

Membership Development Team

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Introduction

Our vision is for the Shrine to be a viable and relevant part of society; we must stand above the rest, offering quality and excellence in everything we do and stand for. We must explain our mission and vision in clearly defined terms. The Shrine must relate to the individual member and provide for his needs: the benefits he expected on joining, the satisfaction he receives from involvement, the rights he has as a member. To do so is the key to membership development. Our basic strategy should be to focus on membership; leadership and membership development. Membership development includes attracting new members as well as retaining current members as active, committed participants.

SHRINERS — MAKING A DIFFERENCE - We understand the importance of Masonic precepts including character, responsibility and family values. Convince the world around us, and ourselves, that we are a relevant organization, which once again appeals to good men of all ages. The issue of a more relevant fraternity is based on the fact that society has high expectations for any organization it embraces but is quick to discard any organization that fails to meet these expectations. If the Shrine is to be a viable and relevant part of society, it must:

- Be well known and understood.
- Be active and visible in the community
- Be attractive to potential members
- Be endorsed by the entire family
- Explain its mission and vision in clearly defined terms
- Not discriminate
- Stand above the rest by offering quality and excellence in everything it does and stands for.

Strategic Membership Plan

Designed for temple officers to use as a model or guide in developing their own membership plan that best fits their particular situation.



Mission Statement

To be a dynamic fraternal organization dedicated to attracting and retaining men of good character by being committed to providing progressive quality programs and services for our members, their families and friends in a spirit of fun, fellowship and social camaraderie.

Vision

To recruit & retain members by maintaining a positive environment conducive to developing leadership skills and providing fellowship and enjoyment for every member and enabling the continuous growth of membership thereby insuring our prominence as the most recognized and effective fraternity in North America.

Priorities

Membership Budget

Provide for adequate funding for membership programs to include but not be limited to: seminars, travel, workshops, incentives, promotions, fellowship events, printing, postage and operational expenses. Include 2% or more funds in the annual budget for membership development. Membership should be the #1 priority of a potentate.

Short Term goals:

- Establish a membership budget providing immediate funds for membership efforts.

Long term goals:

- Insure that sufficient funding will be available and allocated to support membership programs.

Strategies:

- It is the responsibility of the membership chairman to submit an annual request for funding to the Board of Directors for inclusion in the temple budget.
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Leadership Development

Identify, recruit and train men with leadership qualities who design strategies, programs and activities that will meet the needs of present members and the expectations of new members.

Short term goals:

- Identify and select qualified and interested members to fill the sub-committee chair positions of the membership committee: Recruitment, Retention, Restoration and other positions as needed.
- Specify key duties and responsibilities for each membership team position.
- Train each member of the membership team.

Long term goals:

- Develop a program for review of the effectiveness of membership committee training.
- Ensure continuous review and accountability of the membership committee members.
- Make changes or adjustments as necessary

Strategies

- Attend all available Imperial, Regional, and temple training and development programs pertaining to membership.
 - Insist that membership chairman attend Imperial Membership Seminar.
 - Require at a minimum, monthly membership committee meetings.
 - Require at a minimum, monthly reporting to the Board of Directors.
 - Complete all required reports by their specified deadlines.
 - Improve membership program awareness and understanding by offering continuing training to all members.
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Benefits of Membership

Afford members an opportunity to participate in activities that provide for: fun, fellowship, family entertainment, personal improvement, community involvement, unit involvement and the opportunity to network with men with similar interests.

Short term goals:

- Plan, provide for and communicate, at a minimum, 6 annual Temple activities that promote fun, fellowship and family in a social setting.
- Recommend that clubs and units plan and provide for at a minimum 6 annual activities that promote fun, fellowship and family in a social setting.
- Ensure that Temple, club and unit activities are not in conflict with each other and with those of other Masonic organizations.

Long term goals:

- Increase continuous and timely communication with all members.
- Further explore our members' needs and desires as well as their expectations of membership.
- Identify desired activities.
- Implement programs meeting the determined member's needs, desires and expectations.

Strategies

- Review existing activities for membership appeal.
- Review existing means of communication for effectiveness.
- Ask members by what means they wish to be contacted, i.e. providing email addresses.
- Develop new ways of communication, i.e. email blasts, Calling Post, Constant Contact, Microsoft Office
- Create a mentor program and provide for a follow up of program effectiveness

Retention of Members

Initiate a concerted effort to provide an environment that allows members to engage in meaningful communication, education, entertainment and fellowship. Recognize there is a need to provide diversified activities for family and friend involvement.

Short term goals:

- Minimize suspensions for non-payment of dues.

Long term goals:

- Eliminate suspensions for non-payment of dues.
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Strategies

- Ensure that these programs are scheduled regularly.
- Begin communicating during the first quarter of those who have not paid their dues for the current year.
- Encourage personal contact of inactive members to determine their needs and to inform them of current and future activities in hopes of increasing participation.
- Interview members who have been suspended for non-payment of dues for the past 5 years.
- Initiate and promote temple perpetual membership program.
- Develop and implement a plan to provide for the measurement of member satisfaction. Implement an effective mentor program.

Recruitment of New Members

Recognize the need for a continuous, aggressive effort to attract and enlist men of outstanding character as members is essential for the Shrine to prosper.

Short term goals:

- Provide every member with tools necessary for approaching and recruiting new members. (CD, brochures, etc)
- Set attainable goals for each club, unit, appointments and general nobility.
- Develop and implement at a minimum, quarterly, member prospect events.
- Request that units and clubs hold at a minimum, an annual member prospect event.
- Involve every member and their family in prospecting activities.
- Work closely with temple Public Relations, Speaker's Bureau and Donor Relations committee to jointly promote both our fraternity and our charity.
- Upon request, provide membership promotion programs for Masonic bodies.
- Give a report at every stated meeting and in every edition of the temple publication.

Long term goals:

- Restore temple membership to its once highest level.

Strategies

- Print a petition and a short list of tips on how to recruit and prospect in every temple publication.
 - Promote the availability of Shrine promotional material that is presently available.
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- Assign a Shrine member as an ambassador to every lodge in your jurisdiction.
- Use available membership statistics to establish attainable and realistic goals that will ensure a growth in membership. Assist the Divan in planning their activities and functions for the next year that will include prospect and family events.
- Encourage clubs and units to include prospect and family events.
- Include a membership presentation at every Shrine event.
- Contact your Public Relations and Donor Relations Chairmen on a regular basis.
- Contact every Master in your jurisdiction to offer a membership program.
- Contact your Grand Lodge or local lodges for a list of Masons in your Jurisdiction.
- Ask the Potentate to include membership on the agenda at every stated meeting.
- Implement a strategic membership plan and review and update it annually.
- Communicate with every member through your temple newsletter.

Restoration of Lost Members

Embrace former members thru a concerted effort to identify opportunities to rekindle a positive attraction to our fraternity.

Short term goals:

- Ensure that the data on suspended members is current, accurate and available to the membership committee.
- Implement a program for contacting those members who have been suspended during the past 5 years. Personal contact by phone is best.
- Create and implement a program that permits for easy reentry into the fraternity.

Long term goals:

- Maintain a productive restoration committee.

Strategies

- Establish a working relationship with the Recorder and his staff.
 - Recruit and train a restoration team.
 - Assist the Potentate and Divan in establishing an agreeable, long-term amnesty program.
 - Institute and use a strategic membership plan.
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Masonic Relations

Support and work with Masonic Lodges, Grand Lodges, other Masonic related organizations and youth groups to promote our joint growth by recognizing the importance of our Masonic heritage. Recognize that the Shrine was founded to provide a vehicle in Masonry for fun and fellowship.

Short term goals:

- Regularly support and interact with all Masonic organizations in your temple's jurisdiction especially Blue Lodges.
- Promote Shrine staffed Masonic degree teams.
- Host at least one annual Temple event honoring the leaders of Grand Lodges and Blue Lodges in your temple's jurisdiction.
- Ask every unit and club to consider hosting at least one annual event honoring the leaders of the lodges in their area.

Long term goals:

- Encourage members to be active in their respective lodge and to assist with membership development in Masonic bodies.

Strategies

- Encourage members to become more active in their Masonic lodge.
- Encourage every Divan member to promote Masonic lodge attendance and involvement.

Community Involvement

Seek and actively promote activities that support your communities with beneficial projects. However, please remember that as Shriners, we cannot participate in fund raising activities for other organizations. See General Order #1, Special Purpose Funds section.

Goals

- Foster community relations with other non-profit and community service providers and organizations.
- Seek opportunities for Shrine exposure within your jurisdiction.
- Promote links to community websites.

Strategies

- Communicate with leaders of every non-profit, civic and community provider as well as media members by telling the story of Shriners and its great philanthropy, Shriners Hospitals for Children

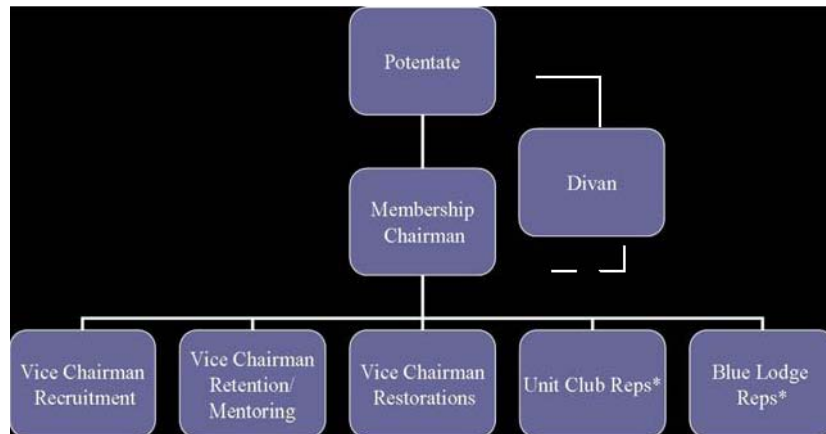
Annual Review and Revision

It is **IMPERATIVE** that this strategic membership development plan be reviewed and revised on an annual basis and, that it be annually supported by every elected and appointed Temple officer.



Membership Committee





Membership Committee

Membership should be the #1 priority of a potentate. He should include 2% or more funds in the annual budget for membership development. The Potentate should appoint a Noble to serve as Membership Chairman and 3 nobles to serve as Vice-Chairmen for: Recruitment, Restoration and Retention/Mentoring. Meticulous consideration must be given to choose the right Nobles for these positions.

The Membership Chairman should attend the Imperial Membership Seminar. He is accountable to the Potentate for the development and promotion of membership initiatives which include budget preparation, administration and planning. He shall preside over all membership committee meetings and shall submit written reports to the Potentate as requested by the Potentate. He is responsible for assigning specific areas of responsibility to each vice-chairman and committee member and outlining their respective duties. He should conduct planning meetings and develop strategies for promotional programs.

Qualifications that the chairman should possess are:

- Leadership abilities. Should be well respected by temple nobility
- Able to devote a great deal of time (day, evening, weekends)
- Good relationship with Grand Lodge and lodges in your jurisdiction

The Membership Committee should consist of 10 or more. Listed below are responsibilities of the committee:

- Encourage clubs & units to compile prospects list (the more names listed, the more successful it will be)
- Committee should call clubs & units each month

- Record all activity. Report progress to Potentate
- Continue to energize and motivate members
- Collect all Tracking Charts at years end
- Transfer prospect to next years Tracking Charts
- Continue process next year. Add Continuity!



Recruitment

Retention

Restoration



Recruitment

New members are vital to the future of our fraternity. We must continually develop new ideas to attract potential candidates. Every effort should be made to recruit 5% of temple membership annually. Suggestions on how to obtain new members are listed below.

Shrine Membership Novice Tracking Chart

President of clubs & units are responsible for tracking these charts. Once a prospect is listed on this chart, he never gets lost. Prospects not signed can be passed on to the next year. The more names listed on the chart the more success you will enjoy. Every club and unit should be provided a Tracking Chart each year.

- Pass chart around at club & unit events
- Ask nobles to list prospect names
- Update each month - record progress
- End of year, transfer names to next year
- Allows fast start for new Potentate
- Method will add continuity each year

Shrine Club Novice Membership Quota/Shrine Unit Novice Membership Quota

This method spreads responsibility to everyone group and when policed properly will get results. Compile prospects, record quarterly progress, track prospects to the Shrine

- List total members in clubs & units
 - Establish quotas based on to 1/8 ratio
 - Offer contest for best performance
 - Keep current! Update each month!
 - Leaders: Always have reports handy!
 - A plan with no action has no value!
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Potentate Personal Letter Method

92% return has been achieved using this method. You and your lady should review temple membership rolls and identify 100 nobles whom you consider to be personal friends. Compile a master list and assign each noble friend number #1 through #100. Keep a **master list** with you at all times so you can approach these 100 nobles at shrine events reminding them of your request. Write the number selected for each noble friend on **top** of a Shrine petition. Mail all 100 letters and enclosed numbered petition the week you are elected Potentate. Include a personal hand written note at bottom of letter.

Prospects at Blue Lodge

Assemble members of a club or unit, identify prospects who are not Shriners, organize in teams of three, select prospects to contact, call prospect for appointment, ask his lady to be present, fill-out petition in advance, know who will say what and who will do what, make a professional presentation using the four point closing method.

- No memory work after third degree.
 - Brief summary of Shriners Hospitals.
 - Explain initiation fee & dues.
 - Discuss ladies programs.
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Shrine Membership Two-Minute Recruitment Presentation

Apply Proper Protocol:

Greetings:

The Shrine is interested in recruiting men of good character, quality individuals who honor and support family, community and country. A Master Mason in good standing is eligible for Shrine Membership. Allow me to share features and benefits that attract men to our organization.

The Shrine is the most quality and prestigious organization of men in the world. The Shrine offers friendship, fellowship, fraternity, philanthropy, pageantry, ladies events, family activities and fun. We believe that care for the less fortunate, especially children who suffer from burns and disease is our institutional calling.

We cherish independence under the law and freedom with responsibility. As individuals, we pledge ourselves to nobility of character. I am proud to be a Shriner and honored to wear the red fez. We are very proud of our 22 Shriners Hospitals.

Founded in 1922, Shriners Hospitals for Children are supported by members of the International Shrine Fraternity. The 22 hospitals are located across the United States, Canada and Mexico. Shrine Hospitals have treated more than 770,000 children with the best of medical care in the world. The 20__ Shriners Hospitals budget is \$__ million dollars. Shrine Hospital care is free! Any Shriner can sponsor a child to our hospitals.

We invite Master Masons to membership! No memory work is required! Membership Initiation fee is \$_____. We seek new talent, fresh ideas and quality leadership skills so the Shrine of North America can grow, prosper and best serve Shriners Hospitals for Children for generations to come.

“Together we can, together we will”! Thank You!

Retention

Retention becomes successful when nobles are happy. Customer satisfaction should be the ultimate goal of every temple. We should treat members as we would want to be treated. Retention starts on ceremonial day when the novice is created a noble. Their first impression of the Shrine will be a lasting one. The way they are treated and the things they observe will affect their loyalty and dedication to the fraternity.

Here are some suggestions on how to give your new members a good start:

- Treat the candidates like the precious commodity they are
- Strongly encourage the first line signer to be present for his candidates' initiation
- Strongly encourage the first line signer or someone designated by him or the Potentate to take the new Noble to the very next temple business meeting. Introduce him around and show him the “ropes.”
- On ceremonial day give new noble Novice Ceremonial Questionnaire to find out what his needs, desires and interests are.
- Strongly encourage the first line signer to take the new Noble and his lady to the very next temple/club/unit social function. Get him involved.
- Immediately following the ceremonial, the Potentate should send a personal letter to each new Noble welcoming him as a member of our great fraternity. The letter could also mention the dates of upcoming temple events.

Remember too that you must continually insure that your members remain active and interested in your temple affairs and not just as “dues paying members.” The more family activities you have throughout the year, the better — for retention as well as attracting new members. Don't forget about your “senior” members. Many of them are retired and would be willing to become involved in temple affairs. Perhaps a senior's club could be formed or members could be assigned various responsibilities such as reporting on sick members and making personal visits to home or hospitals.

Some members are confined to home or retirement centers. Set up visitation groups, volunteers willing to call on these Nobles, individually, make them proud of their membership. Tell them what's happening,

that we miss seeing them. Invite them to attend, if possible, (pick them up) an upcoming temple or club event. Make them feel they are still one of us. Some Nobles have physically “dropped out,” either lack of interest, age, other priorities, even moved out of the area. Set up a “calling committee,” a Noble or two who knows this member personally. Invite him to lunch, talk up the Shrine and our activities. Ask him if he knows any potential members and if so, can we help him interest the non-Mason/Shriner into considering membership? Make him feel wanted, missed, important!

Listed below are some other ideas on how to keep all members — new & old — interested in your temple and/or club. The leadership should:

- MAKE ALL MEMBERS FEEL WELCOME AT MEETINGS AND SOCIAL EVENTS. VERY IMPORTANT!!
 - Have interesting speakers at your business meetings such as a city police chief, fire chief, etc. But don't drag it out.
 - Whenever possible, have some type of program at a meeting such as a band from a local high school, a singing group, etc.
 - Have a lot of “family oriented” social activities such as: dances, picnics, parties, shows, etc.
 - If space is available, have special entertainment for the ladies while the Nobles are having their business meeting.
 - Keep the membership well informed about your temple and hospital patient activity through your publication and at meetings.
 - Find ways to put some fun into your meetings. Be loose. Tell a story or two or read a joke.
 - Have a drawing for a couple of door prizes before you close.
 - Don't let meetings go too late. Have a time set for closing. Meetings should be short & snappy!!
 - Always thank everyone for coming and tell them you hope to see them at the next meeting.
 - Publish meeting notices and schedule of coming events in your publication or newsletter.
 - Find ways to involve more members in meaningful tasks. Don't try to do everything yourself or with just a few.
 - Don't overwork or overuse your most dependable members. They may “burn out.”
 - Accept all suggestions and ideas. (That doesn't mean you have to use them) If a member has an idea, don't say “we tried that, it won't work.” Rather inform him we tried that before and it didn't work but ask how does he think it will work this time? You might be surprised.
 - Don't refuse any help or turn away any volunteers. There will
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always be something they can do.

- Reward those Nobles who are devoting their time and effort to the temple.
- The Potentate may want to obtain enough copies of the booklet produced by the Masonic Renewal Committee of North America — “101 Ways to Improve Interest & Attendance” to distribute to Unit and Club Presidents. Develop some of the ideas Where the name “lodge” appears, substitute temple, club, unit. You’ll find most apply.

The potentate and divan should make every effort to attend Shrine club and unit events early in the year. This is when everyone is excited and members want to meet the new officers. Members want temple officers to explain new programs and participate in social events. Many potentates fail to serve their temple at this important time of the year but choose to attend Potentate Balls at numerous temples. This is not displaying good judgment and hurts retention. A potentate’s first priority and responsibility should always be to serve his temple to the best of his ability and provide assistance and encouragement to the nobles who elected him to office. Personal satisfaction should be a second priority. A potentate’s calendar can help or hurt retention. His commitment to retention is critical.

Potentates should evaluate current programs and events. If they are not working, put them to rest. Many programs today are designed for the older group and do not relate to all members. When nobles are happy they perform better and become productive. The best way to know the desire of members is to conduct a noble questionnaire.

Shrine Clubs

Shrine Clubs and Shrine Units are the backbone of the Shrine and the glue that holds us together. Clubs and Units have a responsibility to their temple by supporting activities and membership development. Club and Unit leaders must encourage members to make it so! Clubs who have parade groups should make every effort to represent the order with quality performances and promote Shrine image and pride. Shrine club events / meetings can be either a success or a flop. It depends on how well the event is planned and presiding leader’s performance. Follow these recommendations for the next event and you will succeed. Include food, fellowship, entertainment and fun! Nobles who join clubs and/or Units are more likely to retain their membership.

- Provide Good communications
 - Encourage nobles to wear their fez
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- Greet nobles and ladies at entrance
- Start event on time and keep it moving
- Use Shrine pledge for colors
- Apply Roberts Rules of Order to conduct meeting
- Apply proper protocol
- Introduce temple officers, past potentates and invited guest
- Keep club business brief and productive
- Provide a good meal and entertainment
- Search for leaders and elect them to office
- Strive to make every event better than the last

Compile a list of Masons in your area who are not Shriners. Invite them to a complementary club dinner. Serve a good meal, provide entertainment, a tasty desert and make presentation inviting them to the Shrine. Master Mason event will prove to be successful. When Masons become nobles, invite them to membership in your club.

A good productive shrine club will offer a variety of events that will please their membership. Your club may wish to try some of the following: Annual banquet, keynote speaker, Master Mason Night, father & son event, shrine club talent show, dances, musical, social stag, family picnic, steak / fish fry, ice cream social, cigar / pipe smoke-out, concert in the park, horse shoe tournament, golf tournament, fishing tournament, trip to Shriners Hospital or to major league ball game.

Shrine Units

Shrine Parade Units are the show case of the Shrine. Everyone loves a parade! Make sure parade units display themselves properly and provide the best performance possible at every event.

What the general public sees and thinks after viewing a performance is important. Be sensitive as to how we look and act in public. Make every parade better than the last!

Uniforms, attire, parade vehicles, floats and equipment must be attractive, in good condition to reflect a positive image of the Shrine. Strive to expand units to include a variety of groups such as: flag team, music, marching groups, floats, clowns, horses, motorize units and float displays. Feature spirit, patriotism and pageantry. Organize events so

every noble will know his staging area and purpose.

Consider caravan parades, two or three in a day. Small towns enjoy special attention and will provide great turnouts. Coordinate the parades with the local news media asking them to publish a Shrine Special Newspaper the week of the parade. Temples should Parade ten or more times a year. Award nobles who participates in each event a parade ribbon. That brings out nobles on parade day.

Ask your temple Public Relations Chairman to provide town newspaper editors with a quality PRESS KIT that features photos and articles about the Shrine and Shriners Hospitals. It is activities like this that gives the Shrine much needed exposure. The result will be fun, productive and energize membership development activity.

Shrine Units have a responsibility to support temple membership. It can be advantageous for units to support membership development. The more success membership has the more opportunities your unit will have to get new talent.

Every novice should be interviewed at ceremonials. A Novice Ceremonial Questionnaire will identify the candidate's talent, skills, affiliations, needs, desire and what interests him most. Unit leaders should interview all novices, review contents and if he has talent, invite him to join a unit.

Meetings

The difference between a good meeting and a bad meeting is the person who conducts the meeting. That happens when the leader is not prepared, is not qualified for the job or does not have leadership skills. Do not let that happen to you! Business meetings should be conducted by Roberts Rules of Order. Every meeting should be supported with an agenda that includes time, place and who to contact. Try to control meetings to sixty-minutes. Ask participants not to bring problems to the meeting unless they have solutions. This will allow the chairman to keep in control of the meetings and they will be more productive.

Shrine club and unit meetings can be productive, entertaining and fun if the leader conducts the event properly. good social meeting should include food, fellowship and entertainment. The objective is to make every event better than the last.

Temple stated meetings should be very professional. Use Shrine protocol and apply parliamentary procedure, Roberts Rules of Order.

Station Greeters at door's to welcome members. When starting the meeting, darken auditorium, by using spotlights, introducing divan, flag presentation and use Shrine pledge. Instill pride and unity!

Provide live or tape music when presenting the colors. This is impressive, adds pageantry and nobles like it. Keep meetings to less than ninety-minutes. Keep the meeting moving and interesting. Provide plenty of fellowship and offer food before or after the meeting then they will return. Boring is out!

Temple officers should make every effort to speak to or shake hands with as many nobles as possible. This inspires the membership and makes them feel like they are welcome and a part of the movement. Never allow a noble to stand alone. If that happens more than once, there is a good chance you will never see him again. Temple officers should dress up-scale for stated meetings. Officers should be prepared to provide his message in professional form. After all you not only represent your Shrine Temple but the greatest organization of men in the world. Temple stated meetings, if used properly, can motivate and energize members into productive action. Members enjoy seeing temple officers working in harmony. The result builds confidence and respect in you and those who serve you.

Programs

Productive programs and fun activities could lead our temples to retaining members and full recovery. Many current programs are obsolete and designed for older nobles. Our membership is getting older requiring leaders to concentrate more on younger nobles and their interest. Many temples are having a difficult time attracting crowds because of non-productive events. The Shrine can not do business today with yesterday's methods and expect be in business tomorrow. **Don't stick with a losing strategy!** We can no longer dwell in the past and must search for programs to fit the needs and desires of members.

Some administrations are experiencing popular events by offering programs that featuring different styles of music. Every person likes music however there are several types. Various age groups want music that was hot when they were movers and shakers.

Try mixing good music by featuring "**Shrine Unit Ball**" involving all units and invite prospective candidates to attend. Do the same by featuring: "**Shrine Club Ball**". I recently attended these two events and everyone had a ball. The auditorium was full of happy people. Offer libations, food and fellowship then you will have achieved success. This can be a

money maker as well.

Outdoor cookouts are popular with the younger set. Everyone can dress in casual attire and enjoy outdoor activity. Several temples host B-B-Q Contest inviting Shrine families and guest to participate. Good food, fun and entertainment will draw crowds and fill the needs of the membership.

Other events for consideration are: concerts, talent show, musical, social stag, Master Mason Night, father & son event, banquet & keynote speaker, steak / fish fry, golf tournament, horse shoe tournament, family picnic, fishing tournament or smoke-out event.

Featuring family events that involves kids, grand parents and friends will attract young nobles and family. This will require a committee to plan neat things for kids and plan activity for the adults as well. Create a plan, promote in Shrine News, then produce! Hot dogs, hamburgers, ice cream, animals and clowns will make this an event families will talk about for years. This program will encourage young families to retain memberships. It takes courage to try new programs but courage is what separates good leaders from others.

Affiliations

Keep your eyes and ears open for any Nobles from other temples who may move into your jurisdiction. Invite these Nobles to attend a temple/club/unit function, meeting, dance, party, etc. After the Noble has attended one or more functions, ask him if he would like to affiliate [transfer his membership] to your temple.

Nobles who wish to transfer their membership from one temple to another must request, in writing, a Certificate of Demit from the temple to which he presently belongs. His dues must be current in that temple before the demit will be issued. If he affiliates with a temple the same year in which the demit was issued, then no dues will be collected. However, if it was issued in a prior year (no matter how long ago), he will only be required to pay current year dues.

Last, Imperial bylaws require that if another temple issues a demit to a noble living in your jurisdiction, the Recorder of the issuing temple must notify the temple where the noble now resides.

Associate Membership

Occasionally, a noble may establish residence within your temple's

jurisdiction but may not want to transfer his membership entirely. Perhaps he would be interested in obtaining Associate Membership in your temple. Associate Members have all the rights and privileges of membership in both temples except that he may not hold elective divan office in the second. He may, however, hold office in a unit or Shrine club. Have information available to provide to prospective associate members

Delinquent Members- Suspension for Non-Payment of Dues (NPD)

The increasing number of Nobles being suspended for non-payment of dues each year is alarming. While we must actively work on procuring new members, we must also be careful to see that once they have joined the Shrine, they will not become disenchanted and show up on the suspension list after one, two or three years. According to Imperial bylaws, Section 323.11(a), a temple may not carry a member on the books who is more than two years in arrears. The temple must either suspend him or remit his dues. Here are some suggestions on how to reduce the number of suspensions for non-payment of dues:

- The Vice-Chairman assigned to RETENTION/RESTORATION should obtain from the temple Recorder a list of all Nobles who are in arrears. This should be done shortly after the beginning of each year.
 - A letter should be sent from the temple Potentate to those Nobles on the list to advise that their dues are in arrears and to encourage remittance of same.
 - A follow-up letter from the Potentate should be sent to those who have not yet responded after a certain period of time (left up to the temple).
 - For the Nobles who have not responded by around September or October, one of the most successful methods known is PERSONAL CONTACT — either in person or by phone — by the Potentate, members of the Divan, a Past Potentate, a member of the Membership Committee or his Top Line Signer.
 - After all previous communications have failed, a final letter should be sent via registered mail from the Potentate. It is suggested that one or two hospital brochures be included with each letter sent to the delinquent Noble. [See materials available from Shrine Headquarters]
 - In some cases, a Noble is unable to pay his dues because of financial reasons. In these situations, the temple could remit his dues as provided by Imperial bylaws, Section 332.2(d).
-

The temple could establish a "Fraternal Fund" by getting donations from the nobility for this purpose. If the decision to remit the dues is favorable, a letter should be sent to the Noble advising him of this decision.

Suspension by prerequisite body (PRB)

Imperial bylaws, Section 323.8 states that in order to retain membership in a temple, a Noble must maintain the requirement of his prerequisite body (Masonic Lodge) unless otherwise therein provided. In order to help prevent suspension by PRB for NPD, it is suggested that, if possible, the Membership Chairman obtain a list of delinquent blue lodge members prior to their suspension. If the list is made available, the committee could proceed in the same manner as previously outlined for NPD's in this section. Usually a telephone call or visit to the Noble, advising him he will lose his membership in the Shrine if he allows his Blue Lodge membership to lapse, will be most effective.

Reinstatements

Many Nobles who have been previously suspended for nonpayment of dues would like to be restored but because of their financial status, they cannot afford the restoration fees. If this situation exists, it would be in the best interest of the Shrine to charge him only the current year's dues. There are also those Nobles who may have been suspended at a time in their life when they had financial or physical problems and had no choice in the matter. Many of them may be back on their feet and are just waiting to be asked if they would like to reinstate

Mentoring

Mentoring is like caring for family or what a sales manager does when training a new sales person. A mentor is to be a trusted counselor to someone he wishes to coach or share information. We have all been mentored in the Blue Lodge. Someone helped us in degree work and made sure we progressed through the degrees.

The military has used mentors to train recruits for hundreds of years. The Shrine is no different. To get maximum benefit of a new noble's membership it is critical to encourage him to get involved whether it be,

temple activities, join a Shrine Club or Shrine Unit.

Your temple should assign a mentor to every new novice. Provide mentoring for no less than one-year. Help, aid, assist and teach him qualities and values of the Shrine. If possible assign novice with a noble who has a common interest such as age, expertise, occupation.

Teach novice protocol, how to wear his fez, what attire to wear at events, what to do, what not to do. Share with him ladies activities and how she can contact temple office for information. Never allow novice to be alone at events. Lead him until he becomes a mentor.

Temples who have been successful mentoring new members have experienced increases in unit and club membership. Many temples display their units on ceremonial day so novices can review activity and visit one-on-one with nobles who participate in parades. They may be interested in joining Motor Corps, Horse Patrol, Foot Patrol, Greeters, Legion of Honor or whatever. Get them involved!

One of every seven Shriners is a musician. Many have not played a musical instrument for years but with some encouragement may give it a try. This is an excellent way to add members to the Band, Drum & Bugle Corps, Oriental Band, Chanters, Pipe Band or Quartet. Every noble has different interest however, where else can one find so many fun things to do than in the Shrine. Mentoring will allow him to expand his interest and perhaps become active.

Reaffiliations

Obtain from the temple Recorder a list of members who have demitted during the past three to five years that have mailing addresses within the temple's jurisdiction. Compose a letter to send to those Nobles to ascertain if they would be interested in reaffiliating with the temple. Better yet, a personal visit or telephone call to the Nobles' home is bound to have an even greater effect. Nobles desiring to reaffiliate are only required to pay the current year's dues no matter how long they have held the certificate of demit.

Restoration

The Restoration Committee should strive to restore 2% or more of temple membership annually. Thousands upon thousands of nobles have been suspended in past years because of non payment of dues. Now is the time to restore those former members. Many former members want to be reinstated but don't know how and are somewhat

embarrassed to discuss it with friends. A call from a kind noble inviting him to reinstate can be worth while and increase membership at your temple.

Before any noble makes contact with a suspended noble he should receive proper training. A good caller can restore 4 of 7 calls if he uses the proper process. It is important for the noble making calls to know why most members drop their membership.

It is recommended that each caller study **Restorations: Cause of Suspensions** before making calls. Know what to do, what to say and how to say it.

After reviewing suspensions, proceed to **Restoration Process**. That will explain how to organize the calling effort.

Proceed to **Restoration Calling Form**. This allows one to transfer data information from temple office to work sheet.

Finally review: **Restoration – All Important Call**. This will allow one to make a productive call and provide suggestions as to what to say and how to say it.

Restoration: Cause of Suspensions!

- Economic conditions: A financial disaster can change from negative to positive in a single year.
 - Bad health: This can cause a financial burden.
 - Age: Prevents some members from being active.
 - Wrong mailing address: Or, didn't respond to bill.
 - Lost interest: Membership no longer appeals to him.
 - Lack of fellowship: Poor networking activity.
 - Programs are outdated: Too many old traditions.
 - Misunderstanding: Disagreement or bad ego's.
 - Member was not accepted among group: Clicks!
 - Failed to provide value: Lack of benefits!
 - Few Opportunities to get involved in Leadership.
 - Lack of quality family programs: Never change!
 - "No one ever listens to my suggestions, desires, needs".
 - "The only time I get a call from the shrine is when I am back on my dues or you are raising money".
-

Restoration Process

- Recruit committed skilled nobles to make phone calls
 - Get a list of suspended nobles. Begin with recent year
 - Transfer Information to Restoration Calling Form
 - Train workers telephone calling skills and procedures
 - Be prepared! Study Causes of Suspensions
 - Rehearse opening, closing from Restoration Calling Form
 - If age under 65, call 7pm - 9pm, if over 65, 9am - 4pm
 - Speak very clear, slow and with volume. Don't rush!
 - "Purpose of my call is to discuss your membership"
 - We miss you! What can I do to help! Then listen!
 - The only prerequisite required is to be Master Mason
 - Make check payable to _____ Temple for \$ _____
 - Mail letter relating to the call. Thank him for restoring
 - Fill-out Restoration Petition. Mark red x where to sign
 - Enclose petition in stamped self-addressed envelope
 - If no response in 10 days, call to remind him of delay
 - A good caller can restore 4 of 7 calls. Never give up!
-

Restoration Calling Form

Recorders Office should transfer status from membership file list to this information form.

Name _____ Shrine # _____ Suspended _____

Address _____ City _____

State/Province _____ Zip _____

Res. Phone _____ Work _____

Occupation _____ Birth date _____ Age _____

Spouse _____ Club / Unit _____ Hobby _____

Year created a Noble _____

His Potentate was: _____

His first line signer: _____

Payment history: ____ good ____ late

Miscellaneous _____

Money required to restore \$ _____

Results: Use guidelines and procedures from the Restoration Form – “The All Important Call”

Date of 1st call _____ Time called _____ Made contact: Yes ____ No ____

Talked to _____

Response: _____

Cause to drop out: finance ____ health ____ lost interest ____ forgot dues ____ other ____

Will reinstate ____ will not ____ what next: _____

Date of 2nd call _____ Time called _____ Made contact: Yes ____ No ____

Will reinstate ____ will not ____ what next: _____

* Petition and self addressed, stamped envelope was mailed to former member _____

Received check: _____ (Hardship) Recommend his Shrine dues be waived: []

Noble calling: _____ Shrine # _____ Res. phone _____

Restoration - All Important Call

Opening Remarks:

My name is _____ from _____ Shrine. May I speak to someone who can inform me about _____ Shrine History.

Greetings: My name is _____ from _____ Shrine.
Did I catch you at a bad time?

Important Questions (select questions to fit your needs)

- The purpose of my call is to discuss your Shrine membership.
- Our records indicate that you are no longer on the rolls.
- We don't want to lose you as a member.
- You have worked hard to become a Shriner.
- You have a large investment in your Masonic career.
- We miss you and need you in the Masonic Family.
- What year did you become a Shriner?
- Who was your Potentate when you came into the Shrine?
- Were you in a Unit or Shrine Club?
- Only prerequisite required for Shrine is be a Master Mason.
- What can I do to help? Listen to his needs & desires.

The Close: Invite him to restore his membership!

- It will be a great pleasure for me to process your petition.
- I will mail you a petition in a self-addressed stamped envelope.
- Sign petition, make check payable to _____ for \$ _____.
- Please mail back to me for personal handling.
- Please return promptly. The Potentate will be pleased.

Make good judgment: For bad health or financial burden cause:

"It would be a privilege to recommend to the Potentate that your dues be paid in full. We all have setbacks. Part of your dues has helped others in the past. Now it is your turn."



Masonic Relations



Masonic Relations

When groups work together, exchange information, pull and push for each other, things began to happen in a positive way. Every Grand Lodge works differently. Shrine leaders should know line officers by name, their agenda and attend events when invited. For them to know you, you need to know them. Nobles should attend their Blue Lodge!

The best method to achieve this task is for temple officers to host a Masonic family dinner event inviting the top York Rite, Scottish Rite and Grand Lodge Officers. Make this a first class event that includes reception, meal and comfortable atmosphere.

Provide one large square table requiring the four organizations to face each other during the meal. Shrine officials should be dressed in proper attire and no fez. Provide courtesy toast, serve a quality meal, encourage a brief discussion and end the event with good fellowship. Attempt to coordinate events with all Masonic Bodies.

After the meal exchange agendas and provide information that will benefit all. Invite Masonic leaders to Shrine events. Provide names/phone numbers of all in attendance. Shrine officials should keep a low profile and not ask favors. Offer to help aid and assist the Masonic Family any way possible. The event will improve relations. Nothing can compare to what can be achieved if done properly.

A great way to improve Masonic Relations is for clubs and units to host a complementary Master Mason event. Identify Masons who are not Shriners then mail invitations. If no response, give them a call. Provide a good hardy meal, entertainment and presentation inviting them to the Shrine. The speech must be brief and to the point. It is important not to press them for membership. This event will help public relations and perhaps obtain new members.

Shrine temples should offer Shrine parade units to assist Masonic family. Good music and entertainment is hard to find and that is the forte of the Shrine. Assist DEMOLAY when possible. Offer Shrine facilities for their meetings and events. Whenever you have an opportunity to speak to Masons at events, it is critical you dress properly and present your speech in a professional manner. "Two-Minute Recruitment Presentation" and "Key Note Presentation" can be very helpful when preparing to speak.

Master Mason Dinner

- Obtain list of Master Masons who are not Shriners
 - Mail them a letter inviting them to an event
 - Call them after mailing invitation for response
 - Organize a welcome committee at door
 - Introduce guests to sponsoring officers & Divan
 - Provide a rapid moving but interesting program
 - Provide good food, fun, fellowship, touch of class
 - Build trust in the relationship. Don't pressure!
 - Give 2-minute Shrine presentation at closing
-



Ceremonials

Ceremonials

Ceremonials are critical to retaining members! Shrine Ceremonials offers a selection to fit your needs.

Full Ceremonial

- First Section
- Second Section
- Arch Production (optional)

Cold Sands Ceremonial

- First Section
- Arch Production (optional)

The novice is expecting a very quality event. He has experienced impressive ritual and fellowship in prerequisite degrees and expects nothing less and perhaps more when created a noble. We must honor him with our best performance and treat him and his lady as very important people if we wish to retain his membership.

Ceremonial day should be an experience the novice and his lady will cherish forever. What we say, do and how we do it is critical. Don't expect much if we embarrass, harass or distract him. Society and times have changed. We should abide by gentleman's rule.

Temples conduct ceremonials in many ways. Some offer full day, half day or two-hour events. What happens is what is important. Do everything possible to benefit the candidate and not let self-interest activity effect the out come. Nobles should dress in proper attire.

Nobles are not retaining memberships as in the past. There are numerous attractions that occupy people's time. We must offer more, do more and please him. The best way to approach that challenge is to treat him as you would want to be treated and provide him with qualities values of the Shrine.

Productive ceremonials include fellowship, mentoring, education, prestige, pageantry, patriotism, good food, fun, entertainment and fez ceremony. If you have impressed him and he feels wanted, you have achieved success. Get him involved! Do this by conducting a Novice Ceremonial Questionnaire to search for his needs, desire and interest. Many temples are filling auditoriums on ceremonial day by offering the

Arch Production. Ladies and non-Shriners are invited guests.

Arch Production

Shrine retention starts on ceremonial day when the candidate is created a noble. Honor him with quality values and your best performance.

A performance the candidate and his lady will cherish forever. Program allows invited guests to experience an impressive and everlasting positive image of the Shrine and Shriners Hospitals.

The production orchestrates Masonic family and Shrine principals, features and values into a forty minute educational and entertaining production. Modern day language and interpretations are used.

The program is open to invited guests and recognizes the candidate and his lady, or friend, as very respected individuals. Those in attendance will acknowledge the Shrine as a premier international organization.

The Arch Production will enhance Shrine image and recruitment opportunities.

Area of concentration is the construction of a unique 12 ½ foot tall arch stone by stone, while ritual cast in ancient attire narrates the script supported by music, lighting and special effects. The main attraction will feature a child who has been treated at one of the 22 Shriners Hospitals for Children.

- 21 Nobles participate in Arch Production Cast
 - 11 Nobles act as related support groups
 - 50 US state flags or Canada 12 flags are options
 - Arch Kit information, call 816-353-2086
 - Arch Script Call 813-281-8101
 - Video call 813- 281-8101
-



Public Relations



Public Relations

When conducting studies at numerous Temples, the Membership Development Team found the general public is unaware of who Shriners are, what we do or how we do it. The Shriners fraternity needs better exposure. The task lies with our leaders!

Leaders are encouraged to take advantage of the high-quality materials available through the Imperial Public Relations Department, such as booklets, posters, brochures, videos, DVDs and CDs. Many Temples have not been successful in effectively distributing Shriners PR materials to outlets that will benefit our fraternity. We can correct this situation by gaining better knowledge of our product and learning successful marketing strategies to promote our fraternity. To achieve this, we must start with training. Appoint workers who have experience and expertise in public relations. The Temple PR chairman should attend Imperial Public Relations Seminars, where he will review current programs and materials, discuss aggressive strategies, and network with people experienced in the field. Listed below are a few public relations efforts in which you and your Temple leadership can participate.

- **Public Service Campaign:** The goal of the public service campaign, “Shriners...Having Fun & Helping Kids,” is to increase awareness and understanding of the Shriners fraternity and its missions of fun and philanthropy. The campaign strives to strengthen the fraternity’s image, heighten visibility of membership, and increase fundraising and patient-recruitment efforts, while demonstrating the direct relationship between the fraternity and Shriners Hospitals. The “Shriners...Having Fun & Helping Kids” message is conveyed through numerous promotional materials, including mall and airport dioramas, billboards, posters, bus cards, car and truck decals, bumper stickers, window decals and computer monitor calendars. Each Temple’s public relations chairman is responsible for ordering these materials from the Imperial Public Relations Department and distributing them on a local level.
 - **Shriner Primer:** The Shriner Primer is a pocket-sized booklet that presents the history and purpose of the Shriners fraternity in an entertaining and easy-to-understand manner. This lighthearted, inviting approach is perfect for readers who may have little or no knowledge of the fraternity or Shriners Hospitals, and has the potential to be a strong membership tool.
 - **Media Tours and Open Houses:** Providing tours or open houses
-

are great ways to meet, educate and involve local media representatives. Your event should focus on a new program or activity of your Temple or affiliated Shriners Hospital and be something you are inviting the media to cover at that time. However, these events are also the perfect opportunity to educate media representatives in general about what the Shriners fraternity and Shriners Hospitals are, and create relationships for future media coverage. During your event, distribute professional-quality media kits and utilize your Speakers Bureau to give presentations.

- **Speakers Bureau:** Developing a Speakers Bureau comprised of good speakers who are knowledgeable about the Shriners fraternity and Masonry is an effective method of raising awareness in your area. Community organizations, such as Lions, Kiwanis, Rotary, Optimist, as well as Blue Lodge, Scottish Rite and York Rite, host functions at which speaking slots are available. Every year, the Imperial Public Relations Department in Tampa updates the Speakers Kit, which contains several speeches on various topics, all with accompanying PowerPoint presentations. You may also choose to include in your Speakers Bureau films or videos about the Shriners fraternity, Shriners Hospitals or Masonry in general. Videos are available through the Imperial PR Department, as well as from the Masonic Renewal Committee and Grand Lodges. See the Speakers Bureau Guidebook and 2006 Speakers Kit.

There are many ways to raise awareness and promote the Shriners fraternity and Shriners Hospitals. For downloadable materials, order forms and contact information, please visit the Temple Resources page on our website at www.shrinershq.org.

Things to Consider When Planning a Media Tour or Open House

Many media representatives, especially those in large markets, have been trained it is unethical to accept gifts from “subjects” or “potential subjects.” This could include party favors, door prizes, and free food and drinks. Holding an event at which these things are promoted may make a media representative feel uncomfortable or even discourage them from attending.

- Making an event appear too “social” may also discourage media
-

representatives from attending. Promote the event as an informational opportunity with an emphasis on sharing new programs, activities and ideas. Give the media a real reason to attend.

- Hold your event during regular business hours, so media representatives don't have to take time from their personal schedules to attend. If holding it during regular business hours is not possible, schedule it for an evening during the workweek, not on a Friday or during the weekend
 - Be strategic with your list of invitees. Invite reporters and editors you know are interested, or may have the potential to be interested, in the Shriners fraternity, Shriners Hospitals, or your particular program or activity. Target specific media representatives who cover issues similar to what you would like covered.
 - For example, if you are holding an Open House to promote an upcoming Shriners football game, be sure to invite journalists who cover sports and youth issues, as well as columnists and feature writers. You may also want to educate event attendees on the work being done at Shriners Hospitals, in which case you would also want to invite journalists who cover health and children's issues.
 - The best way to thank a member of the media for coverage or a job well done could be as simple as writing a personal note to the reporter and/or editor.
 - Different markets and different media outlets will react differently to such events. What may be acceptable in a smaller market may not be appropriate in a larger area. To make your Media Tour or Open House as effective and successful as possible, do your research and get advice before planning the event.
-

Appendix



SAMPLE LETTER - MEDIA TOUR/OPEN HOUSE INVITATION

[Date]

[Reporter/Editor's name]

[Title]

[Organization name]

[Organization street address]

[Organization city, state zip]

Dear [Reporter/Editor's name]:

[Your chapter] shriners would like to invite you to a [media open house/tour] on [day, month, date, year] at [time am/pm] at [location], located at [address]. [Your chapter] shriners is the local organization [explain activity and provide date/location].

[Explain in concise detail the activity or program in a manner that would make it relative to a media representative. If the activity or program deals with shriners hospitals, leave the following paragraph where it is. If the activity or program deals more with your chapter or the fraternity, switch the following two paragraphs.]

An international system of 22 hospitals in the U.S., Canada and Mexico, Shriners Hospitals for Children provides expert, family-centered care, at no charge. Children under the age of 18 are eligible for treatment of orthopedic problems, burns, spinal cord injuries, and cleft lip and palate, regardless of financial need or relationship to a Shriner. Shriners Hospitals for Children is also committed to research and teaching.

[Your Chapter] Shriners is one of the 191 Temples – or chapters – of Shriners of North America, an international fraternity of more than 411,000 members in the United States, Canada, Mexico and the Republic of Panama. Shriners of North America founded Shriners Hospitals for Children in 1922, and since then, more than 800,000 children have received care, all at absolutely no charge.

Please join us for an informational [MORNING/AFTERNOON] about the [Activity/Program], [Your chapter] Shriners and Shriners Hospitals for Children on [Date]. Please feel free to contact me if you have any questions or concerns. We very much appreciate your time and consideration, and hope to see you at our [Media/Open House Tour].

Sincerely,

John Q. Public Relations Chairman
XYZ Shriners

SAMPLE LETTER – DUES IN ARREARS

John Doe
1234 Main Street
Any City, USA, Canada, Mexico, Panama

Dear Noble (first or last name):

In checking the list of Nobles whose dues are in arrears, we found your name. Perhaps this is just an oversight or maybe our records are incorrect. They indicate you owe a total of \$ to bring your dues current.

If this amount agrees with your findings, would you please send a check to the Recorder's office right away. If, for some reason, you are unable to pay at this time, please contact the Recorder and advise him of your situation.

If your check is already in the mail, I thank you. However, if you are experiencing any problems that I can assist with, please let me know.

Hoping to hear from you very soon, I remain

Cordially yours in the Faith,

Potentate

SAMPLE LETTER – DUES IN ARREARS

John Doe
1234 Main Street
Any City, USA, Canada, Mexico, Panama

Dear Noble Doe:

This year I have been given the honor and privilege of serving XYZ Temple as its Potentate. This is a tremendous responsibility which I take very seriously and hope to provide the kind of leadership our temple so richly deserves. However, the effectiveness of any Shrine leader depends on the backing he receives from each and every member of his temple.

Our Recorder has informed me that your dues are in arrears and this concerns me tremendously. I certainly hope it is not an illness or financial difficulties causing this situation, but if it is, please let me know. [if your temple has a special assistance program, you can mention it here]

Perhaps it was just an oversight. Anyway, whatever the reason, I beg you to please get in touch with our temple office so we can work this out together.

You joined the Shrine for fun and fellowship and to help children with burn or orthopedic problems. We hope your expectations have been fulfilled and that you will continue to be a dedicated Noble of the Mystic Shrine.

Please let me hear from you as soon as possible.

With kindest regards, I remain

Sincerely yours in the Faith,

JOHN SMITH

Potentate

P.S. Perhaps your check is already in the mail and we just haven't received it yet. If so, please disregard this letter and accept our thanks.

SAMPLE LETTER – 2ND LETTER SENT FOR DUES IN ARREARS

John Doe
1234 Main Street
Any City, USA, Canada, Mexico, Panama

Dear Noble (first or last name):

On (date), I wrote you a letter concerning your dues which are in arrears.

As of this writing, I haven't heard from you in this regard and it concerns me greatly. Have you or someone in your family experienced some illness? Some economic adversity? Have we failed in our Shrine and Masonic obligations to you and the fraternity?

Your membership in XYZ Temple is important to us. When you joined the Shrine, you joined a fraternity dedicated to fun and fellowship but with a serious purpose — that of helping the children being treated at Shriners Hospitals. You play an important role in helping us to continue providing that special care.

Please get in touch with the Recorder's office. Perhaps we can be of some assistance to you.

Sincerely yours in the Faith,

Potentate

SAMPLE LETTER-DUES IN ARREARS REGISTERED LETTER

John Doe
1234 Main Street
Any City, USA, Canada, Mexico, Panama

Dear Noble (first or last name):

I am assuming you may not have received the previous correspondence From me indicating your dues are in arrears. Therefore, I took the liberty of sending you this registered letter.

As a Noble of the Mystic Shrine, you have the opportunity to participate in many Shrine activities. However, I fear you may not be aware that Imperial bylaws will require the temple to suspend you for non-payment of dues on December 31, 20 unless some arrangement can be made.

Our records indicate you owe a total of \$ to bring your dues current. If for some reason you are unable to pay the entire amount for both years right now, would you please remit \$ for the year. This would allow us to keep you on the rolls for at least one more year or until such time as you can bring your membership up-to-date. In any case Noble (first or last name), please get in touch with the Recorder's office and let us know your intentions.

Hoping to hear from you soon, I remain

Sincerely yours in the Faith,

Potentate

SAMPLE LETTER – INVITATION LETTER

John Doe
1234 Main Street
Any City, USA, Canada, Mexico

Dear Noble (first or last name):

(Referring name) has referred your name as a man with outstanding moral character and who might be interested in being a Shriner. The Shriners are hosting an informal reception on (date) and invite you to attend and learn more about us.

The reception is from (time) at (place). It is planned just like an open house with a short program from (time) to (time) which we hope you can attend.

Regardless, the reception is designed for you to come late or leave early or stay the whole time —we just hope you can join us!

(First name), please come directly from work, no tie required, and meet some Shriners and other men in the community who are interested in helping children.

If you have any questions, please give me a call at (phone number) and I'll see you on (date)!

Sincerely,

POTENTATE

SAMPLE LETTER PROSPECT – SORRY YOU COULD NOT BE THERE

John Doe
1234 Main Street
Any City, USA, Canada, Mexico

Dear Noble (first or last name):

We are sorry you weren't able to join us at our informal reception last week and meet members of our fraternity while learning more about Masonry and the Shrine.

While meeting some of the men within the fraternity, we had hoped to introduce you to our beliefs of truth, relief and brotherly love, fun and philanthropy while sharing in the fellowship of like minded men.

We will continue to invite you to share in some of our fun activities unless you let us know you are no longer interested. One of the fun family activities we have planned is a (event) on (date). (give details, time, place, price, etc.)

Along with fun and fellowship, philanthropy is important to Masons and Shriners. We invite you, your family and your friends to tour the Shrine Hospital (if appropriate) to see the facilities and observe our committed staff at work. (If temple is not located near a hospital, you could schedule the showing of a video about the hospitals).

(First name), we appreciate your interest in our fraternity and invite you to learn more about Shrine Masons. We hope you will join us for a fun family activity or a tour of the Shrine Hospital. If you have any questions, please give me a call. I look forward to seeing you again!

Sincerely,

POTENTATE

**SAMPLE LETTER TO PRESIDENTS OF CLUBS/UNITS
RE: PROSPECT PARTY**

John Doe
1234 Main Street
Any City, USA, Canada, Mexico

Dear Noble (first or last name):

On (date), XYZ Temple is hosting a Prospects Party for potential Shrine and Blue Lodge members to be held at (place & time). Our goal is over 100 new members of XYZ Temple in (year) and we all need to work together to achieve success.

I would like to take this opportunity to personally encourage you and your unit/club to lend your support to such a worth while event. Please take time out of your busy schedule to work with your members in searching for names of men they know in their area who are Masons, but not yet Shriners, or non-Masons who should be. The list could include sons, in laws, friends, neighbors, golfing companions/buddies, fellow church members, etc.

The future of our membership is the focus of this event. I would sincerely appreciate and encourage you to participate in this event. Our membership is only as strong as its members and there is definite strength in numbers.

(First name), I look forward to seeing you and your unit/club members at the Prospects Party on (date).

Yours in the Faith,

POTENTATE

SAMPLE LETTER PROSPECT – THANK YOU FOR ATTENDING

John Doe
1234 Main Street
Any City, USA, Canada, Mexico

Dear Noble (first or last name):

Thank you for taking the time to join us at our informal reception last week and to meet members of our fraternity while learning more about Masonry and the Shrine.

Hopefully, we shed some light upon the things in which we believe and how we attempt to live our lives.

We will continue to invite you to share in some of our fun activities unless you let us know you are no longer interested. One of the fun family activities we have planned is a (event) on (date). (give details, time, place, price, etc.)

As you learned, philanthropy is important to Masons and Shriners. We invite you, your family and your friends to tour the Shrine Hospital (if appropriate) to see the facilities and observe our committed staff at work. (If temple is not located near a hospital, you could schedule the showing of a video about the hospitals).

(First name), thanks again for your interest in Shrine Masons. We hope you will join us for a fun family activity or a tour of the Shrine Hospital.

If you have any questions, please give me a call. I look forward to seeing you again!

Sincerely,

POTENTATE

SAMPLE LETTER - THANKS FOR REFERRAL

John Doe
1234 Main Street
Any City, USA, Canada, Mexico

Dear Noble (first or last name):

Thank you for bringing your guest(s) to the Prospect Night last week. Those of us who planned and arranged the event were pleased that it was well attended and apparently well received. We hope you and your guest were also satisfied.

We need your help as no event runs perfectly. If you could give us your comments, both positive and negative, it will help us in planning improved future events.

A letter has been sent to each guest who attended as well as those invited but unable to attend. We have encouraged them to attend a future family activity.

While we strive to stay in touch with them centrally from the office, we encourage you to remain part of the process and follow through with them until they are Shriners. If we can help in any way, please let us know.

(First name), on behalf of the entire Divan, we thank you again for your efforts and suggestions. We look forward to hearing from you very soon.

Yours in the Faith,

POTENTATE
