



## **Jurisdictional Management Plan**



**Dad Frank M. Williams  
Executive Officer**

**Effective June 15, 2025**

## **DeMolay International Mission Statement**

*DeMolay, the premier international youth leadership organization, striving to shape young men into leaders of character.*

*By epitomizing timeless values and accepting the challenge of leadership - both of character and of action - the young men of DeMolay transform themselves into citizens of the highest caliber.*

*Each young man takes ownership of his DeMolay experience. From generating ideas, planning events, coordinating logistics, and executing their plans, each DeMolay Chapter is responsible for defining their success. All of this is accomplished under the mentorship of trained Advisors, selected from the local community, enabling each Chapter to be uniquely tailored to support the interests of its members.*

*DeMolay is an inclusive organization that only asks of young men interested to believe in a higher being.*

*A high level of involvement and enthusiasm is far more important for success in DeMolay than any particular skill or ability.*

## **New Jersey DeMolay's Jurisdictional Vision Statement**

*Our vision is to fulfill the mission declared by DeMolay International by providing a safe and rewarding environment, enabling our youth members to succeed.*

*Our jurisdictional program, its events and structure will emphasize vital leadership development, promoting the opportunity for self-development through activities that are consistent with our Seven Cardinal Virtues.*

*All this shall be accomplished in the spirit of brotherhood, fun and fraternal relationships.*



*“The main mission of DeMolay is the building of better citizens and creating leaders through the development of character in young men. The very heart of DeMolay is eliminating any young man’s feeling of nothingness and giving him the feeling of somebody. Meaningful activities give each participating DeMolay a sense of satisfaction and contribution to help mankind and make the world a better place for everyone. “*

**Frank S. Land, Founder**

## **The Sacred Landmarks of the Order of DeMolay.**

**A DeMolay Chapter must be sponsored by a generally recognized Masonic Body or Masonic Bodies. Membership in a DeMolay Chapter shall be limited to boys:**

- (1) Who are not yet twenty-one (21) years of age.**
- (2) Who profess a belief in God and Reverence for His Holy Name.**
- (3) Who affirm their loyalty to their county and respect for its flag.**
- (4) Who adhere to the practice of personal morality.**
- (5) Who pledge themselves to uphold the high ideals typified by the seven cardinal virtues in the Crown of Youth.**
- (6) Who accept the philosophy of the universal brotherhood of Man and the nobility of charter typified by the life and death of Jacques DeMolay.**

### **Jurisdictional Strategic Plan Overview**

🏰 This jurisdictional strategic plan shall be implemented through multiple phases over the next several years. These phases will include projects that will incur varying levels of success; the resulting success shall be interpreted, analyzed and considered for future stages of implementation.

🏰 Unique in its geographic and organizational composition, New Jersey DeMolay has a rich fraternal history. Both the tangible and intangible outcomes from previous generations shall be considered throughout the varying stages of implementation.

🏰 New Jersey DeMolay acknowledges the unyielding support of the Most Ancient and Honorable Society of Free & Accepted Masons For New Jersey, which is essential to our continued success.

## **PRIMARY STRATEGIC JURISDICTIONAL GOALS AND OBJECTIVES**

- (1) Enhancing local Chapter operations and building fraternal relationships.**
- (2) Ethical conduct among members and advisors through emphasis on our Seven Cardinal Virtues.**
- (3) Advancing effective leadership through real-world example and peer-to-peer collaboration.**
- (4) Enhance relations with Masonic leaders and DeMolay Alumni to preserve organizational traditions, while still maintaining an active and relevant experience for today's youth.**

### **1) Enhancing local Chapter operations and building fraternal relationships.**



#### **Current Chapter Development**

- Work with Personal Representatives and local advisors to conduct a SWOT analysis for every Chapter, to objectively identify its specific stage of development
  - Focus on each Chapter as an individual fraternal element, each in its own stage of development
  - Develop a customized plan of support with resources geared toward specific needs and/or weaknesses
- Conduct a systematic review of Chapter Bylaws & Standard Operating Procedures (“SOP”)
  - May require Chapters to adopt new Bylaws and SOP documents
- Chapters in reorganization to be declared a top priority for the jurisdictional staff
  - Identify standardized regulations for reorganizing Chapters
    - Identify benchmarks/deadlines for progressive success and reinstitution
  - Work with the sponsoring Lodge to formulate a plan for revitalization
  - Recruit new advisors by locating and contacting alumni members in the area
- Develop a current inventory of local Chapter furniture & paraphernalia
  - Assist them in acquiring missing items from previously-closed Chapters or finding a new source as necessary
- Encourage Chapters to create, update and maintain concise Chapter histories
- Encourage Chapters to adopt Sweetheart programs to involve young ladies as a potential for increased outreach and community awareness
  - Partner with local Rainbow Assemblies
  - Develop a uniform coronation ceremony to be used throughout New Jersey Chapters

- Encourage Chapters to adopt Booster Clubs as a potential for increased support, outreach and community awareness
  - Not limited to parents of members

#### New Chapter Development

- Identify local Masonic and community organizations which could serve as sponsoring bodies
  - Follow up with Masonic organizations which have already declared their interest
- Review inactive and forfeited Chapter charters throughout the jurisdiction
  - Discuss with current organizational leadership on the possibility of reorganizing
  - Contact sponsoring bodies of forfeited Chapters to collect remaining Chapter furniture & paraphernalia
- Review the state geography and present resources to determine the most logical/desirable locations for new Chapter development
  - Recruit new advisors by contacting local alumni members and past advisors
- Be mindful of potential locations for new Chapters and potential impact to current program
  - The impact on existing nearby Chapters
  - Travel accessibility of closest Chapter, as well as Personal Representative
  - Existing and potential Masonic support and volunteer manpower
  - Proximity to neighborhood schools

#### At-Large Chapter Development

- Develop a process for engaging members who reside where there is no established Chapter
- Identify and establish communications with active members from inactive or forfeited Chapters
  - The State Master Councilor shall take the lead on developing a program to entice these at-large members toward assisting with the establishment of a new Chapter in the surrounding area

#### Membership Recruitment

- Ensure all chapters have sufficient resources for membership recruitment
- Increased focus on the DeMolay International and New Jersey DeMolay membership incentives already in place
  - Maintain the running status of top line signers, noting their progress is toward membership awards
- Develop a series of rewards for Chapters achieving positive growth in membership or a “net zero” at the end of the year
  - Also consider certain levels of recruitment
  - Chapter and first-line-signers should be rewarded

- Investigate a partnership and system of education to engage with other youth groups of similar demographic age ranges
- Require all Chapters to hold a prospect party each term
  - Replenish and maintain “Open House in a Box” program from 2016 utilizing DeMolay International & New Jersey DeMolay orientation or open-house materials
  - Members should be encouraged to target same-age friends, or younger
  - Set as a goal: Two prospects for each participating (active) Chapter member
  - Set as a goal: One prospect for each participating (active) advisor

### District Relationships

- Upon appointment, clearly define Districts, each to be overseen by a District Deputy
- Two years after taking office, establish elected District Master Councilor (“DMC”) positions, elected by the delegates from his District at each annual Convention
  - Designate the DMC as an elected jurisdictional officer
  - Cause for successful service as DMC to serve as qualification for state office
  - DMC’s shall have responsibilities and objectives, modeled after those outlined in the PMC-MSA program for Chapter Master Councilors
  - District-wide Initiation Classes scheduled to benefit the local Chapters that the DMC shall oversee
  - Implement a District competition program to include athletics and ritual, promoting the champions and higher-level competitors to participate at state competitions
- District Deputies
  - Facilitate district (or joint district) meetings with all advisors no less than quarterly.
  - Require participation and communication with local Chapter leaders
  - Sponsor, in conjunction with DMC’s, District-level events and competitions
  - District Deputies shall be charged with administrative oversight and chapter development of all DeMolay chapters in their districts, together with serving as the primary contact for all masonic outreach.
- Post-event reports and photos to be relayed for publication to the eState Review newsletter
- Expand to adopt reward or recognition for inter-District travel
- Establish at least one Squires Manor in each District

## Jurisdictional Communication and Activities

- eState Review
  - to be published monthly
  - eState Review shall be in similar print form to that of the mid-1990's
  - All article submissions due the 10<sup>th</sup> of the month preceding the next print edition
  - Elected Jurisdictional Officers expected to write messages for each publication
  - Include membership statistics as of the 15<sup>th</sup> of the prior month
- The jurisdictional website shall be structured to drill down
  - State-level to District-level and then Chapter-level
    - Event calendars, maps and resources
    - Chapter-level website templates, consistent with the approved brand
  - Maintain and utilize e-mail addresses
    - Consistent with the Youth Protection policies; we do not post personal e-mail addresses of our youth leaders on the website
    - As appropriate, we allow @njdemolay.org e-mail addresses to leaders
- Every Chapter will be encouraged to submit a term plan with approved activities
  - Approved term plans will be forwarded to New Jersey DeMolay Administration for inclusion in the website calendar – District and Chapter level calendars
  - Invitations and communications will be sent between Chapters, Districts and leadership at all levels, to be read in Chapter/Manor stated meetings and retained for reference
- An annual Ad Journal will continue to be developed and distributed at the Annual Convention
  - Shall be designed to have a page dedicated to each Chapter and Manor outlining the officers who served and photographic highlights from each term
  - Encourage a photo competition between Chapters
  - Proceeds shall supplement the costs associated with our annual Convention
    - Ad sponsorships can be secured from New Jersey Masonic organizations or third parties
  - Online/digital editions will also be available
- Jurisdictional Handbook to be published within thirty (30) days following annual convention.
  - Shall include contact information for all Jurisdictional Officers, State Staff, New Jersey Legion of Honor Preceptory Officers, New Jersey DeMolay Alumni Association Officers Dates for State Leadership Team Meetings, Chapters (including meeting

dates/location, elected chapter officers, advisors), and all state programs for ensuing state council year.

## 2) **Ethical conduct among members and advisors through emphasis on our Seven Cardinal Virtues**

### Chapter Operations

- Adopt an educational program, for presentation at each Chapter stated meeting
- All DeMolay Chapters shall plan and promote annual observances of the seven obligatory days and participate in DeMolay Month activities
- Every Chapter should hold no less than one (1) civic service project, one (1) fundraiser, one membership event, and (1) social event each term
- Increase DeMolay attendance and participation at New Jersey's Masonic Home and New Jersey's Order of the Eastern Star Home

### Jurisdictional Operations

- Establish steps to enhance Squire, DeMolay and Advisor appreciation
  - Develop a new member packet for distribution to all new DeMolays and Squires on behalf of the State Master Councilor
  - Develop a new advisor packet for distribution to all new advisors on behalf of the Executive Officer
  - Send birthday cards to every active Squire, DeMolay and registered Advisor
  - Send holiday cards to every registered (and renewing) DeMolay advisor
- Establish jurisdictional charities
  - The State Master Councilor shall be allowed to select his own "personal" charity, and adopt a program of benefit – either through charitable contributions or service – throughout his term
  - Investigate other methods of charitable donations, to include non-monetary collections and opportunities for service, throughout the jurisdiction
- Host targeted programming at Winterfest
  - Customized for newly elected Councilors, newly appointed Scribes, new Advisory leaders, etc.
- Adopt and promote the "Cut The Bull" anti-bullying campaign sponsored by the Shriners Hospitals for Children

### Youth Protection

- Every year, the Youth Protection program shall be presented to all youth at Winterfest; additionally, every Chapter shall also review the program once at their own schedule on a regular meeting night
- All advisors shall undergo advisor training for Youth Protection at Winterfest

- Suspected evidence of abuse or any incident or suspicion of youth protection issues shall be reported to the proper authorities as appropriate, then to the District Deputy and/or the Executive Officer as soon as possible

### 3) **Advancing effective leadership through real-world example and peer-to-peer collaboration**

#### DeMolay leadership development

- Declare Chapter officer requirements, to lay a baseline for leadership opportunities
  - May require bylaw additions/enhancements
- Encourage the wearing of all members' unique awards and recognitions
  - Merit Bars & pins
  - Red ribbon "Member's Medallion" to depict completed proficiency
  - Perform the Representative DeMolay Ceremony at a jurisdictional or Chapter event
- Adopt a plan of expectations and accountability for those nominated for DeMolay Honors
  - Work with and through the District Deputies of each District
- Develop a program within the jurisdiction for DeMolays involved in STEM
- Adopt a systematic recognition for ritual excellence, for varied levels of proficiency
  - Participate annual in the Mid-Atlantic Tournament of Champions
  - Spearheaded by the State Line, all of whom shall be certified ritual judges
  - All chartered chapter official visits shall include a ritual evaluation component for Chapter of the Year and ritual competition purposes.
  - Ritual schools shall be held in conjunction with district meetings for development of all ritualistic ceremonies.
- Enforce and defend that the organization is operated by the youth members, and all actions are ratified by the Advisory Council

#### Mentorship Programs


- Every chapter shall comply with the Light of Knowledge Program for all new members
- Stress that education/knowledge is power in fraternal organizations
- Identify a Membership Committee Chairman and a Membership Advisor at every local Chapter

#### Advisor Service


- Limit consecutive terms of Chapter adult leaders in advisory positions to five (5) years

- May be negotiable, depending on Chapter circumstances
- Recruit new advisors from the community, family units, Masonic organizations, and alumni
- Require a baseline and continued training for new advisors, supplementing that required by DeMolay International
  - Include jurisdictional supplemental training and Leadership Correspondence Course
- Recognize advisors for service through appropriate honors, awards and recognitions as promulgated by DeMolay International
- Utilize our presence at Grand Masonic conventions throughout the jurisdiction to increase awareness and stress the need for adult volunteers
  - Sponsor a table at the exhibit hall, and offer handouts
- District Deputies shall assist New Jersey DeMolay Administration in making planned presentations to assist with the recruitment of adult volunteers
  - To include Chevalier and Legionnaire observances where appropriate and invited

4) **Enhance relations with Masonic leaders and DeMolay Alumni to preserve organizational traditions, while still maintaining an active and relevant experience for today's youth**

 Masonic Relations

- Include in local Chapter operations the standard procedure to introduce any members of the sponsoring Lodge in attendance at a stated meeting
- Including articles in the New Jersey Freemason so that Chapter, District and Statewide events, successes and benchmarks may be celebrated with and shared to our sponsoring body
- Distribute the eState Review to the Secretaries of all Masonic Lodges and Eastern Star Chapters.

 Alumni Relations

- Include in local Chapter operations the standard procedure to introduce any Senior members of the Chapter in attendance at a stated meeting
  - (PMCs as well?)
- Chapters shall facilitate alumni recognition, designated by New Jersey DeMolay Administration
  - Chapters shall organize Majority Services as appropriate
    - May enlist assistance from the surrounding District as appropriate
  - Adopt and distribute a ceremony of recognition for alumni with
- Utilize the night after Thanksgiving annually as a fund-raising dinner-dance, and recognize all alumni present with 10, 25, 50, 60, 65, 70, 75+ years of service to the order
  - Provide alumni pins, when appropriate, at other special occasions

- Each year, Chapters shall be furnished with a list of their members who attain majority that calendar year
- Develop a targeted series of communications to Masonic organizations within the state of New Jersey, requesting that they recognize any Senior DeMolays in their membership
  - To include Masonic Lodges, Scottish Rite Valleys, York Rite Bodies, Shrine Temples, Grottoes, High Twelve Clubs, etc.
  - Ask that they direct Senior DeMolays to a special alumni page on the New Jersey DeMolay website, where they may update their contact information and request further contact
- Give appropriate recognition to, and acknowledgment of, Chevalier Courts and Legion of Honor Preceptories
- A systemized communications platform shall be developed and maintained to retain alumni members, to the following desired specified ends:
  - For appropriate recognition
  - To increase participation, as appropriate, with local Court and Preceptory observances
  - As a source for new members
    - Adopt and investigate funding to offset initiation fees for legacy DeMolays
  - As a source for new advisors
  - For non-requested financial donations
  - As an indirect source for Masonic recruitment