

RETENTION: WHY MEMBERS STAYAWAY AND HOW TO ENGAGE

Members do not have a network of friends in the lodge:

- Start with prospects. See if there is a fit with this man. Encourage your members to build a relationship before the prospect and the lodge decides to move forward.
- Have coffee or a drink with someone you don't know or don't know well. Set a goal to know a brother better each month. Start with active members and continue to members who may not attend lodge regularly. Recruit others to do the same.
- Organize small social events where members who don't know each other well can strengthen their relationships.

Members feel as if their attendance doesn't matter:

- Set expectations that members are required to attend most stated meetings, degrees, practices, etc. Start with your prospects and active members. It is about enjoying fellowship.
- Ask members to send regrets to the master or secretary if they cannot come. Read regrets during your stated meetings, if possible.
- Follow up with members who do not attend lodge. They may need your help. A written note goes a long way to the recipient.

Members feel they have no meaningful way to contribute:

- Find out what members' skills and interests are by using a Member Skills and Interests Survey. Match skills and interests to lodge needs. Also, suggest an Affinity Club, see MassMasons.org.
- Assign short, discreet jobs, such as investigations, or small event planning to members with busy lives so that they can contribute, too.
- Introduce a Member Talk on an interest they have in Masonry or a subject of great interest.
- Help members invest in their contributions by permitting them to make mistakes and figure out how to correct them. Micromanaging doesn't allow members to grow and learn.

Members don't see themselves in lodge/lodge activities don't resonate with them:

- Find out what activities your members want using a simple Member Survey. Form an Events Committee with a mix of active and non-active brothers.
- Consider other member surveys, including an annual year-end survey, to evaluate success and continued challenges.
- Don't try to be all things to all members. Focus on a few key traditions and customs that define your lodge. High success, low barrier events: Men's Breakfast; BBQ; Family outing at park.

Members don't feel that they are learning and improving:

- Find out what the brethren want to learn and improve by talking to them or using a survey.
- Ask members to read a part of the ritual and lead a discussion on what it means to them or how it applies to real life.
- Encourage ALL brothers to attend LOI, not just officers and candidates.