



## MEMBERSHIP GUIDE



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## **INTRODUCTION**

### **MEMBERSHIP (MORE MEMBERS) MAKES DEMOLAY WORTHWHILE!**

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 necessary.

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 among 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 members 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 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 (i.e., dances, fishing trips, visitations, etc.). The advisor said that the members 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.

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 programs 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 to be.

### **ACCEPT THE MEMBERSHIP CHALLENGE!**

Just imagine how things can be in your Chapter if you only had enough members. Just think of the things you can do!!! For example, holding a fund raiser that raises enough revenue so the Chapter could charter a bus to go snow tubing. Organize a high mountain camping trip. Raise money for the Chapter to make a chapter wide trip to Kansas City to see the International Headquarters, and take the DeMolay historical tour. Charter a plane to Hawaii. All of these activities, and more, have been done by DeMolay Chapters, and could be done by your Chapter. The possibilities are endless. All that is needed are executed, enthusiastic and active members.

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 the 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 or her? Who will follow through on the plan that your 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. With 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 has been created for you to show how one person (YOU) can make a difference. It is said that DeMolay builds leaders. Now is your chance to be that leader; lead by example. Recruit a new brother today!

**YOU CAN MAKE A DIFFERENCE!**

## **SECTION I.      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 for your committee. Some places to start might be:

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

Be creative and look at all the 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 a quiet location with food so that everyone is relaxed. Refreshments are important because this first meeting may take a while. The committee should be limited to no more than ten (10) people. Ten (10) is great, but five (5) 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 work 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.

Thoughts you should impart on the committee include:

**"WE NEED TO WORK TOGETHER AS A TEAM."**

**"TOGETHER WE CAN MAKE THIS PROGRAM WORK."**

**"WE NEED TO MAKE THIS HAPPEN IN ORDER TO MAKE OUR  
CHAPTER BIGGER AND BETTER."**

## 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 or she is 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 effectively and in a way that all the members will become enthusiastic. **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, Assistant Executive Officer, Director of Membership or State Officers for help in putting a regional team together, then call them.
10. Live up to your obligation with your new members. **Bring them all the way into a brotherhood that is DeMolay. Involve them in every activity in 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 cannot 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 II. CHAPTER ANALYSIS

Although welcoming any new young man into a DeMolay Chapter is helpful toward attaining your chapter's respective membership goal, it helps to know where your chapter's strengths and weaknesses are. In addition to the reports that you can print out on the DeMolay International eScribe (i.e., Growth, First Line Signer, Summary, and Top Signers) there is other analyses that will still have to be done by hand. For example, age breakdown, grade and school breakdown, and activities breakdown. Examples of these are set forth below. Assessing the results from these charts will help your chapter better identify areas it can better target to grow and develop the chapter! Any zeroes in these charts indicate weaknesses...

### Age Breakdown of Active Members

<div style="border: 1px solid black; padding: 10px; text-align: center;"> <u>This</u>  <u>Is</u>  <u>Your</u>  <u>Chapter's</u>  <u>Nucleus!</u> </div>	<u># of 13 year old's</u>	_____
	<u># of 14 year old's</u>	_____
	<u># of 15 year old's</u>	_____
	<u># of 16 year old's</u>	_____
	<u># of 17 year old's</u>	_____
	<u># of 18 year old's</u>	_____
	<u># of +18 year old's</u>	_____
	<b><u>TOTAL</u></b>	_____

### Grade Breakdown

<u>School Names</u>	_____	_____	_____
12 <sup>th</sup> Grade	_____	_____	_____
11 <sup>th</sup> Grade	_____	_____	_____
10 <sup>th</sup> Grade	_____	_____	_____
9 <sup>th</sup> Grade	_____	_____	_____
8 <sup>th</sup> Grade	_____	_____	_____

### Activities Breakdown

School Names	_____	_____	_____
Football	_____	_____	_____
Basketball	_____	_____	_____
Band/Choir	_____	_____	_____
Drama Club	_____	_____	_____
Student Government	_____	_____	_____
School Paper	_____	_____	_____
Debate/Forensics	_____	_____	_____
FBLA	_____	_____	_____
Other	_____	_____	_____



### **SECTION III. THE SEVEN STEPS OF SELLING**

On the following pages, we will review in greater depth the “Seven Steps of Selling,” which are:

**Step #1. Product Knowledge:** Know what DeMolay is and what DeMolay does. Be able to answer the question “What is DeMolay?” and other Frequently Asked Questions.

**Step #2. Prospecting:** Prospecting means finding the people you want to sell on DeMolay. Simply put, decide who you want to have in your Chapter and then sell them on the idea or joining. Remember, there are only a few requirements to be eligible to join DeMolay: (1) the young man must have a belief in a Supreme Being, (2) he must be between the ages of 12 and 21, and (3) he must be of good character and reputation.

**Step #3. The Approach:** You’ve heard the saying “first impressions are lasting”? The first time you talk about DeMolay to a prospect is the most important. You want to get him excited about it, just as you are, then make an “appointment” to meet with him later to discuss it in detail.

**Step #4. Establishing Needs:** In order to sell a prospect on joining DeMolay, you need to find out what he likes to do or what he would get out of DeMolay. Find out what sports he likes to play, what his hobbies are, what he likes to do for fun, etc.

**Step #5. The Presentation:** You have completed the groundwork, and now is the time to ‘SELL’ DeMolay. Build your presentation (sales pitch) around “his needs.” In other words, if you have a friend who is really into basketball, tell him about the Basketball Tournament and then ask him to join the team. If he is a student leader, tell him about becoming a Councilor or committee chairman, or attending a Leadership Conference. Tell him, “In DeMolay, we do what members like you want to do!”

**Step #6. Close the Sale:** Get your prospect to join! Give him a membership application, and have him sign on the spot. Don’t take “NO” for an answer. If he says “no,” go back to step #4 and reestablish his needs, then rework step#5, the Presentation, and then ask him to join again. Do this until he says, “YES.”

**Step #7. Follow-Up:** Once the prospect is initiated, you’ll want to keep him, not just as another member but as a true part of your chapter. Help him learn and give his obligations. Give him something to do, like a committee assignment or an office. Have the activities you told him about when you made your presentation to him (Step #5) Don’t let your hard work disappear!

**NOW, REPEAT ONE THROUGH SEVEN...**

**Remember, the most important step for you to take is the first step!**

## **1. STEP #1. PRODUCT KNOWLEDGE**

There are two distinct groups that you must appeal to when trying to secure a MEMBERSHIP application: The prospect and his parent(s). Always remember that **YOU** must make a good first impression for DeMolay. Even if you have known the person for a long time, remember you are representing DeMolay. To create the good first impression, you must be prepared for any questions that may be asked, have confidence in what you are doing, and keep it simple enough to be understood.

**The Prospect:** The prospect more than likely will not be primarily interested in the moralistic things that DeMolay teaches, such as the Seven Cardinal Virtues. He will understand those things after he is initiated. You should, however, share these with him prior to his initiation, and tell him about the degrees and their purpose. What the prospect really wants to hear about are the fun things that DeMolay has to offer, such as our sporting activities, social activities, and the great opportunity to meet and make new friends. Sell him on these points, but don't forget to mention other DeMolay activities, such as community service projects and raising funds to support our own activities. Make it a point to tell your prospects that the Chapter does activities that are selected by the members themselves.

**His Parents:** You must also inform the prospect's parents. They will be interested in hearing what their son can gain through MEMBERSHIP in the Order of DeMolay. Explain to them the Seven Cardinal Virtues, as well as the well-rounded program of activities. Explain to them that DeMolay is a different type of youth group, which provides a supplement to home, school and church. Tell them that it gives their son a chance to gain leadership experience first-hand by helping plan the activities in which he will be participating. Invite the parents to join with the Chapter for one of its functions. Tell them about your Chapter's Adult Leadership Team ("Advisory Council") or Parents' Club. Inform them of the fact that all DeMolay activities have adult supervision. Tell them we welcome their involvement and give them the phone number of your Chapter Advisor. Encourage them to participate.

### **Be Prepared:**

Familiarize yourself with this booklet and be able to answer most of the questions that may be asked. Do not memorize the material but know it well enough so you can put it into your own words. Use some of your own DeMolay experience to help answer the questions. Speak from your heart. Practice your approach!

### **Have Confidence:**

It's obvious that you must have confidence in the Order of DeMolay and in yourself. After all, there is no other organization quite like DeMolay in the entire world. There is no other organization with the activities and programs that DeMolay can offer to its MEMBERS. Remember, as a DeMolay salesman, you must have confidence in yourself. You know more about DeMolay than any NON-MEMBER. **THAT MAKES YOU AN EXPERT!** In most

cases, your prospect will be asking questions that you can easily answer. However, if he or his parents should ask one that you don't know the answers to, simply say (with confidence), "That's a good question. I don't know the answer, but I'll find out and let you know." (Then find out the answer and get back to them.)

### **Keep It Simple:**

You don't want to bore your prospect with detailed accounts of every aspect of DeMolay. Keep your statements and answers in simple terms that are not complicated. Keep things short and to the point, and you will have a new member in no time.

### **IMPORTANT TIPS**

1. Be well prepared when approaching a prospect and his parents.
2. Be outgoing and enthusiastic; you should be excited about DeMolay.
3. Always know the date of the next Initiatory Degree and equally important, the date by which Membership Applications and fees must be submitted to the Chapter.
4. Discover your prospect's interests and relate them back to your Chapter's activities.
5. Don't tell him that your meetings are secret or you can't tell him anything about them. Explain to him that at your meetings, you plan your future activities.
6. Try not to rush him; let his interest gradually build.
7. Tell him about the friends he will make.
8. Offer him rides to meetings and activities.
9. DeMolay activities are numerous or can be, so don't say "all we ever do is .....".
10. Get to the point; don't use descriptions that are too complicated.
11. Don't use titles, words or acronyms that the non-member wouldn't understand, such as: Master Councilor, Installation, PMC-MSA, etc.
12. Have a membership application on hand to give to your prospect (See, Appendix "E"). You should carry one at all times.
13. Stress the greatness of our organization. It's worldwide!
14. **Always check the DeMolay International or New Jersey DeMolay websites for the most current membership applications and pamphlets!**

## **FREQUENTLY ASKED QUESTIONS**

In order to be able to have knowledge about what DeMolay is and what DeMolay does, it is suggested that you are able to give answers to common questions about DeMolay...

**Q. What is DeMolay?**

A. DeMolay is Fun, and DeMolay is YOU! DeMolay is and can be most anything you would like it to be. We have sports, dances, leadership opportunities, all sorts of competitions in all sorts of areas, and it's the largest fraternity for young men in the world.

**Q. What do you do?**

A. We do almost everything and anything. We have dances, parties, and picnics. We play most sports, from basketball to softball to tennis. Our Chapter's next activity is: \_\_\_\_\_, and you're invited.

**Q. How big is DeMolay?**

A. DeMolay was started in 1919, and since that time, over one million young men just like us have joined. Today there are about 1,000 Chapters located in all 50 States and also in several foreign countries (such as: Brazil, Italy, Germany, the Philippines and Canada).

**Q. Who belongs to DeMolay?**

A. Lots of guys just like us, who like to have fun at great activities and to learn things that will prepare us for the future. By the way, do you know \_\_\_\_\_?

**Q. What are the membership requirements?**

A. To join DeMolay, you must be a young man between the ages of 12 and 21, believe in a Supreme Being, be a person of good character and good reputation, and "sign right here"!

**Q. How much does it cost to join?**

A. In our Chapter the membership fee is only \$\_\_\_\_\_. This is a life membership in the Order of DeMolay. You never have to pay dues. However, we do at times have to pay for some of our activities.

**Q. When and where do you meet?**

A. We meet on \_\_\_\_\_, and we meet at \_\_\_\_\_. We meet twice a month, to conduct our business and also to have other programs like the initiation of new members, entertainment, or we work on planning our projects.

**Q. Can I attend a meeting?**

A. Well, you can't attend a formal Chapter meeting until after you've joined, but you can come to our activities and meet some of the guys. If you really want to attend a meeting to see what it's like, you can come to our next meeting for a while, and I will introduce you to all the other guys.

**Q. Are there girls in DeMolay?**

A. DeMolay is a group for young men, but there are girls at almost all our activities. Many Chapters hold activities with the local Rainbow Assembly, which is a similar group only for girls.

**Q. What makes DeMolay different from other young men's organizations?**

A. What sets us apart is that we have a feeling of "Brotherhood" that comes from belonging to our fraternity. When guys join, they go through ceremonies of initiation and become LIFE LONG MEMBERS of our group.

**Q. Is DeMolay a religious group?**

A. No, DeMolay is not a religious group. DeMolay teaches no religion but expects each member to have a belief in a Supreme Being in order to join. Your religious beliefs are your own.

**Q. What are the ceremonies I would go through?**

A. That's a good question to ask. Ever since DeMolay began in 1919, all of its members have gone through the same ceremony to join. When you join, you will go through the same ones I went through, and the same ones that other people like John Wayne, Bill Clinton, and Walt Disney went through.

**Q. What is the initiation like?**

A. To join DeMolay, you must go through two ceremonies, which we call “degrees.” The first is the Initiatory Degree where the Seven Cardinal Virtues (precepts) of a DeMolay are explained to you by the guys in our Chapter. The second degree is the DeMolay Degree. This one is great! It's where we dress up in costume and put on a play for you to watch. The play is about the trials of Jacques DeMolay (the person our group is named after) and teaches us about the bonds of friendship and loyalty we share as DeMolay MEMBERS.

**Q. What are the Seven Cardinal Virtues?**

A. They are the basic life principles that will help us be better people. They are: 1) Filial Love (love of parents), 2) Reverence for Sacred Things (respect for things you feel are important to you or for things others feel are important), 3) Courtesy (to family, friends and the public), 4) Comradeship (friendship), 5) Fidelity (being true to your friends and beliefs), 6) Cleanness (in thoughts, words and actions), and 7) Patriotism. You will learn more about them when you join.

**Q. What is a fraternity?**

A. A fraternity is an organization whose members have a special bond with one another regardless of age or position. It is a brotherhood built on common interests that supports and provides activities for its members.

**Q. Is DeMolay a secret fraternity?**

A. We are not a secret fraternity and hold no secrets from non-members as to our type of group, our purpose, activities and beliefs.

**Q. Where does the name DeMolay come from?**

A. Jacques DeMolay lived during the 14th century in France, which was the time of the great Crusades. He was the last Grand Master of the Knights Templar, which was a fraternity of Crusading Knights in France. He was a Knight and leader of men, who stood up for the less fortunate and was true and faithful to his cause and his friends to his death.

## 2. STEP #2. PROSPECTING

“Who are you selling to?” “Oh sure, that’s easy.”

- Must be a young man;
- Between the ages of 12-21;
- 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 12-21, who is basically a good guy, who believes in a supreme being, is a **suspect** to becoming a member of your chapter. That means a **SUSPECT** is anyone who

- Is a young man;
- Between the ages of 12-21;
- 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. If you can’t think of any, then perhaps you should distribute some referral forms (See, Appendix “A”) to your friends, family, teachers, coaches, local lodges, or anyone else that you think may be able to refer you a potential member. Remember though, that the way you turn a **suspect** into a **prospect** is by educating him about DeMolay.

## 3. 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 to get to 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 the sporting events, dances (yes, with the girls!), and the hayrides. (Yes, again with the girls!) Don’t make such a big deal out of what to say, just what you feel...the rest comes easy!

#### 4. 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 (See, Step #1)**. You should know all the things or **features** DeMolay has to offer. Then, in turn, fit these **features** to what your prospect is looking to buy. For instance, you know that one **feature** of DeMolay is the ceremonies, 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 ceremonies is the **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 another DeMolay 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 ninety-plus years, the **benefits** change from person to person. This means the **feature** of there ceremonies may have a different **benefit** from one person to the next. One member may **benefit** from the ceremonies 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



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 ("LTC"). At the conference, the DeMolays were asked what they thought was the best **benefit** of joining DeMolay. They may aid you in coming up with some of your own.

### **DeMolay Selling Points**

- **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 LTC considered attributes of membership in DeMolay are:

Activities  
Honor  
Pride  
Sports  
Learning  
Drama  
Citizenship  
FUN  
Friendships  
History

Morals  
Virtues  
Cleanness  
Social Events  
Planning  
Public Speaking  
Competition  
Loyalty  
Ritual (a/k/a ceremonies)  
Patriotism

and others...

## 5. STEP #5. THE PRESENTATION

The Presentation or sales package that you and your membership committee decide upon will be one of the 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 #5 several different presentation styles for you and your committee to look over and then discuss. Which one will best fit your needs? In Section IV of this book, we go into greater depth to review these five (5) presentation styles.

**1. One-On-One:** This is the most effective way to recruit new members. You approach one other person, talk to him about what a great time you're having in DeMolay, and get him to fill out an application. Your personal abilities make this approach work best.

**2. Large Prospect Party:** In this method, you invite a large number of prospects, at least 20 or more, to a "rush party." Follow the program exactly, and it works!

**3. Small Prospect Party:** Sort of like the large prospect party, but you only invite a few, say 3 to 10, prospects. This is more personal, and you have more time to talk to each prospect individually.

**4. Special Team Approach:** This is like the One-On-One approach, except three (3) members and one advisor make an appointment to visit the prospect and his family at his home. It is a more "formal" way to recruit one member at a time.

**5. Ten Most Wanted:** Compile a list of the ten guys in your community you really want to join. Then make a planned approach to contact each one. When you have successfully recruited one, add a new prospect to the list. Always keep a list of ten guys you want in.

## 6. 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 start your membership campaign. You have got to explain to your members that they have to make the time to sit down with a 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 **MEMBERSHIP APPLICATION** in front of him as he tells him how glad he is that he has taken the opportunity to bring him into the chapter and to share the **FUN** of DeMolay.

Now then, if you have gone through Steps #1-#5, and the prospect still does not want to join, what do you do? What has happened? What went wrong? You ask yourself, what would have gone wrong? I learned more about DeMolay (Step #1, "Product Knowledge"). I

figured out what prospecting meant and learned how to turn this guy from a **SUSPECT** into a **PROSPECT** (Step #2, “Prospecting”). I took the first step toward making him a new member by making the **APPROACH** (Step #3, “The Approach”). I **ESTABLISHED HIS NEEDS** by finding out what he would like to receive from DeMolay (Step #4, “Establishing Needs”). And, I made a good **PRESENTATION** (Step #5, “The 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 worshippers...

**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 heyday, when there was a DeMolay chapter in most towns, an average high school football team had 15-20 players. Today, a “AAA” high school football team has over 100 players. 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 and Going Places:** Again, when DeMolay was really big, most families only had one car. Today, most families have two and maybe even three. More common today, however, you may encounter a single-parent family that may have several children who participate in different activities.

**Television (and Video Games/Digital Media):** 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, plays video games or watches videos on his phone or other device 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.

**Romantic Companions:** O.K...you’re right, DeMolays did have girlfriends back in the ‘good ol’ days!

This list of obstacles can be quite large, but we can overcome them. There are several ways to get through the 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. (See, Appendix "F"). Tell them about the **SEVEN CARDINAL VIRTUES**, tell about what we believe in. Many Catholic priests support what DeMolay teaches and have no problem with members of their parish joining. (See, Appendix "G"). Granted, some do. All we can do is try.

The second thing we have to do to get through the "**THE BIG O**" is to realize what we are up against. What do **SCHOOL, SPORTS, BEING ABLE TO DRIVE AND GO PLACES, TELEVISION** and **ROMANTIC COMPANIONS** all have in common - - **TIME**. We all have to compete for a young man's **TIME**. There is a lot of activities available to him - - Scouting, pep-band, video games, 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 doesn't 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**.

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!

## **7. STEP #7. FOLLOW-UP**

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, "Follow-Up," leads to another part of bringing new members into your chapter. The **ORIENTATION, MENTORING AND RETENTION** of your members.

The appendices of this chapter contain several 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 at the following appendices:

## **SECTION IV.     VARIOUS TYPES OF MEMBERSHIP PRESENTATIONS**

As discussed in Section III, Step #5 (“The Presentation”), there are five (5) general types of membership presentations. They are: **(1) One-On-One; (2) Large Prospect Party; (3) Small Prospect Party; (4) Special Team Approach; and (5) Ten Most Wanted.** This Section will provide a greater and more detailed exploration of these various types of membership presentations. In addition to the above, review the extra membership ideas in Appendix “H” of this this booklet!

### **1. ONE-ON-ONE**

This is the oldest and best way to sell 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 (See, Appendix “E”). Salesmen can be DeMolays, sweethearts, mothers, fathers, advisors, etc.

This approach requires the salesman to be knowledgeable and to articulate about DeMolay, and can be used everyday of the year. In addition, each salesman must be willing to try to sell his/her teenage male friends on DeMolay. And, that he or she cannot be demoralized or put down by a refusal to join. As an example of one-on-one, see the article at Appendix “I,” entitled, “There Is More than One Way to Sell DeMolay...”

Some young men (and women, too!) 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.

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;
- Rainbow Girls;
- Sports Groups (i.e., Pop Warner, Little League, PAL Leagues, etc.);
- Boy Scouts;
- ROTC;
- Any many more!

## 2. LARGE PROSPECT PARTY

In planning your Large Prospect Party (or “Open House”) you MUST keep in mind that everything must be done in a 1<sup>st</sup> Class manner. In most cases, this will be the first introduction that your guests will have with DeMolay! It is important to leave a positive impression on all who attend. Remember, a first impression is normally a lasting one.

Your “Open House” should be held at your normal meeting location. You may, however, decide to hold it elsewhere because of special circumstances.

You should choose your date of the event well in advance, as your mailing of invitations should be made four weeks prior to the event. Although e-mail is also acceptable, a letter sent via regular mail adds an extra level of class to the program. In order to allow preparation time to prepare your mailing, a total of 6 to 8 weeks prior to the date of the event is suggested.

The recommended format would include a dinner for your guests. This would serve as a good opportunity to socialize or to get acquainted with the potential volunteers.

The dinner could be sponsored by a local masonic group, who may even prepare it for you. Your budget for this event could be inexpensive if your menu includes spaghetti and meatballs. We would suggest something nicer to show the class of our organization. Your masonic sponsor would most likely have an appropriate suggestion.

### A BUDGET FOR THIS EVENT

*If you planned for 50 letters in one Open House, your cost could be as follows:*

<b>Postage for 50 envelopes and return postcards</b>	<b>\$75.00</b>
<b>Printing of Letters</b>	<b>\$10.00</b>
<b>Brochures</b>	<b>\$8.00</b>
<b>Follow-up Letters</b>	<b>\$10.00</b>
<b>Name Tags</b>	<b>\$2.50</b>
<b>Dinner Expense</b>	<b>\$150.00</b>
<b><u>After Presentation Refreshments</u></b>	<b><u>\$20.00</u></b>
<b>Total Expenses</b>	<b>\$275.50</b>

You may be able to get this event sponsored, but the above is a realistic budget for your “Open House.”

## **PREPARE THE MAILING**

A suggested mailing for your “Open House” would consist of:

- 1) An invitational letter to the guests.
- 2) A DeMolay brochure
- 3) A return postcard; and
- 4) Directions, if necessary.

The letter should be individualized if possible, which would present a 1<sup>st</sup> Class image (e.g., each letter addressed “Mr. Joe DeMolay” with address and “Dear Joe” salutation). You could save time mailing this by using window envelopes and properly folding your letter.

The post office has pre-stamped window envelopes available. If you pre-plan far enough in advance, you can order pre-printed return-addressed pre-stamped envelopes for a minimal price directly from the post office. Ask your local postal employee.

In the event that New Jersey DeMolay does not have a readily-available brochure, additional brochures are available online and printed locally or ordered from DeMolay International. You may decide to use another brochure, but the purpose is to provide an attractive, informational brochure.

The postcard should be pre-stamped and pre-addressed and include a place for a phone number to assist you with following up with the guest.

A set of directions to the location of the “Open House” should also be considered.

The mailing should be fully prepared and sent out 4 weeks prior to the event. A last-minute mailing will produce lower results and indicate the poor leadership and organization of your event.

## **FOLLOWING THE RESPONSES**

As the positive postcards are returned, keep them organized so you can keep your dinner committee informed on the number of people you are expecting to attend the event.

Keep the “cannot attend, but keep me on the list” postcards in a separate group for future follow-up.

One week prior to the event, send a follow-up reminder letter to all responses who said they would attend.

Prepare name badges for all those known to be attending.

### **ADDITIONAL SUPPORT IDEAS**

Some of the following may lend support to your “Open House”:

- 1) A banner on your lodge building noting “Home of DeMolay Leaders” or “Coming Soon: DeMolay Leaders Open House”.
- 2) Advertisement in a local newspaper to get “DeMolay Leaders” name into the public eye.
- 3) Advertisement on local cable channel or radio.
- 4) Current members to wear DeMolay shirts locally just after mailing is sent.

This is a great time to promote the “DeMolay Leaders” name, as it will catch the public’s attention after they receive their letters.

### **TELEPHONE CALLS/E-MAIL FOLLOW-UP**

Proper telephoning/e-mail follow-up is very important before the “Open House.” You should remember that the prospect may not know anything about DeMolay and has no idea who will be at the “Open House.” 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 school. **Make it easy for him to say “yes!!!”**

#### Telephone Follow-Up

If you have a telephone conversation with the candidate, a good phone conversation will have a huge impact. 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 your 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 to handle the first telephone calls is important. As said before, the prospect probably does not 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.

**NEVER, EVER TEXT OR MESSAGE FOR THE INITIAL CONTACT!**



First Call Checklist/Guide

- \_\_\_\_\_ Ask for prospect by name.
- \_\_\_\_\_ Identify yourself and that you are from \_\_\_\_\_ Chapter.
- \_\_\_\_\_ Ask if he got our letter.
- \_\_\_\_\_ Tell him that the “Open House” is in \_\_\_\_\_ days and that you hope to see him there!
- \_\_\_\_\_ If at this point he says he can’t make it, you should tell him; “I sure hope you can” and “that there will be a lot of guys there from his school.” Do you know \_\_\_\_\_ or \_\_\_\_\_ - both of them will be there, and \_\_\_\_\_ is a DeMolay already!”
- \_\_\_\_\_ **BE SURE TO TELL HIM WHAT TO WEAR.** “This is a real informal affair; just wear jeans.”
- \_\_\_\_\_ Thank him for deciding to come..., or
- \_\_\_\_\_ Tell him you will call him back to see if he can make it after all.

• If the prospect is not available at the time of your telephone call, you should leave a message and 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 Checklist/Guide – The night before the “Open House,” it is time to put your telephone fingers to work again. The second call should be a reminder and kept very informal. Only if previously discussed should you text/message for the second call follow-up.

- \_\_\_\_\_ 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.)
- \_\_\_\_\_ The prospect may be a little nervous, considering the “Open House” is the next day. Call him by his first name. Say, “Hi, \_\_\_\_\_.”
- \_\_\_\_\_ Identify yourself.
- \_\_\_\_\_ Tell him you are just calling as a reminder about tomorrow night.
- \_\_\_\_\_ Ask him if his folks need directions.
- \_\_\_\_\_ Tell him again that it is informal, and remind him if he needs to bring anything (i.e., if a pool party, items such as a swimsuit, towel, etc.).
- \_\_\_\_\_ Tell him again about the guys that will be there from his school.
- \_\_\_\_\_ Get the commitment. It’s up to you, the caller.

### Electronic Mail

We live in an age of greater and greater electronic communication. In the event that a prospect replies to you electronically – and gives you a reply telephone number – you should always reply via telephone first. Then, and only then, should you reply electronically if (1) you do not speak with the candidate and you leave a message, or (2) you speak with the candidate, and they request you to follow-up with e-mail.

If you do reply to a candidate via e-mail, remember that proper spelling and grammar is vital. Any communication with a prospect must be professional and tasteful – including your e-mail address itself! Always remember to reply or send communications to each candidate individually (not as a group), and that you should always “cc” the event chairman and any other point persons who may need to be part of the thread because of their role in the “Open House.”

### **THE “OPEN HOUSE” PREPARATION**

Make sure your location looks it’s best for the event, as this is a reflection on Freemasonry also! Make sure that your masonic sponsor understands the scope of your program.

Double-check with your dinner sponsor/committee to make sure all dining articles are taken care of. Will you have plenty of soft drinks, etc.? Be a good host to your guests.

Your main presentation area will most likely be the chapter (lodge) room. Make sure of all presentation needs, electrical outlets, lighting, sound system, etc.

We suggest that you set-up the altar (cloth, bible, schoolbooks) in the chapter room. Make sure the American flag is there.

### **“Open House” Presentation Check List**

_____	<b>Projector (with sound) or Large TV</b>
_____	<b>Laptop/DVD Player and cables</b>
_____	<b>Large extension cord/multiple outlets</b>
_____	<b>Screen</b>
_____	<b>Brochures (handouts)</b>
_____	<b>Name badges (have extra)</b>

## COMMUNITY AND MASONIC NOTES

Please do not forget to contact your masonic sponsor, local masonic lodge(s) and your local community about the Open House. This event is just as important to the masons as it is to you, because the impression given to the guests of the “Open House” will be equally reflected on Freemasonry.

Community leaders should always be invited. As DeMolay is a community-based organization, the leaders of a local DeMolay chapter should always have routine contact with the ranking town officials and community leaders to keep them apprised of the upcoming events of the chapter. Don’t forget to advertise the event through the town activities committee!

Like community leaders, it would be recommended that a knowledgeable member of your masonic sponsor or lodge be present to field any questions that may arise about Freemasonry. The chapter advisory board may be comfortable enough to handle this area. Having masonic brochures available on a table in the building is suggested and encouraged. Your sponsoring body should have access to such brochures.

## THE “OPEN HOUSE” EVENT

The following is a suggested time schedule and may be altered to suit your needs:

### **6:30pm -Dinner (Total Time: 1 hour)**

Provide name tags and welcome all upon their arrival. Offer a soft drink and seat your guests. Make sure that a knowledgeable DeMolay person, who can play salesman/host is seated at each table. Don’t let the DeMolay crowd all sit together, as this is a night to be the group’s salesmen. Have someone welcome the group, say a prayer and enjoy your meal.

### **7:40 pm – Program in Lodge Room (Total Time: 50 minutes)**

Welcome and Introductions

Video

Speaking Program for Open House (Appendix “C”)

Presentation of “The Ceremony of Light” by a DeMolay member (optional)

Question and Answer

*(The entire program presentation should not last longer than 1 hour!)*

### **8:30 pm – Program in Hall (Light refreshments/Dessert and Further Question and Answer.)**

DO NOT use any high-pressure sales or sound like a used car salesman! Give it your best shot, and let your guests decide.

## **THE FOLLOW-UP**

Within a few days, follow-up by phone. Invite them to return to a Chapter meeting, event or activity. Keep a checklist to follow-up on all who attended until they give you a commitment or they inform you they are not interested. You may choose to keep the non-attendee but interested candidates from the postcard returns for a future event. Don't wait too long!

## **CRITIQUE THE EVENT**

After your 'Open House' has taken place, be sure to review your event with your committee. Discuss the weak and strong points of the entire event. What should be done to make this event better the next time? Take some notes that can be passed on to the next committee. Don't be afraid to share your successes with the State Staff or other chapters! Your ideas will help to keep this guide up to date and informative.

## **INITIATION OF NEW MEMBERS**

New members should be given a proper orientation and initiation in the Order at the earliest possible time that the ceremonies would be appropriate. Regardless of where the new member is initiated, there should be some orientation program offered to help them feel "welcome" and "part of the group." This will help to insure their interest and participation in your chapter. Remember what it was like when you first joined and did not really understand how your chapter operates.

Importantly, if the member does not receive his degrees at a state class, do not forget to file the Form 10 electronically via eScribe within ten (10) days of the initiation, transmit the membership fees, and give the new member and his parents the "New Jersey DeMolay New Member Guide Book" and his parents the "New Jersey DeMolay Parent's Guide Book." If you need extra copies, please contact a state staff member who will gladly provide them to you. At the very least, send a follow-up letter so they have another opportunity to attend a future event.

## **FURTHER FOLLOW-UP**

Follow through with all candidates who showed an interest in DeMolay Leaders until all efforts have been exhausted.

Remember, all prospective members deserve the opportunity to participate in DeMolay. Don't disappoint anyone who shows interest merely because you didn't properly follow-up with them. Every potential member is important to us, and your one extra phone call or follow-up letter could make the difference!

### **3. SMALL PROSPECT PARTY**

The “Small Prospect Party” is easier for a small-to-medium sized chapter to handle. The small party works best at someone’s home or in a smaller room at your local meeting place. An ideal number of guests would be between three to ten (3-10) prospects and the same number of DeMolay members. The active membership of your chapter should at least bring one (1) prospect to the party.

The best approach for the party is to have it start at 6:30 PM 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 name tags. The Chapter Sweetheart, if your Chapter has one, might be a good person to hand these out. At about 7:15 PM, 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 convention.

If your chapter has a Parents’ Club, be sure to have one of their representatives present to give a short talk. Likewise, if your chapter has a Chapter Sweetheart, she too should give a short talk also.

Follow the Speaking Program for Open House (Appendix “C”), and then show a slide show or video about your chapter or DeMolay in general. Afterward, have the prospects pair off with members to fill out membership applications (Appendix “E”).

If your party goes smoothly up to this point, it should be about 8:30 PM. Your prospects can now go home or participate in some type of a fun event.

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.

### **4. 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 1<sup>st</sup> Class organization!

The two DeMolays 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 including adult supervision, cost, scholarship opportunities, leadership, public speaking, 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 use as, too! Use a video either on a laptop, tablet or cell phone. (Preferably, however, a larger screen should always be used!)

If you leave without a signed membership 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 depends on the ability to 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 Appendix "B" for an "Open House" portion of this booklet or you can write new ones. Remember, we are a 1<sup>st</sup> Class organization! Check your spelling and grammar! Two letters should be sent; one (1) to the prospect and one (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 two-to-three (2-3) 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 education letter about DeMolay. If they are not familiar with DeMolay, they cannot 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 two-to-three (2-3) days after they receive the letters to set-up the appointments. When you call, do NOT say, "When can we come over to talk 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 the 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 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, and practice 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 in your presentation. Items that are helpful include...

### **MEMBERSHIP APPLICATION**

Visitation (Investigation) Questionnaire (See, Appendix "F")

A printed chapter calendar

Quick reference to 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 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!!!

## 5. TEN MOST WANTED

At a meeting of the Membership Committee or at a regular chapter meeting, a list of ten (10) names is compiled. These are names of the guys most wanted within the chapter's membership. These should be names of people who contribute to your chapter's well-being.

*Example* - 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 club.

*Example* - 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 membership from more than one school, you can be working on one of the **"TEN MOST WANTED"** people from each school.

*Example* – Say Pete Prospect is walking to class next Monday morning. Someone from the 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 members could tell him out of all the people mentioned, they wanted him in the chapter 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 meeting. He just wanted to introduce himself. This is really going to start Pete thinking.

The next day, a couple of 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 the list 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 realize it, they sure know of him and 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 on his own. Like, "What is DeMolay?" or "What do you guys do?" and "What can I do to join?" Then the next thing you know, Pete is 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.

## **SECTION V.      MEMBERSHIP AWARDS**

### **AWARDS FROM THE INTERNATIONAL SUPREME COUNCIL**

1st Petition	A Number "1" lapel pin from ISC.
3rd Petition	For every three (3) petitions you bring in, you receive a merit bar.
5th Petition	Founder's Award.
10th Petition	Blue Honor Key.
20th, 30th, etc. Petition	For every additional ten (10), you get a star to add to the Key

In addition to the above, many Chapters and New Jersey DeMolay may have special incentives and rewards for membership recruitment. Ask a state officer, staff member or Chapter Advisor whether they know of any!

## **APPENDIX**

### **APPENDIX A**

#### **Appendix A – Sample Referral Form**

## New Jersey DeMolay Membership Guide

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

Parents Names: \_\_\_\_\_

Parents Phone: \_\_\_\_\_

Parents E-Mail: \_\_\_\_\_

Referred By: \_\_\_\_\_

Please mail this form or e-mail the information directly to \_\_\_\_\_



Name: \_\_\_\_\_ Age: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

Parents Names: \_\_\_\_\_

Parents Phone: \_\_\_\_\_

Parents E-Mail: \_\_\_\_\_

Referred By: \_\_\_\_\_

Please mail this form or e-mail the information directly to \_\_\_\_\_



## **APPENDIX B**

### Appendix B – Sample Letters & Postcards

## New Jersey DeMolay Membership Guide

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David A. Glattly



7405 Coventry Court  
Riverdale, NJ 07457  
(973) 960-3377  
fmw84@optonline.net

Joe DeMolay  
123 Land Avenue  
McBride, NJ 07001

January 1, 2017

Dear Joe,

CONGRATULATIONS! You have been recommended to the DeMolay Leaders Organization, the largest organization, teaching leadership skills, for high school age young men in the world. DeMolay is a fraternal group sponsored by the Freemasons, which hosts a variety of activities to assist young men into becoming better citizens.

DeMolay Leaders activities include dances, swim parties, athletics, career nights, charitable events, public speaking competitions and much more. The main factor that separates DeMolay from other youth groups is the fact that DeMolay's programs are run by DeMolay members themselves. Our adult leaders merely advise.

DeMolay was founded in 1919 and chapters currently operate in over ten (10) countries. Over 3 million young men have been initiated into DeMolay, including John Wayne, Walt Disney, Senator Bill Bradley, President Bill Clinton, Walter Cronkite, Willard Scott, The Smothers Brothers, Dallas Green, Dan Rather, Fran Tarkenton, and many more!

To introduce you to this great organization, you and your friends, are cordially invited to attend an open house and dinner to be held **Wednesday, February 15, 2017 at 6:30 pm at the Clifton Masonic Hall, located at 1476 Van Houten Avenue, Clifton 07013.** We will begin with a complimentary dinner which will be followed by an introduction to the DeMolay program. There is NO obligation on your part.

Adults over the age of 21 of good moral character and who believe in God (or a supreme being) are welcome to assist in DeMolay. DeMolay is open to all adults of all religious affiliations. There is no religion taught in DeMolay, only reinforcement to worship in your own way.

Whatever your interests are, there is something for you in DeMolay. Don't be shy. Attend our open house and dinner as our guest, and see if you agree with me.

Please R. S.V.P. dinner reservations to me on the enclosed postcard. Feel free to call me if you have any questions. I look forward to greeting you on February 15<sup>th</sup>!

Very Truly Yours;

Frank M. Williams  
Director of Membership

## New Jersey DeMolay Membership Guide

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7405 Coventry Court  
Riverdale, NJ 07457  
(973) 960-3377  
fmw84@optonline.net

Joe DeMolay  
123 Land Avenue  
McBride, NJ 07001

January 17, 2017

Dear Joe,

Thank you for your positive response informing us that you will be attending our open house scheduled for February 15, 2017. We look forward to meeting you!

As noted in your original letter, our dinner will begin at 6:30 pm, and the dress will be casual.

Please feel free to call me if you have any questions. Thank You!

Very Truly Yours;

Frank M. Williams  
Director of Membership

NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

☐ I will attend the dinner and open house.

(I will also be bringing \_\_\_\_\_ friends to the dinner.)

☐ Sorry, I cannot attend, but please keep me on your mailing list.

☐ I am not interested at this time.

Joe DeMolay  
123 Land Avenue  
McBride, NJ 07001

Affix  
Postage

Frank M. Williams  
7405 Coventry Court  
Riverdale, NJ 07457

## **APPENDIX C**

Appendix C – Speaking Program for Open House (Model)



### **SPEAKING PROGRAM FOR OPEN HOUSE (MODEL)**

Note: No two (2) open houses will ever be identical; the below program is just an example of a speaking program.

#### **Speaker #1**

- Welcome
- Why prospects were invited
- Introductions of Everyone in Attendance
- What is DeMolay?
  - Fraternal Organization for young men between the ages of 12-21;
  - Build better citizens; and
  - We have social activities, sports and service activities.
- Talk about fun activities that your chapter has had in the past/upcoming events.

#### **Speaker #2**

- Famous DeMolays
- How DeMolay Began (i.e., 1919, “Dad” Land, 9 members, Kansas City, etc.)
- Story of Jacques DeMolay as the organization’s namesake
- 

#### **Speaker #3**

- The Chapter
- The Officers
- The Advisors
- The Parents’ Club/The Sweetheart (if applicable)
- The Sponsoring Body & Masons

#### **Other Areas you may want to cover are...**

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Service and Special Activities<ul style="list-style-type: none"><li>○ Masonic service;</li><li>○ Civic Service; and</li><li>○ Any events that are special to your chapter</li></ul></li><li>• Fraternal Activities<ul style="list-style-type: none"><li>○ Visitations;</li><li>○ Installations; and</li><li>○ Convention and other state events</li></ul></li><li>• Scholarship Opportunities!</li></ul> | <ul style="list-style-type: none"><li>• Leadership Training Conferences<ul style="list-style-type: none"><li>○ Different locations around the country;</li><li>○ Meet brothers from other states;</li><li>○ One week long (normally)</li><li>○ A TRULY GREAT TIME</li></ul></li><li>• An advisor should talk about points parents may want to hear...<ul style="list-style-type: none"><li>○ Adult supervision;</li><li>○ Cost;</li><li>○ Scholarship opportunities;</li><li>○ Seven Cardinal Virtues, and</li><li>○ Leadership/public speaking, etc.</li></ul></li></ul> |
|--|---|

## **APPENDIX D**

### Appendix D – Members' Interest Survey Sheet

## Members' Interest Survey Sheet

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 might best like to help in the actual operation of our chapter. Please supply us with the following information so that we can make sure that 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, table tennis, golf, swimming, volleyball, fishing, track, bowling, basketball, tennis, etc.) \_\_\_\_\_  
\_\_\_\_\_
3. What kinds of entertainment do you like? (i.e. dances, speakers, field trips, films, visits to industries, chess, parties, reading, etc.) \_\_\_\_\_  
\_\_\_\_\_
4. What kinds of subjects do you like to discuss? (i.e. politics, social problems, education, religion, science, people, anything, etc.) \_\_\_\_\_  
\_\_\_\_\_
5. Tell us about any other interests you might have, or what you would like to see this chapter do.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Chapter Activities

Put a check by those activities that you might like to help with.

Chapter Newsletter	___	Community Projects	___
Entertainment	___	Planning & Fund Raising	___
Ceremonies	___	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 young men whom you think would make good members of our chapter.

_____ Name	_____ Address	_____ Telephone #
_____ Name	_____ Address	_____ Telephone #

## **APPENDIX E**

### Appendix E – Membership Application

## New Jersey DeMolay Membership Guide

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1. First Name: \_\_\_\_\_ Middle (In): \_\_\_\_\_ Last: \_\_\_\_\_

2. Preferred Name: \_\_\_\_\_

3. Address: \_\_\_\_\_

4. City: \_\_\_\_\_ 5. State & Zip: \_\_\_\_\_

6. Phone: (\_\_\_\_) \_\_\_\_\_ 7. Birthdate: \_\_\_\_\_

8. Email: \_\_\_\_\_

9. School Attending: \_\_\_\_\_ 10. Grade: \_\_\_\_\_

11. Favorite School Subject(s): \_\_\_\_\_

12. Hobbies/Interests: \_\_\_\_\_

13. Clubs/Organizations: \_\_\_\_\_

14. Church/Place of Worship: \_\_\_\_\_

15. References: List 2 friends (your age) you have known for one year:

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

16. DeMolay Sponsor ID: \_\_\_\_\_ DeMolay Sponsor's Name: \_\_\_\_\_

My Parents/Guardians approve of my joining DeMolay.

17. Parent/Guardian Name: \_\_\_\_\_ Parent/Guardian Name: \_\_\_\_\_

19. Is your parent/guardian a Senior DeMolay? \_\_\_\_\_ If so, where? \_\_\_\_\_

20. Is your parent/guardian a Mason? \_\_\_\_\_ If so, where? \_\_\_\_\_

*By signing this petition, you are hereby agreeing to join DeMolay, and live by the virtues and precepts of love for parents, belief in a higher power, courtesy, comradeship, fidelity, cleanness, and patriotism.*

DeMolay Sponsor Signature: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

Your Life Membership Fee of: \_\_\_\_\_ must accompany this application.

## **APPENDIX F**

### Appendix F – Visitation (Investigation) Questionnaire

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**Visitation (Investigation) Questionnaire**

(PLEASE PRINT)

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

\_\_\_\_\_

\_\_\_\_\_

What activities do you like to take part in school or 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 or 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 two (2) DeMolays and one advisor.
2. Of the at least two DeMolays, one should complete this questionnaire and be prepared to give a report at the next chapter meeting.
3. Obtain the fee for degrees and return the fee and form to the chapter.

Signed by the Team:

Chairman: \_\_\_\_\_

Member: \_\_\_\_\_

Member: \_\_\_\_\_

Advisor: \_\_\_\_\_

## **APPENDIX G**

Appendix G – The Catholic Statement About The Order of DeMolay



### **The Catholic Statement About The Order of DeMolay**

*Quite often, members of DeMolay have experienced a sort of “communication gap” between members of the Catholic faith and the Order of DeMolay. The following statement was made in 1969 on the occasion of the 50th Anniversary Pilgrimage to Europe. You may find it helpful in explaining the possibility of a young man of the Catholic faith in wanting to petition a DeMolay Chapter. While it is a well known fact that the Order of DeMolay has no religious requirements for membership except a belief in God, oftentimes in the past, officials of particular religions have objected to their members being affiliated with DeMolay. Some of the strongest objections in this regard have come from Catholic officials, however their objections to DeMolay have gradually lessened over the years, and then a major breakthrough occurred in 1969.*

*This breakthrough was on a visit to the Vatican in Rome in July 1969 as part of the 1969 European DeMolay Pilgrimage. While the DeMolay group missed having an audience with the Pope, since he had already departed for his summer home, the DeMolays were received by the Pope's representative, Cardinal Jan Willebrands. His remarks are reproduced below and you will note the endorsement he gives DeMolay, and it is suggested that you keep this message on file as an answer to any Catholic Church officials in your community who might raise some objection of a member of their denomination joining DeMolay.*

**Remarks by Cardinal Jan Willebrands, Secretariate for Christian Unity:** It is a pleasure and an honour for me to welcome you - at the request of the Secretariat of State - in the house of the Holy Father. The Holy Father is taking a short and necessary vacation in his residence at Castel Gandolfo, preparing at the same time his journey to Africa. Therefore he can now receive only on Wednesdays. This is the reason why I have been asked to greet you in his name. The inspiration and ideal which led to the foundation of the Order of DeMolay in 1919 have their full meaning, even increasingly, in our days. Although the disaster of a world war does not afflict us at the present moment, we all know the sufferings inflicted upon humanity by the war in Vietnam, the conflict in the Middle East, the divisions through racism, poverty, etc. We live in a broken world. On the other hand, mankind has never been so united, by means of communication, as we are now. The whole world has become my neighbour, but

alas the whole world is not my friend. From the day of tomorrow on, the moon, a satellite of the earth, will fall under our direct control, will become an over-space territory, another continent. Living in an age of highest scientific perfection and technical possibilities, man tries to overcome the problems of human society and the problems of his personal life, through the application of skilled labour, which brought him so far in the domination of nature. However, with full appreciation for the values of science and power, we cannot forget that science and power are in the hands of man, they are governed by man for the service of man. It is precisely at this point, at the human level, that other elements and characteristics have to play a decisive role, those elements which made man great in his government, in his behaviour, in his relationships with his fellow men. Such elements or characteristics are above all: reverence for God, supreme source of justice and peace; love of man respecting his human dignity as a creature and son of God, and therefore comradeship, honesty towards every man and towards our country. So we fulfill the commandments given in the book of Deuteronomy (6, 5), and Quoted by Christ in the gospel of Mark (12,29): "Hear, O Israel: the Lord our God, the Lord is one; and you shall love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength", and Christ adds to this first command the second, which we find also in the book Leviticus (19, 18): "You shall love your neighbour as yourself", and he concludes, there is no other commandment greater than these. This inspiration animates the Order of DeMolay and therefore you as its members, in your service of humanity, especially of the sick, the abandoned, the invalids etc. May I, as the President or the Secretariat for Promoting Christian Unity, express my gratitude and joy that the membership of the Order includes Catholics and Protestants and Jews in a great cooperation for the benefit of humanity. I congratulate you particularly on the occasion of the 50th Anniversary of the Order and I pray that the Lord of hosts may bless you in all your noble work.

## **APPENDIX H**

### Appendix H – Membership Ideas

## **MEMBERSHIP IDEAS**

The following ideas are simply ideas and suggestions for your chapter to utilize to increase membership. Chapters are encouraged to be creative; the possibilities are endless!

### **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 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 12, they'll already feel a part of your DeMolay chapter.

### **LOCK-IN**

For some prospecting fun, DeMolay chapters can run a lock-in from 11 p.m. to 8 a.m. where the members (either a lodge or perhaps, rent a health club) participate in activities such as board games, video games, activities, 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 III 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 (A/K/A CONVENTION) 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 or Rainbow.

### **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 LOCAL 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 and hand out public information items such as *DeMolay In A Nutshell*. Names and addresses of people to contact for further information should be on the handouts.

### **VIDEO/CARD GAME NIGHT**

Members bring their favorite video or card games to the lodge and refreshments are served. Partially through the evening, hold a presentation on DeMolay, show a membership video or take time to talk to the prospects one-on-one.

### **RAINBOW PROSPECT PARTY**

Help your local Rainbow Assembly 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 or a local vendor about ordering customized shirts and jerseys.

### **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 a DeMolay video 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.

### **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.



### **GIRLS!**

Hold a dance with your local Rainbow assembly. 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 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.

### **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 - De MOLAY 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 joining. 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.

### **\$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.

### **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.

### **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 Assistant Executive Officer or Director of Membership and ask for a presentation at your next meeting. He can organize your membership efforts.

## **APPENDIX I**

Appendix I – There Is More Than One Way to Sell DeMolay...

THERE IS MORE THAN ONE WAY TO SELL DeMOLAY...

By Erle Smith

*The Following article appeared in Volume 2, No. 7 of the DeMolay Cordon, published in December/January 1951-1952. The author, Erle Smith, was the then-editor of the DeMolay Cordon.*

Jack Smith walked out of Allenton Hall un-ashamed of the tears that filled his eyes. A moment before, the regular meeting of Allenton Chapter, Order of DeMolay, had ended. The last words of the Flower Talk still rang in his ears. Never had Bill Bunting delivered it so well. Never had the Flower Talk aroused such a beating in Jack's chest and raised such a lump in his throat. Head up, fists knotted, and shoulders back, Jack Smith felt the fire of a new determination raging through his 16-year-old frame.

Before Bill Bunting's Flower Talk, Jack Smith had sat in the chapter room and heard the Advisor rip Jack and other DeMolays up one side and down the other for falling down in the membership campaign. Allenton had taken its worst licking in years in the state competition for new members. Dad Brothers had pointed out that in the 90-odd districts into which Allenton was divided DeMolays assigned to comb these for prospects had failed to turn in a single petition in 17!

Dad Brothers was especially irked over Jack Smith's failure to ring the bell in the case of Tommie Jackson. Tommie was Allenton high school's football and track star. Not only that, but he also found time to build and fly Allenton's niftiest model airplanes. Tommie did this and he did that with an abandon and skill that made him at once the pride and the envy of all who knew him. Tommie distinctly would be a prize catch for DeMolay. He would be an asset to the chapter, and, in turn, DeMolay had plenty to offer that would be good for Tommie.

However, Tommie couldn't see DeMolay. Time and again he'd turned Jack down cold. He'd even refused to let on that he was bothered when Jack dated Jo Anne for, the DeMolay Sweetheart Dance. Always, in their talks, Jack had borne down on the fun at DeMolay parties or the medals Tommie could win in the state DeMolay track and field championships.

And always, Tommie had scoffed at these things. He could date Jo Anne whenever he pleased; he had medals galore - pounds of them! And he regarded minstrel show gags as the brand that had caused his great-grandfather to kick all the slats out of that worthy's cradle!

As Jack walked homeward down the avenue, the words of the Flower Talk refused to fade out. One after another, they raced through his brain. One after another, his lips repeated those words. Then, suddenly, the realization dawned that it was that part of DeMolay - the Flower Talk: the super-impressive ritual - that Tommie *really* needed. He realized that he'd been using the wrong approach-the wrong tactics-in trying to sell Tommie on DeMolay. He realized for the first time that the hardness, the self-sufficiency, and the cock-suredness that was a part of Tommie was just so much veneer.

"I remember now how he cried at school when word came of the death of his mother in that auto accident." Without realizing it, Jack had spoken those words aloud, and they echoed in his ears like trip-hammers. Now, he realized that another sound was echoing in his ears. It was the sound of footsteps, and these were running feet!

Tommie Jackson pulled up alongside Jack and slapped him on the shoulder. Tommie wanted to know how come Jack was talking to himself? "It's pretty late for boys to be out on the streets un-attended," Tommie chided. Jack took one look at Tommie's costume and countered with a wisecrack. "Looks sorta silly to be running around in the dark in a track suit." Tommie shrugged his shoulders. "Sleep better after a coupla fast ones around the block," he explained. "Besides, it keeps me trim for these 10-second masterpieces in the hundred."

Momentarily, the appearance of Tommie tied Jack's tongue. Momentarily, gone were the words he'd planned in his new determination to use to win Tommie over to DeMolay. It irked Jack, and he blurted out a challenge. "Beat you to the drug store for the cokes!" He was off with the words. He barely heard Tommie's caustic and derisive acceptance, but he did hear the rhythmic pounding of Tommie's feet-a pounding that came closer and closer-but not close enough. Both were panting as they pulled up onto stools at Dr. Deming's drug store fountain, and told him he'd have to charge it.

Then, Tommie turned on Jack. "Where'd you learn to run? How come you're not out for track?" Jack pined a lack of time. "I'm trying to win the Representative DeMolay Award." Tommie snickered. "That's silly. That's just one medal. You could win a hundred in track; maybe more."

Jack broke in with a sales talk on the Representative DeMolay Award. "Track medals are fine but they'll never help you become a bank president," he told Tommie. "You've got to be an all-around star - a decathlon champion - in what it takes to become a leader of tomorrow, and you've got to know lots about lots of things and be able to do many things extra well to become a

Representative DeMolay. I want to be a better citizen, and I'd rather have the Representative DeMolay Award than all the sprinting medals in the world!"

Tommie, who'd just been beaten by a lad he'd always regarded as a softie, looked at Jack with brand new and un-concealed respect. "Tell me more," he urged. "It would take hours to tell you all about DeMolay," Jack replied, "but it all boils down to a handful of basic fundamentals. Leastwise, that's how Dad Brothers puts it."

Then, Jack cut loose. "Dad Brothers says there's no set way to sell all fellows on joining DeMolay. One fellow may like it for the social side; another for the sports; others go for the projects, and still others for what it does TO and FOR them. Actually, I found that DeMolay gives me something I can't get anywhere else. You think you love your mother and dad; you think you love God; that you're loyal to your country, and that you're heading to become an outstanding citizen. Then, you get into DeMolay. You rub shoulders with fellows your own age; you learn to fight and win battles with words; with ideas; with new ideals. And the first thing you know, you have a new appreciation of mother and dad; a better understanding of real loyalty to your flag and to your fellow man, and you're really on the road to better citizenship. You find that you're of an international army of marching young men nearly 2 million strong. You find that you're on the way to join the ranks of Senior DeMolays - the biggest men in the world - men who began their climb to success and fame in DeMolay chapter rooms-and admit it freely and proudly. I could tell you a lot more, Tommie, but you've got to join DeMolay to find out all that's back of what I'm saying. I can tell you one thing. There's a Flower Talk in DeMolay-a moment to honor our mothers. I remember how you wept when you learned of your mother's death. Tonight, in the chapter room, your football buddy, Bill Bunting, delivered the Flower Talk. There wasn't a dry eye when he finished. Tommie - that's something YOU should hear sometime."

Tommie pulled upon the last drop of coke from the bottom of his glass; reached over, and patted Jack on the shoulder. "It's a deal, Jack! Any guy who can beat me down a city block and then go for a Representative DeMolay Award instead of track medals...All I've got to say is that DeMolay must have something - and I want some of it, too!"