



## Why Is Community Engagement By Lodges Important?

Simply because no organisation can exist in any community in the 21<sup>st</sup> century without the wider community understanding why it exists, what it stands for, who they are, and how people 'outside' can engage with them.

For our purposes, 'engagement' is used as a generic, inclusive term to describe the broad range of interactions between Freemasons and the public.

We need to network and get involved with our communities, with organisations such as territorial authorities (Councils), educational institutions (universities, schools), service institutions (Fire Service, St Johns), service groups (Lions, Rotary, Coastguard), sports organisations, community organisations (Plunket, Kindergarten, Probus, Seniornet) and local media organisations.

Develop engagement strategies for those individuals you already know – meet them face to face over a coffee or a sociable drink– update them on what your lodge is doing.

For those individuals you do not already know – ask all the brethren for a suggestion – put them in a list then prioritise the list and ensure someone contacts them. But don't take the low-lying fruit first, try one from the top of the tree as well.

Having established them - maintain those relationships – a simple phone call can do wonders – don't rely on people reading your emails or facebook posts to get the message!

