



## Educating How to Recruit the Freemasons Way

As Freemason's we're instructed not to 'improperly' solicit members yet we still need to 'recruit' so we must learn how to 'properly' solicit them and having learnt this skill we must regularly use it.

Here are some factors leading to success in 'recruiting' the Freemasons way:

- Firstly recognise that different situations need different approaches
- Ensure that it is integral part of Lodges' Strategic Direction
- Appoint a Prospects / Membership convenor or coordinator
- Important to draw the 'recruiting' qualities out of brethren. This requires guided understudy with mentoring and support from experienced brethren
- Assist brethren to develop an understanding of the reason for the existence of Freemasonry, plus some of the background and facts of the organisation
- Allow newer brethren to witness more experienced brethren talk to non freemasons about Freemasonry in general and their lodge in particular, thereby being educated in talking about the craft.
- Ensure those presenting / talking about Freemasonry have enthusiasm for topic including inspiration, flattery and 'sincerity'
- Encourage speaking of each other in our absence as well as in our presence including valuing each other's contribution
- Recognise social media has a role to play by not only posting articles but also getting best mileage out the article by the members sharing it to their friends and acquaintances
- Ensure the lodge partners community groups to build rapport with like- minded men
- Promote the lodge charitable projects in both social media and local newspapers – perhaps appoint a Communications Officer to undertake
- Provide education sessions on this topic at both lodge and District level
- Important for senior brethren to lead by example and be approachable

If someone shows real interest and you think they would be a good candidate for membership then don't be afraid to ask them if they are interested in joining.

