not want to join, you simply must realize that we can't win them all. There are plenty of guys out there who would jump at the chance to join a fraternity like ours. Then, get back to work!

STEP #7
THE FOLLOW UP

THE UNFINISHED IS NOTHING

This section is intended to remind you to go beyond just the selling or joining aspect of DeMolay. Address the issue of what needs to be done once the prospect signs on the dotted line. **STEP #7, THE FOLLOW UP**, leads to another part of bringing new members into your chapter. **The ORIENTATION AND RETENTION of your members.**

The appendices of this booklet contain forms that your chapter should be using to make sure you do all you can to insure the success of your chapter and the retention of your new members.

Sample forms are found in the following appendices:

- A. A chapter age analysis
- B. Visitation (investigation) questionnaire
- C. New member interest survey
- D. A form for new members to fill out with the names of their friends that they would like to join DeMolay, etc.

After you have finished Step #7, you should review the program you developed. See what you can do to better it, then start over again with Step #1

SECTION #3
ORIENTATION---A NECESSITY FOR RETENTION

An important part of every membership program is the orientation of new members. It does little good to recruit new members, only to lose them a few months later. A dictionary defines orientation as: "familiarizing or acquainting a person with new surroundings or circumstances; an introduction; and a lasting direction of thought. Orientation is a necessity in DeMolay if you want your new initiates to become active, functioning members of the chapter.

Orientation of DeMolay really begins with the first contact. In his efforts to obtain the prospect's signature on an application, the first line signer explains something about who DeMolays are and what the chapter does. If he is successful in bringing in a signed application, the investigating committee may continue the education process during its visit. Too frequently, however, it all stops there. Let's think about a program that doesn't stop with the investigating committee, but goes on to see that the new initiate becomes active.

Consider starting a "**Big Brother**" program. This program has proven itself successful. It involves assigning a chapter member to serve as a "**Big Brother**" to the new initiate, guiding him through the orientation period. The orientation period is defined as beginning when the prospect is elected to receive the Degrees and ending when the new brother has successfully returned his DeMolay Degree obligation and received his obligation card. During this period the "**Big Brother**" should:

1. Call the prospect on the night of his election to membership in the chapter, congratulate him on his election to receive the Degrees and convey a sense of enthusiasm for the future. He should tell the prospect when and where he will receive the Initiatory Degree and what he should wear that night (preferably jacket and tie, minimum dress: shirt and tie with slacks). Note: this call should not replace the official letter notifying the prospect of his election and the date of his initiation which the Scribe should still send. It merely provides advance notification, a demonstration of personal interest, and an opportunity for personally conveying congratulations. Tell him of any upcoming chapter events or functions and invite him to attend, if appropriate. Offer to arrange transportation. If he attends, be sure he is introduced to everyone and make him welcome. Don't leave him alone.
2. Call the prospect again a day or so before the Initiatory Degree. Remind him of the initiation and dress for the evening, and tell him what time you will pick him up to take him to the meeting.
3. Attend the Initiatory Degree.
4. Stay with the new initiate after the degree. Introduce him to everyone and be sure he has the chance to shake everyone's hand. Don't leave him alone. Give him a ride home after the meeting.

5. Help the new brother to begin learning his Initiatory Degree obligation. Go to his home, or invite him to yours, but get together and work on it at least 2 or 3 times a week.
6. Ensure that the new initiate receives a copy of the chapter calendar and explain the various events and functions to him. Be sure he knows he's welcome to attend and offer to arrange transportation if needed. Be sure he understands how to dress appropriately for each activity. Try to have him attend everything possible so he will begin to know the chapter members and sweetheart(s) and feel comfortable with his new associates.
7. Inform the new brother as to when the DeMolay Degree will be conferred (assuming they weren't both conferred the same day). Remind him of the dress for the evening. Pick him up and take him to the Degree.
8. Attend the DeMolay Degree.
9. Continue to provide the kind of personalized notification, transportation, and introduction service described above until the new brother has returned both his obligations, received his obligation card, and is a full-fledged voting member of the chapter.

If these guidelines are followed, it is almost a certainty that a new member will become an active member of the chapter and that he will be comfortable in his new organization. It provides someone to answer questions and buoy him up when he is down or begins to think he is being neglected.

A chapter orientation program may also include providing the new member with necessary DeMolay publications. These are:

- 1) *The DeMolay Leader's Resource Guide*
- 2) *The International Supreme Council Statutes*
- 3) *Monitor of Public Ceremonies*
- 4) *Hi,Dad!* (The story of Frank S. Land and the founding of DeMolay)

These can be given to him on the night he receives his Initiatory Degree. You may want to enroll him in the DeMolay Leadership Correspondence Course (LCC). This can be done by including an LCC application with the Form 10, which is sent to the Service and Leadership Center for officially recording his Initiatory Degree.

The cost for all of these is minimal and can be accommodated either from chapter funds, by setting degree fees high enough to pay for it, or by soliciting aid from a Masonic, appendant, or concordant body. (High Twelve, York or Scottish Rite Bodies, Shrine Clubs, etc. are good groups for some help in these areas).

A vital part of any new member orientation program is determining the new member's interest and capabilities. Does he like to participate in athletics, or is he more inclined to be a spectator? Does he have musical ability? If so, what? Is he into ritual-type things such as drama or oral interpretation? Does he have organizational or leadership experience from other organizations? Can he write well? What sort of activities interest him?

If these things are known, he can more effectively be integrated into the chapter's program of activities and you can avoid the square-peg-in-a-round-hole problem which usually leads to inactivity. Appendix C is a suggested questionnaire to be given to each new member on the night of his initiation. You may want to design your own form or questionnaire and customize it to your chapter to take into account any special events or conditions in your area. The important thing to remember is, you need to find out where your new brother will fit into your chapter's scheme of things. Convince him to become involved and active. An ignored initiate will be lost. An involved initiate will become an important member and a contributor to chapter activities and growth.

In summary, we are trying to do 5 things with orientation:

- A. **Develop Friendship** - the orientation brings your new members together in DeMolay long enough to let them develop a bond of friendship.
- B. **Develop Interest and Enthusiasm** - it is hard, if not impossible, to be either interested or enthused about a program which you know very little about.
- C. **Build a Future Source of Leaders** - every chapter would be stronger if officers and chairmen were trained before they were elected or appointed. An informed membership will mean a more responsive chapter.
- D. **To Involve New Initiates as Rapidly as Possible** - appoint new members to committees, include their ideas in chapter programming, and assist them with the return of both obligations.
- E. **To Unlock the Potential Found In All New Members** - as you learn to appreciate the new DeMolay member, you will discover what he has to offer your chapter besides his presence.

One member of the chapter should be appointed as the Orientation Chairman. He should be responsible for seeing that new member orientation takes place. He should also assign the "Big Brothers" and see that someone is familiar with the chapter orientation program and capable of conducting it smoothly. If you put orientation into practice, you will find that it pays big dividends.

You can see from what you have just read that there are many ways to approach **MEMBERSHIP**. You, along with your Membership Committee, need to sit down and develop "Your Own Program" ... one that is special to your chapter. Use 1 or more of the following ideas and customize it to fit your needs. What you are holding in your hands can be the deciding factor of whether or not your chapter has a future.

MEMBERSHIP IS A SERIOUS CHALLENGE. ACCEPT IT.

Always carry a **MEMBERSHIP APPLICATION** in your wallet or coat pocket. New members mean:

**NEW DEVOTION
NEW IDEAS
NEW ENTHUSIASM
NEW SINCERITY
NEW MANPOWER
NEW ABILITY
NEW FRIENDS
NEW LOYALTY
NEW FUN!!!**

SECTION #4 **MEMBERSHIP IDEAS**

The following pages are filled with ideas and suggestions of membership recruiting activities. The inception for this portion of the Membership Planning Guide came as a brain-child from the International DeMolay Congress. The DeMolay Congress is comprised of two active DeMolays from each state or DeMolay jurisdictions. The 2 members serve as delegates to the Congress and also as committeemen on various committees to which they are assigned by the International Master Councilor and the International Congress Secretary.

Ideas were collected for an entire year. They were collected at International Leadership Training Conferences, through requests published in the International DeMolay *CORDON*, the DeMolay *Alumni Newsletter*, and by the International DeMolay Congress Officers.

Take the time to read through all of these ideas. You may just find one that's right for your chapter.

MEMBERSHIP IDEAS

\$10,000 PLEDGE

Here's a wild one, but let's make it work. What a foundation it can lay for your DeMolay chapter!

Have 10 DeMolays contact 10 Master Masons, advisors, parents, or friends of DeMolay. Then, get them to pledge: if the chapter initiates 100 members by the end of this year, you will pay us \$100. If the chapter brings in 99 members, the person pays nothing. But, the chapter still wins in terms of membership gains.

DeMOLAY DANCE

With a sister organization, co-sponsor a dance at a junior or senior high school. Good publicity and no admission charge should make it a success. As students arrive, they fill out a kind of registration form - really, a short form petition. DeMolays would collect the males' information and Job's Daughters or Rainbow Girls would collect the females' information.

SPORTS TEAM

Try sponsoring a sports team for boys ages 10, 11, and 12. This is a great way to "grow" members. Put the chapter name on the back of their T-shirts. Treat them to a barbecue or pizza and swimming party, so they can meet members of the sponsoring chapter. By the time they're 13, they'll already feel a part of your DeMolay chapter.

HEALTH CLUB DAY

For some prospecting fun, DeMolays and sister organizations can rent a health club from 11 p.m. to 8 a.m. Racquetball, board games, tennis, swimming, basketball, and refreshments would all be available at little or no cost to prospects. A brief prospect party with films about DeMolay could be part of the action.

LEADER AWARD

Sponsor a DeMolay "outstanding leader" award given to the top student government official in your junior and senior high school. Of course, the chapter would present it at a dinner, in his or her honor, and send publicity and invitations to the school, Masonic organizations, and local newspapers. This would get the name of DeMolay to the general public and may inspire some young men to join the fraternity.

ATHLETIC AWARD

Sponsor an "outstanding athlete" award for a high school athlete. Since DeMolay has bowling, softball, basketball, volleyball, golf tournaments, and many other athletic competitions, choosing a top athlete would fit right in with the program. This could result in recruiting a new member.

FREE MEMBERSHIPS

Ask a Master Mason or advisor to underwrite the initiation fee for one member each month. This would enable the chapter to offer "free" memberships to an outstanding young leader in the community.

TEN MOST WANTED

Create a "Ten Most Wanted" list of potential members and update it as recruits are initiated. Check Step #5, "The Presentation", located in Section #2 of this booklet.

DOUBLE MEMBERSHIP

With this idea, you can double your membership in the coming year. To start "Leading the Way", each DeMolay needs to bring in one new member and each new brother needs to bring in another one. In just one year, we would more than double our membership nationally!

LEADERSHIP 100

Send nomination forms to junior and senior high school principals asking them to list outstanding male or female leaders. The goal is to collect 100 names. Invite them to a one-day Leadership 100 Conference - a kind of mini Leadership Training Conference - co-sponsored by DeMolay and a sister organization. Give the honorees "DeMolay Outstanding Leader" certificates at the evening banquet. And, of course ask them to fill out their petitions! After they've joined, ask them to plan next year's Leadership 100 Conference.

CONCLAVE DISCOUNT

Many jurisdictions offer a special percentage discount off the cost of a Conclave to candidates initiated just prior to or at the event. Many jurisdictions also offer discounts to first line signers. What a great membership promotion idea for next year!

TEAMWORK

Put all of the chapter's leadership efforts into promoting a good program of activities which will result in revitalizing the chapter. This won't work with lip service. It needs policy changes, brain storming, etc. But even that won't change things, only by a lot of people investing a lot of time and working hard can you turn things around in a chapter. Give it a try!

PUBLIC BROADCASTING AND CABLE TV

Place public service announcements on PBS stations. Contact local news shows. Push for DeMolay Week spots to be aired on TV or radio. Contact college radio stations and arrange for a talk show. Try to get TV ads. Try to get radio spots. All of this takes time, it's not easy. If you're persistent, you just might get your chapter's name out over the airwaves.

MONTHLY MEMBERSHIP TRIP (CONTEST)

Have a contest each month resulting in a trip for the member who brings in the most petitions that month. Examples could be trips to a local amusement park, a free trip to state conclave, a free ride to another jurisdiction's conclave, state chapter meetings, state workshops, a trip into town with concert or movie tickets, etc.

CELEBRITY MEMBERSHIP CLASSES

Hold a membership class in honor of a local celebrity who is involved with DeMolay or Masonry. This may be a city official, a school teacher, a principal, or an outstanding business leader. Look around, there are Senior DeMolays and Master Masons doing great things. Let's honor them with a membership class.

JUNIOR HIGH STUDENT OF THE MONTH

Sponsor a program for junior high schools in your area that would be entitled "student of the month" award program. This will recognize both a male and female student in junior high as being leaders in their school. Have nice certificates printed to present to each recipient, then recruit them for membership in DeMolay, Rainbow, or Job's Daughters.

HIGH SCHOOL, COLLEGE, AND CAREER DAY

Have your DeMolay chapter conduct a college/career day at a local high school. Bring in an outstanding business person who is associated with Masonry or DeMolay to speak with a group of students. He should express the need for a college education and hard work in the business world. Have him relate this back to the Order of DeMolay and the leadership skills it teaches.

HIGH SCHOOL ORIENTATION

Sponsor a high school orientation meeting for junior high students stressing preparation, study techniques, and time management. Relate these techniques to lessons learned in the Order of DeMolay. Recruit new members after the meeting.

BOOTHS AT FAIRS

Hand out pamphlets at a state, county, or local fair. Provide ice water as a public service or man an information booth.

PARADE PARTICIPATION

Build a float for or march in a local parade, handing out public information items such as *DeMolay In A Nutshell*. Names and addresses of people to contact for further information should be on the hand-outs.

BALLOON RELEASE

Release balloons with flyers attached to them as a publicity campaign announcing an upcoming DeMolay activity within the community. Enclose an information pamphlet on membership.

RAINBOW AND JOB'S DAUGHTER PROSPECT PARTY

Help your local Rainbow Assembly and Job's Daughters Bethel organize and put on a typical prospect party. As part of the program's activities, gather names for the chapter's prospect party.

CHAPTER SHIRTS

Chapter shirts are one way of bringing DeMolay into the public eye. Create a great looking chapter shirt and have all chapter members wear them to school on specific days. This will publicize DeMolay and prompt inquiries into what the fraternity is and possibly result in the recruitment of new members. Check with the DeMolay and More Store about ordering customized shirts and jerseys.

DeMOLAY DAY AT CHURCH

Have your DeMolay chapter sponsor a Sunday at church providing refreshments and coffee after services. There can also be information given out and names collected during the social time following the service.

CHAPTER HIT SQUAD

Much like the "Ten Most Wanted Program", this is a specially trained team of 3 or 4 DeMolays and one advisor. They go out and actively recruit those prospects who have contracts on them. This same team is a standing investigation committee and is accustomed to, and is able to, contact and sell prospects and parents on membership in the Order of DeMolay.

A DeMOLAY WEEK AT THE MALL

Select a week to have a DeMolay informational booth in your local shopping center/mall. Have chapter members distribute all types of DeMolay and chapter information.

DeMOLAY MOVIE NIGHT

Talk the local theatre owner into giving DeMolay one evening (one performance) at the local theatre for half price. Then the DeMolay chapter would buy out all seats and invite prospects to a first-run movie. Possibly showing the "Time Is Now" or the "Legacy of DeMolay" as a preview. Then collect petitions as everyone leaves.

MASONIC LEGACY CAMPAIGN

Go to all of the Masonic organizations in your chapter's town or area and push them hard for lists of: sons, grandsons, nephews, newspaper boys, neighbors and friends who are eligible for membership in the Order of DeMolay. Using names from the list, have a "Get To Know Us Night" for the new group of prospects.

POSTERS AND COMMUNITY

Put up posters about the DeMolay fraternity in local store windows in your community. Be sure to include name, address, and telephone number of the contact person.

COLLECT LISTS OF STUDENTS' NAMES FROM LOCAL JUNIOR AND SENIOR HIGH SCHOOLS

This is a great and easy way to get names of prospective members for your chapter. In order to do this, however, you need to take some time and do some research. Even if your chapter has been unable to obtain this information in the past, it may be able to do so under the "freedom of information act". Check it out, it just might work!

ADVERTISE IN LOCAL SPORTS BROCHURES

Advertise in youth hockey, baseball, basketball, and other brochures within your community. If your chapter is in a large enough city, you may even consider advertising in a major league or semi-pro team's brochure.

"GET TO KNOW US" WEEKEND

Hold a "Get To Know Us Weekend" with prospects. Travel to some point of interest, whether that be the town adjacent to yours or to a local community point of interest, i.e. amusement park, ski resort, campground. Go for the weekend and just have fun activities all weekend. Then for one hour, simply sit down and discuss DeMolay and distribute petitions. This is guaranteed to bring new members into your chapter. Invite other youth groups such as Boys Scouts, Future Business Leaders, Junior Achievement, ROTC, etc.

POOL PARTY

Rent out the local community swimming pool for a free swim night for junior high kids, both boys and girls. Then, during a ten minute rest period (mid swim), give a quick blurb on DeMolay. Distribute petitions and pamphlets. The same would work for a skating party, bowling party, or a miniature golf party.

CIVIC SERVICE HELPS WITH MEMBERSHIP

Get your chapter involved in as many community service projects as possible. This will result in DeMolay enjoying a greater public awareness through local newspapers and other media. Once this happens you should be able to contact the local media asking for a small feature to be done on DeMolay. Be sure to include whom to contact for further information regarding membership.

DeMOLAY SPONSORED "TOWN TOURS"

Get your chapter involved in community services such as volunteering to sponsor and conduct weekend historical tours for your local community. This will attract media interest. It also presents a good opportunity to distribute DeMolay information at the conclusion of the various tours.

DeMOLAY/SCHOOL COMBINATION FOOD DRIVE

Organize a food drive at a local junior or senior high school, getting the school Student Council to buy into the idea and giving them half of the credit. A great way to sell this to the Student Council would be to have it completely run by DeMolay and still give them half of the publicity and half of the credit. This particular idea is extremely successful around Thanksgiving and/or Christmas. There needs to be quite a bit of planning and preparation to give a good presentation to your school's Student Council.

MASONIC/DeMOLAY SPONSORED SCHOLARSHIP

Go to your local Masonic bodies and suggest to them that they co-sponsor, with DeMolay, a scholarship for local high school students. Of course, that is providing they are not already sponsoring another scholarship. The DeMolay chapter can take charge of all publicity and promotion for the scholarship, thus going into schools and showing off DeMolay as a first-class organization that helps others. This program often leads to articles about DeMolay in the school newspaper.

GIRLS!

Hold a dance with your local Rainbows and Job's Daughters. Push the idea that in DeMolay they will meet lots of girls who share common interests with them as members of a Masonic youth organization. This is a good way to get potential prospects.

DeMOLAY SPONSORED PIZZA EATING CONTEST

Get your chapter to co-sponsor with a local pizza establishment a high school pizza eating contest. The contest can be held after a Friday night football, basketball, or baseball game. The contest can be between the "Steve Studs" of the varsity teams. This will bring the athletes, cheerleaders, and others to the local pizza establishment which will make the restaurant happy and will give you an audience for a brief five-minute presentation on the fraternity of DeMolay. Remember, DeMolay is the world's largest high school fraternity. Hand out petitions for membership at the door as people leave.

DeMOLAY SPONSORED SPORTS MEMORABILIA SHOW

Have your local chapter sponsor a sport's memorabilia show to include baseball cards and collectables. Arrange for a local sports figure to speak and sign autographs. This can be arranged by contacting local sports or baseball card shops for a list of collectors' names. Then call collectors and give them space to set up a booth to sell and collect cards. Notify the newspapers and put up posters and signs about the memorabilia show. Have DeMolay materials available at one of the booths in the show.

DeMOLAY/LOCAL RADIO STATION DANCE

Raise money and hire a local radio station to put on a dance at a local community hall or high school. Pay the radio station and make sure the chapter arranges for all other aspects of the dance. Then, go to the radio station and offer them half of the billing for the dance and all they need to do is promote it on the radio mentioning the word DeMolay. At the dance, hand out information on membership.

VCR NIGHT

Here's a real easy program to put on. Hold a VCR movie night for chapter members. Invite Rainbows, Job's Daughters, and your friends. These are great evenings and a lot of fun.

PROGRAM PLANNING

The key to membership success is program planning. Through better activities, we will have more participation by our members. More participation by our members will mean that they are more apt to share the DeMolay experience with others. Use the *DeMolay Program Planning Guide* to map out a good plan.

THE MONTH LONG PROSPECT PARTY

Invite prospects to all DeMolay activities for a month. Assign each of them a "buddy" who is an older DeMolay willing to just "hang out" with each one at activities and to explain what is going on. Be sure current members act like they are already friends with the prospect so he will feel welcome. If you can get a prospect to three activities in a month - he'll join.

MEMBERSHIP INCENTIVES - DeMOLAY DOLLARS - DeMOLAY BUCKS

This is a program that is usually conducted by jurisdictions. However, it may be adapted to chapter use. The chapter or jurisdiction can give out "DeMolay Dollars" to members bringing in new members to the fraternity. These dollars can be used to buy DeMolay related items from the chapter such as T-shirts and jackets or can be used to pay for a members way to Conclave. This is a great program and can be a lot of fun.

CHAPTER SPONSORED PUBLIC COMPETITION

Get the chapter to sponsor a community competition such as a 10K footrace, a bathtub race, a bed race, etc. This shows the community that DeMolays are civic minded and will put forth a positive image of an organization that is fun and worth belonging to. If you can get city hall to buy into this, the Chamber of Commerce will as well, and local patrons can help sponsor the event and advertise it.

MEMBERSHIP HONOR NIGHT

Hold a bi-annual membership honor night giving away hats, T-shirts, and award jackets to Blue Honor Key and Founder's Membership Award recipients. This can also be done for Representative DeMolays and other chapter programs.

HOLD A "SALES ORIENTATION" MEETING FOR YOUR CHAPTER.

Hold a sales meeting for your chapter. In other words, sit down with chapter members and go through the mechanics of selling. Explain to them the "right" things to say. Explain what DeMolay is and its positive points. Remember, DeMolay is fun. We need to be able to describe DeMolay in tangible forms. Talk about our programs. Remember, program planning is the key to membership and successful DeMolay chapters.

HOLD A MEMBERSHIP CONTEST

This is a program that can be conducted on a chapter level or on a jurisdictional level. To enter the contest, one must sign three petitions. From that point on, for every petition he signs, his name will be entered again into the drawing. Thus, his chances grow as his number of petitions grow! Then, a drawing will be held. The winner will receive a free trip to conclave or some other prize. Possibly a place at the head table of a jurisdictional banquet or a Conclave dinner. Maybe a date with the state sweetheart. And, finally receive a recognition plaque from his local chapter.

HOST A W.O.F.A.B.

This is a program that can be conducted on a chapter or jurisdictional level. Host a Weekend Of Fun And Brotherhood. This is a weekend at a local campground where DeMolay chapters can invite prospective members to a weekend of fun and camping. This is always a great time for all and usually results in the recruitment of new members.

SPONSOR SEMINARS FOR LOCAL HIGH SCHOOL BUSINESS STUDENTS

Sponsor "Dress for Success" seminars, "Time Management" seminars, and other seminars that would be of interest for local high school business classes.

WHAT'S THE WORLD'S LARGEST HIGH SCHOOL FRATERNITY?

What is the world's largest high school fraternity? The answer, as you might guess, is DeMolay. This is a great new membership recruiting program that is not all that hard or costly to put together. Several years ago, when approaching a local junior high or high school with the idea of coming in and speaking to a group of students on the Order of DeMolay, we were often told that we would not be allowed to because of the type of group we belonged to. Not necessarily being associated with a Masonic fraternity, but sometimes this was the case also. Recently, we approached a high school that had been approached several years ago about putting on a presentation for the Order of DeMolay and was turned down. This time, we approached the high school telling them that we were from the world's largest fraternity for young men ages 13 - 21, DeMolay. We explained that this fraternity stands for love of parents, love of country, love of home, and that it also provides leadership and citizenship skills to its members. The fraternity is active in community service projects and boasts famous alumni such as John Wayne, Walter Cronkite, Astronaut Frank Borman, and others. The fraternity has honorary members such as Franklin Roosevelt, Gerald Ford, and Harry Truman. We approached the same principal who was approached two years prior but with a different presentation of DeMolay--as a modern, upbeat high school fraternity that's doing good things for the community while doing good things for young men--and he was open to the idea of allowing us to come into his school. The program is a three-week program and requires no public assemblies and no announcements in the student bulletin. The cost that is involved is probably under \$100. The program:

Week #1. Place, in the cafeteria of the local high school, a 10-foot by 12-foot white piece of butcher paper with black lettering and the question, "What's the world's largest high school fraternity?" Leave this sign up for a week. Now, you have to remember that this is a high school, so the sign may only last two days before someone rips it down. That is fine. Don't put it back up.

Week #2. Place another 10-foot by 12-foot white piece of butcher paper with black lettering that says "Are you a member?" Leave this sign up for the same amount of time, one week. Again, if it is torn down, that's okay. That's life in high school.

Week #3. Again, have a 10-foot by 12-foot poster with the lettering stating, "I'm a member. Are you?" Then, day 2 of week 3, have all of the members of the chapter wear white buttons with black lettering stating, "I'm a member. Are you?" Now this is where the interesting part comes in. We have not yet even mentioned the name DeMolay, yet people are already talking about the world's largest high school fraternity and what it might be. When they see members wearing buttons that look the same as the posters in the cafeteria, strangers will come up to them and ask them about DeMolay, already being interested in it. With a little bit of salesmanship and training, you'll be able to recruit new members left and right. This new program became so popular that the chapter who tested it, had to start handing out information on Rainbows and Job's Daughters because so many people were asking them about high school fraternities and whether or not there were sororities the girls could join. This is one of the best programs that has come along in a long time. Give it a try.

THE NEW GUY WEEKEND

Target a group of 13-16 year-olds. Plan a weekend for all of your members who have been initiated within the last six months to a year. Tell them to invite one of their friends. At the weekend retreat, you can hold short informal sessions on the basics of DeMolay; such as how chapters are run, who was Jacques DeMolay, and who were the Templars ... etc. If you plan a fun-filled weekend, you are bound to get new members!!

DEMOLAY PRESENTATION TO SCHOOLS

- I. Speaker #1
 - A. Welcome and Greetings
 - B. "The Time Is Now"; VCR Tape (10 minutes)
 - 1. DeMolay Purposes
 - 2. History
 - 3. Questions
 - C. Explanations of DeMolay Structure
 - 1. Programs
 - 2. Events

 - II. Speaker #2 (4 minutes total)
 - A. Benefits of DeMolay
 - B. Ritual
 - C. Functions

 - III. Speaker #3 (Chapter Master Councilor) (6 minutes total)
 - A. Layout and Structure
 - B. What Happens in the Chapter
 - 1. Meetings
 - 2. Activities

 - IV. Questions
- Approximate time frame: 20-25 minutes

This is a basic outline. It is expected to be changed to fit individual chapters.

MEMBERSHIP ROLE PLAYING

The only way to really get good at something is to practice. Try "Role Playing" as an after meeting activity. Have your members practice approaching possible new members.

PROGRESSIVE DINNER

Have a progressive dinner for your prospects. At the progressive dinner, move from house to house for different courses and explain a component of DeMolay at each house.

ASK FOR HELP

Contact your Executive Officer and ask him to send his membership director to your next meeting. He can organize your membership efforts.

THINGS I LIKE ABOUT DEMOLAY ("LIST")

Before you sell DeMolay, make a list of the things that you like best about being a member. Nine out of ten times, those same things will appeal to a friend.

APPENDIX

- A. Chapter Analysis
- B. Visitation (Investigation) Questionnaire
- C. New Member Interest Survey
- D. Friends Form (A form for the new initiate to complete, giving the names of his friends or acquaintances who might be interested in joining.)

APPENDIX A

CHAPTER ANALYSIS

AGE BREAKDOWN

This	Number of	_____
	13 year olds	
is	Number of	_____
	14 year olds	
your	Number of	_____
	15 year olds	
chapter's	Number of	_____
	16 year olds	
nucleus	Number of	_____
	17 year olds	
	Number of	_____
	18 year olds	
	Number of	_____
	Active Members	
	over 18	
	TOTAL	_____

GRADE BREAKDOWN

School Names	_____	_____	_____
12th Grade	_____	_____	_____
11th Grade	_____	_____	_____
10th Grade	_____	_____	_____
9th Grade	_____	_____	_____
8th Grade	_____	_____	_____

Any zeros on this chart indicates weakness.

APPENDIX A (Cont'd.)

ACTIVITIES BREAKDOWN

School Names	_____	_____	_____
Football	_____	_____	_____
Cross Country	_____	_____	_____
Basketball	_____	_____	_____
Wrestling	_____	_____	_____
Tennis	_____	_____	_____
Baseball	_____	_____	_____
Track	_____	_____	_____
Swimming	_____	_____	_____
Band	_____	_____	_____
Choir	_____	_____	_____
Drama Club	_____	_____	_____
Student Government	_____	_____	_____
Language Clubs	_____	_____	_____
School Paper	_____	_____	_____
Yearbook	_____	_____	_____
Other	_____	_____	_____
Other	_____	_____	_____
Other	_____	_____	_____

APPENDIX B



VISITATION QUESTIONNAIRE FORM (Petition)

NAME
LAST
MIDDLE
FIRST

(PLEASE PRINT)

Date _____

NAME _____ NICKNAME _____
FIRST MIDDLE LAST

RESIDENCE ADDRESS _____
STREET CITY STATE ZIP

DATE OF BIRTH _____ PLACE _____ AGE _____
CITY STATE

TELEPHONE _____ I ATTEND _____
SCHOOL GRADE

PLACE OF WORSHIP _____

I hereby apply for membership in the Order of DeMolay, and proudly proclaim that I believe in God. I know of no moral reason that would keep me from becoming a member.

(Sign here) _____

I recommend the following friends as prospective members (*not a requirement in becoming a member*):

NAME _____	ADDRESS _____	TELEPHONE _____
NAME _____	ADDRESS _____	TELEPHONE _____
NAME _____	ADDRESS _____	TELEPHONE _____

Father's or Guardian's full name is: _____

Mother's or Guardian's full name is: _____

My Father is a member of: _____
MASONIC LODGE LOCATION

Father is/is not a Senior DeMolay.

I approve of my son (or ward) becoming a member of the Order of DeMolay.

(Sign here) _____
PARENT OR GUARDIAN

We recommend the above petitioner for membership in the Order of DeMolay.

Recommended by two Members of the Chapter: _____

Masonic Sponsor: _____
LODGE LOCATION

P
A
R
T
C

PLEASE ANSWER THE FOLLOWING QUESTIONS:

(PLEASE PRINT)

What do you like to do in your spare time (hobbies, activities, etc.)? _____

What activities do you take part in at school and outside of school (clubs, youth groups, etc.)? _____

Do you have a regular job (if yes, where)? _____

How many hours do you usually work at your job? _____

What kind of social, athletic, civic and charitable projects do you like to participate in? _____

Why do you want to join DeMolay? _____

Report of the Visitation Team: _____

VISITATION TEAM INFORMATION

1. Team should consist of at least three DeMolays and one advisor.
2. Part A should be completed in full and signed by the applicant.
3. Part B should be completed in full and signed by the parent or guardian.
4. Part C should be completed by two (2) Chapter members or a Senior Member and a Masonic sponsor who recommend the applicant.
5. The top portion of the back should be filled out.
6. Obtain the fee for Degrees and return the fee and form to the chapter.

Signed by the Team

Chairman: _____

Advisor: _____

Received: _____

First Reading: _____

Questionnaire Completed: _____

Fee Collected: _____

Advisory Council Approval: _____

Elected: _____

Initiatory Degree Conferred: _____

Form 10 Sent: _____

Obligation Completed: _____

DeMolay Degree Conferred: _____

Form 10 Sent: _____

Obligation Completed: _____

APPENDIX C

NEW MEMBER INTEREST SURVEY

NAME

WELCOME TO OUR DEMOLAY CHAPTER. THE ACTIVITIES, PROJECTS, AND GOOD TIMES THAT YOU WILL BE HAVING IN DEMOLAY WILL STAY WITH YOU FOR THE REST OF YOUR LIFE. WE HOPE YOU HAVE COME AMONG US WITH PLENTY OF ENTHUSIASM AND INTEREST IN WHAT WE ARE DOING. AS A MEMBER, YOU WILL BE HELPING OUR CHAPTER DECIDE ON EACH NEW PROJECT AND ACTIVITY AND YOU WILL BE EXPECTED TO ALWAYS TAKE AN ACTIVE PART. WE NEED YOUR HELP AND YOUR PARTICIPATION TO HELP MAKE OUR CHAPTER ONE OF THE BEST IN DEMOLAY.

IN ORDER TO PLAN FUTURE PROGRAMS IN THE BEST INTEREST OF THE MEMBERSHIP, WE NEED TO KNOW WHAT YOUR GENERAL INTERESTS ARE AND HOW YOU WOULD BEST LIKE TO HELP IN THE ACTUAL OPERATION OF OUR CHAPTER. PLEASE SUPPLY US WITH THE FOLLOWING INFORMATION SO THAT WE CAN MAKE SURE YOUR CHAPTER IS DOING WHAT YOU LIKE TO DO.

GENERAL INTERESTS

1. What are your hobbies? _____
2. What sports do you like? (i.e.: camping, softball, ping pong, golf, swimming, volleyball, soccer, fishing, track, marksmanship, bowling, flag football, tennis, etc.) _____

3. What kind of entertainment do you like? (i.e.: dances, speakers, movies, trips, visits to industries, chess, parties, reading, etc.) _____

4. What kind of subjects do you like to discuss? (i.e.: politics, social problems, education, music, science, famous people, anything, etc.) _____

5. Tell us about any other interests you might have. _____

CHAPTER ACTIVITIES

Put a check mark by the chapter activities you might like to help with.

Chapter Newspaper	_____	Community Service Projects	_____
Entertainment	_____	Planning & Fund Raising	_____
Ritual Work	_____	Membership Committee	_____
Athletics	_____	Chapter Communications	_____

YOUR RECOMMENDATIONS FOR NEW MEMBERS

This is very important. Please list the names and addresses below of at least two friends whom you think would make good members of our chapter.

Name

Address

Telephone Number

Name

Address

Telephone Number

APPENDIX D

DEMOLAY NEW MEMBER FRIENDS FORM

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

AGE: _____

SCHOOL: _____

GRADE: _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

AGE: _____

SCHOOL: _____

GRADE: _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

AGE: _____

SCHOOL: _____

GRADE: _____

NOTES:



Copyright Revised 1990
All Rights Reserved
DeMolay International
P.O. Box 901342
Kansas City, MO 64190-1342