



Create a Freemasons Public Display

There are around the country many public events which provide opportunities to promote Freemasonry. Events such as A&P Shows, Field-days, Community Fairs, Gala's & Expo's etc. are potential events where a booth can be set up and information imparted.

To undertake this exercise you need to:

1. Conduct a survey of the type of person you are liable to attract.
2. Develop a theme based upon this potential audience.
3. Select a team that will staff your stand (age will have an effect on perception).
4. Draw up a common form of communication that you will adopt.
5. Select the type of pamphlet you may wish to give to interested parties.
This could also be a digital device if appropriate.
6. Develop a database that will record the names, details and addresses of interested parties.
7. Do not over-populate the site with members. Remember that the inquirer if new to Freemasonry doesn't want to be pressured. The inquirer needs to be able to sample the information on offer at their leisure.
8. Allow for those who work on the stand to have spare time.
10. Be prepared for uninformed criticism. Have facts at your fingertips.
11. Enjoy the experience. You will meet some interesting people.
12. Freemasons NZ has a generic stand available for use but due to the high transport cost and setup it can only be used at major events.

