



## Communicating To Retain & Reconnect Members

Keeping brethren informed is very important – also important to use a range of media. Brethren kept informed are more likely to establish the 'habit' of attending regularly.

So if your lodge can do the following it will have a better chance of retaining members and also reconnecting with those that are not attending:

- Have an informative notice paper plus Masters Report and Lodge minutes
- Have a planned approach to connect with brethren and non attenders
- Ensure that every brother has their email address on the Grand Lodge database
- If brother leaves the district ensure transfer to another Lodge – check this tool out: <http://bit.ly/1O064zF>
- All communication skills / systems to be used – positive and action focussed
- Ensure communications have a regular frequency
- Set up Lodge sites on Social media
- Ensure every master mason has a personal mentor
- Consider establishing a Buddy system in the Lodge
- Caring phone call from Proposer / seconder / mentor if a brother absent
- Have EXIT interviews – identify issues / honesty, real
- Have a Lodge address list divided up for phoning
- Communicate and encourage a programme of visiting by brethren
- Identify common interests among brethren
- Ensure a personal approach to invite to event nights
- Solicit feedback one on one
- Appoint 2 Almoners – 1 x Elderly Brethren 1 x other Brethren
- Lastly ensure all members contribute to communication

