



Establish A Point of Difference

Freemasonry as an organization espouses as its reasons for existence three key themes of brotherly love, relief and truth; or better explained as fellowship among men (expanded to include families and spouses / partners); charity / benevolence; and education / self-development.

Just as each company / business needs a point of difference to differentiate itself from its competitors, membership organisations do as well. i.e. other similar community organisations such as Rotary espouse one or possibly two of the above themes, but only Freemasonry does all three.

But are these themes a sufficient point of difference for a lodge in your community? Furthermore what differentiates your lodge from any other neighbouring lodge?

In answering these questions every lodge should take time in their planning to identify what makes your lodge unique. For example is your lodge one:

- based around a particular culture, such as Scottish, Shetland Islands, Philippines etc.;
- with an emphasis on a particular community or locality;
- founded with common membership or support of another organization such as the armed services, scouts etc.;
- connected to particular institution i.e. a University
- with traditions long established;
- having a focus on music or science or the arts or perhaps sport;
- based around a common vocational or professional background;
- with a great standard of refectory experience.

Having established the identity take time to discuss and plan how to build on and express this identity. Progress the actions arising and the lodge will significantly enhance its activities including fellowship.

