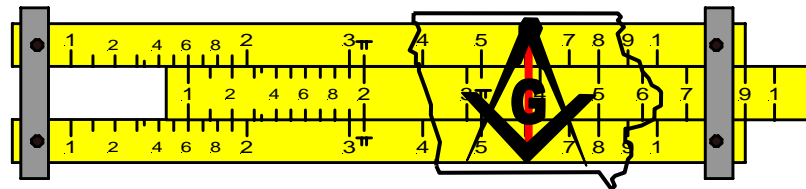


Membership Retention Grand Lodge of Iowa A.F. & A.M.



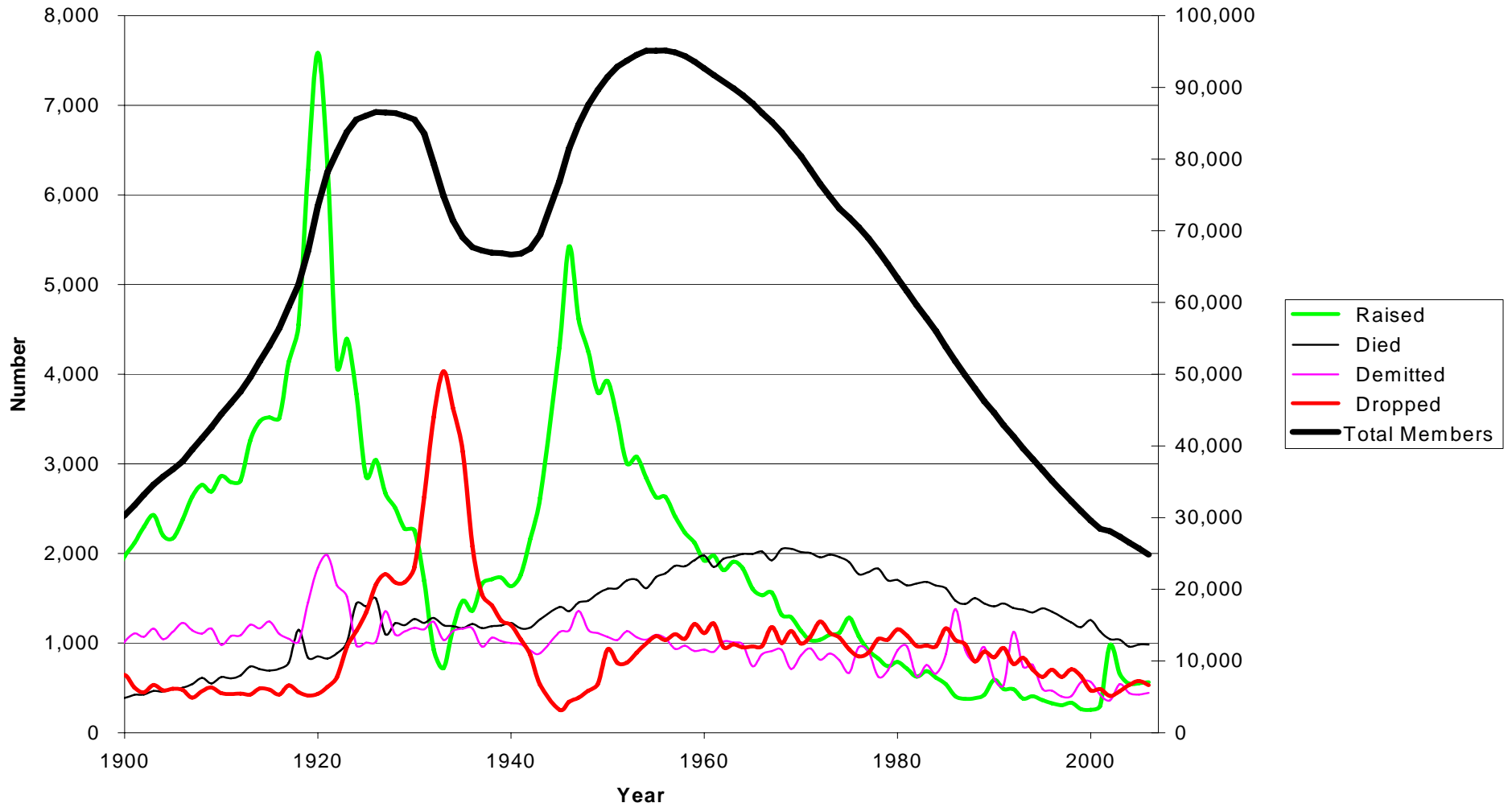
Iowa Freemasonry ★ Engineer Our Future

Topics

- Membership Data
- Observations
- Group Discussion on “Reason”
- New Master Masons Forums
- Neighborhood Area Meetings
- Group Discussion on “Improving Mentoring”
- Mentoring Summary

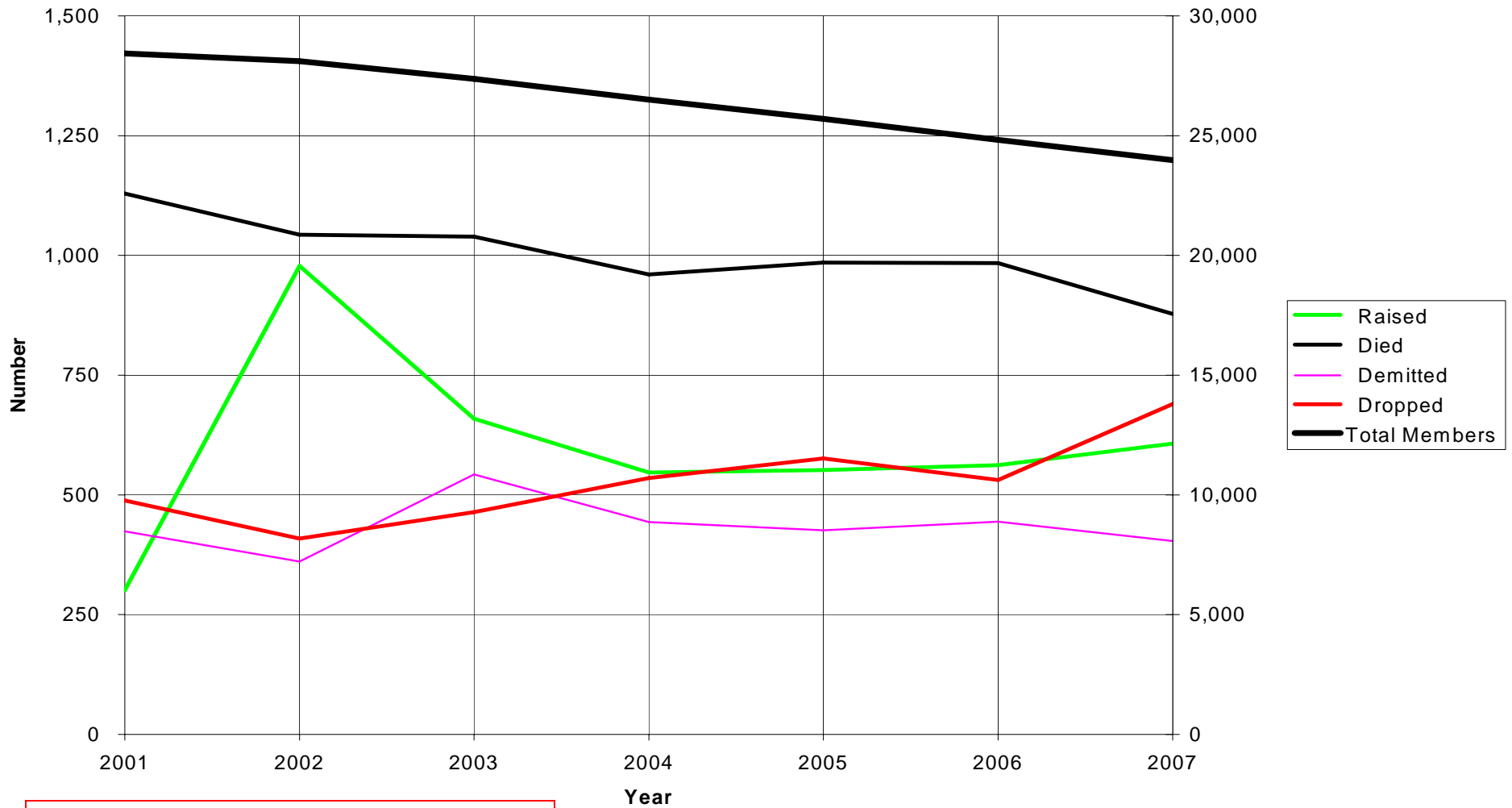
Historical Membership Trends

Grand Lodge of Iowa Membership



Recent Membership Trends

Grand Lodge of Iowa Membership



Many of those dropped in 2007 had been members for less than four years.

Membership Retention 2008

Observations

- Generally A Spike In Demits A Year After A Spike In Raisings
- Historically A Spike In Drops Several Years After a Spike in Raisings
 - Seven Years Following 1920
 - Started Sooner But Delayed by War
 - Four Years After 1946
 - Three and FIVE Years After 2002
- Loss vs Membership—Small But Steady Increases Since 1945
- Loss vs Raisings Increasing Since 1945
 - Actually Slightly Lower the Past Five Years

	Spike	Spike	Spike
Raisings	1920	1946	2002
Demits	1921	1947	2003
Drops	1927	1950	2005

Discussion

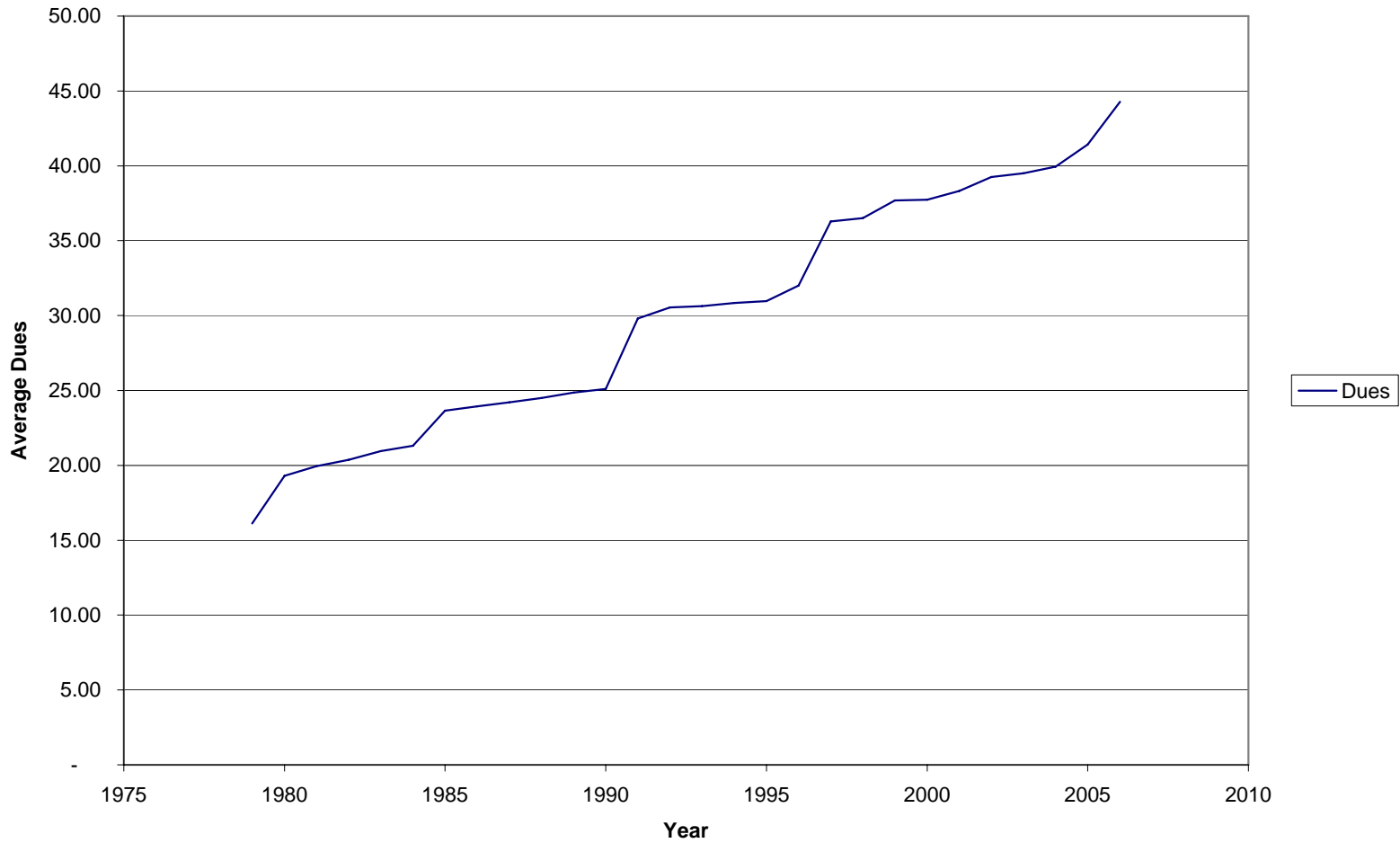
- What are some possible reasons for increased levels of SNPDs and Demits?
- What are some possible approaches to reducing SNPDs and Demits?

Possible Reasons

- Mismatched Expectation
 - Candidates Did Not Find What They Expected
 - Lodge Experience Not Relevant To Their Lives
 - Time Demands
- New Members Not Enrolled In Fraternity
 - Not Made Welcome
 - Not Educated About Fraternity
 - Not Kept Active
- Generational Differences
- Increased Dues
 - Probably Not, Since Loss vs Membership Increased Steadily During Years When Dues Were Not Increasing for Inflation
- Change in Proficiency?
 - Posting Lecture vs. Proficiency Exam vs. Enlightenment Course

Dues History

Dues History, GL of Iowa



Average Dues Increase: 3.8% per year

Effect Of Proficiency Requirements on Raisings

- Iowa History

	1980	1984-89	2007
EA	1196	3777	621
MM	935	3013	607
Net	78%	80%	98%

- California 2006 (With Full Posting Lecture, From California Freemason, Winter 2008)
 - EA 1951
 - MM 1218
 - Net 62%
- Texas (Verbal Information from North American Conference of Grand Masters)
 - Net 30-40%

Enormous Losses Due to Non-completion of Proficiency

Further Investigations Into Membership Retention

New Master Masons Forum

- Largest Group of Those Dropped Have Been Masons Less Than Four Years—Needed to Talk to Current New Members
- New Masons (Less than three years) Invited to New MM Forum
 - Social Time
 - Dinner
 - Brief Presentation
 - Library Resources
 - Grand Masters Programs—Summary of GMAMs
 - Round Table Discussion
 - Expectations on Joining—Were They Met?
 - What Have You Liked and Disliked The Most?
 - What Needs To Be Changed?
 - What Needs To Be Continued?

New Master Masons Forum-Results

- Attendees Were Very Interested In Freemasonry
 - Wanted to Learn More
 - Wanted to Participate
 - Were “Fired Up”
- Attendees Insisted That They Were Not Prepared
 - See Typical Questions on Next Page
- Attendees Expressed Near Universal Desire For TWO THINGS
 - More Lodge Activities
 - More Mentoring
 - Activities and Mentoring to Go Far Beyond Ritual and Degrees
 - Education
 - Fraternal Who, What, Why, Why Not
 - Leadership
 - Fun Activities
 - Family Related
 - Both In and Out Of Lodge
 - Community Service

New Master Mason Forums (Questions From New Members)

- What is an MI or a DL?
- What are the Duties of a Lodge Officers?
- What is this book that the Lodge gave me? It's just a bunch of letters that make no sense.
- What is a Lodge of Instruction?
- What is the York Rite? What is the Scottish Rite?
- Where does the Shrine fit into the fraternity?
- How do you get elected Grand Master?
- You mean the Grand Lodge meets only once a year? Why not every month?
- Why can't a Roman Catholic be a Mason?
- Why do certain religions not approve of Freemasonry?

Spring 2008 Neighborhood Area Meetings

- Lodge Service Holds A Series of Neighborhood Area Meetings Each Spring
 - Complementary Meetings to Grand Master Area Meetings
 - GMAMs communicate From Grand Master to Masons
 - NAMs solicit feedback from Masons to Grand Master
- Emphasis This Year on Determining Level Of Mentoring Provided by Lodges to New Masons
 - Use of “Passport to Light” Mentoring Program
 - Use of “Iowa Systematic Masonic Enlightenment Course
 - Use of New Demonstration of Proficiency Exam
 - Use of Mentors
- Most Attendees Indicated No Awareness of “Passport to Light”
- Most Attendees Indicated that Enlightenment Course was mostly self reading and an exam
- Mixed feedback on Demonstration of Proficiency
- Very few true Mentors

Discussion

- How can we improve the Mentoring of New Iowa Masons?

Mentoring Suggestions

MENTORING

- Passport to Light—A Course for Masonic Growth
 - Available from the Grand Lodge Office
 - Available to Download from the Grand Lodge Website
 - Copies Have been mailed in the past to ALL Iowa Lodges
- Requires the assignment of a “qualified” mentor to each candidate.
 - Mentor must understand the Fraternity.
 - Mentor must be willing to research and find answers to questions he cannot answer.
 - Mentor must commit to working with the candidate for a minimum of ONE YEAR.
- Mentors meet with candidate a minimum of SIX times
 - Prior to First Degree
 - Between First and Second Degree
 - Between Second and Third Degree
 - After the Third Degree
 - Two Months and Six Months after Raising

Mentoring Benefits

- Leadership
 - We are the current leaders of the fraternity.
 - The candidates and new members are the ones we are leading.
 - The most important part of leadership is to train our replacements.
 - In a few years, these new members will be the leaders of our fraternity:
 - If they are still around...
 - If we can encourage them to be involved, to BE MASONS...
 - But first we must teach them HOW TO BE A MASON!
- Investment
 - The time we invest in our new members--our future leaders—is an investment in our own future.
 - It is perhaps the most important job we have as a Mason.
 - It can be the most FULFILLING job we have as a Mason.

Investment Leads to Success.

Further Reference

- Contents of Packet
 - Copy of This Presentation
 - Summary Lists
 - Passport to Light
 - Iowa Systematic Masonic Enlightenment Course
 - Courtesies and Customs
 - Masonic Tenets
 - Questionnaire
 - Contact Information