



Tell Your Story!

Tell your story of Freemasonry to all who will listen with all your heart!
Emotion resounds – live the moment!

Determine the goals of your plan, such as:

- demystifying Freemasonry in our community;
- educating reporters at the local newspaper;
- engaging the local secondary school in understanding what we stand for,
- using social media.

Plan who to engage with (brainstorm with your brethren the most important individuals/groups to ensure your survival). Appoint a brother to be your Engagement Champion, to work with the Master and your communications/ education brethren.

Create an implementation plan e.g. regular news stories, website updates, Facebook releases, YouTube videos, school visits, non-masons visiting and enjoying refectory – but a plan your brethren own and enjoy.

Enhance your story by using the Freemasons Badge, Card, Freemasons Magazine, new Booklet (Freemasonry in Plain English) and new video clip - these are all useful devices (provided by Freemasons New Zealand) for further explaining Freemasonry.

Expand your reach by making any event involving partners, family and friends something that they would like to do (not what we think they might want to do) and try to base them in the community. Then make sure it is enjoyable and understood by them.

Finally, monitor your progress against the plan and change it if necessary – it should not be set in concrete!

