

LONG TERM GOAL TO BEGIN IMMEDIATELY

IF YOU ASK THEM - THEY WILL COME

HOW DO YOU EAT AN ELEPHANT? ONE BITE AT A TIME.

Every Templar must take a personal responsibility for growth and retention! This cannot be delegated to the membership committees or the formal leadership of an organization. It is impossible to accomplish when left to a few. It is easy when every member accepts his role for recruiting, re-activating and restoring former members. Membership is not just paying your dues; it is bringing in new members, getting inactive members to become active and engaging active members to be more active. This benefits you as an individual and creates a healthy and fun place to belong to.

BATTALION COMMANDERS, COMMANDERS, OFFICERS AND ALL SIR KNIGHTS JOIN THE CRUSADE

1. A membership campaign requires careful and enthusiastic organized planning.
2. Adopt an overall plan that fits the individual Commandery
3. Choose the right men for the job! Need a commitment from every Battalion Commander, Commander, Officer and all Sir Knights.
4. Essential that the right men are on the individual Commandery Membership Committee.
5. Need a well-defined campaign. What are we really going to do? Who is going to do what? When are we going to do it? And write it down, make a list and stick to it.
6. Need a positive attitude! Sincerity is crucial to believability.
7. Take advantage of skills available. Everyone has unique skills for particular tasks. Everyone has spheres of influence so utilize each other's connections and influence friends and neighbors.
8. Create a task force for each campaign:
 - a. New members – recruit Christian Masons to become Knights Templar. Visitation to Chapters and Blue lodges are the most effective. Talk positive and share your personal feelings about what you love about Commandery to others in an informal conversation.
 - b. Reinstate and restore former members. Requires personal contact and investigation. These are dissatisfied customers. Personally find out why they demitted or became inactive.



Recorders and Commanders are vital to create a list of Sir Knights that should be restored. Make personal contact and tell them they are missed and welcome them back.

- c. Re-activate the interest of our present members. Requires sincere involvement. What were they looking for that Commandery did not meet their expectations? What changes could be made to bring them back? Listen intently – avoid being defensive – acknowledge their observations and recommendations – make a list.
9. Ask all Sir Knights for suggestions, recommendations and ideas. What are they looking for in the future? Each individual Commandery might find out our beloved Commandery is not meeting the needs or expectations of current, former or new members. Self-evaluation of its reputation is to determine how each individual member perceives each individual commandery.
10. Feedback results – once you know your target audience - what is needed? Is it re-education, inspiration, training, entertainment, fun, less formal, more formal, more courtesy, drill practice, fair play? Then change your product to meet your aspirations.
11. Leadership training – the Do's and Don'ts of leadership. Once you lose a man's trust it is impossible to ever get back. What is motivational and what is disincentive? Leadership is to identify and manage the perceptions of those it wishes to reach.
12. Battalion Commanders and Commanders are our formal leaders and need to believe in this campaign and then sell it to everyone. However, each Sir Knight is an informal leader within his personal sphere of influence. Everyone must be involved.
13. Required attendance to Battalion Commander Meetings that are similar to School of Instructions summons in Blue Lodge by DDI's would create lasting communications.
14. Exposure is everything! Be visible! Public relations, Religious activities, Programming and Membership interest
 - a. Information presentations – Lodge, Chapters, Councils, Valleys and Shrine.
 - b. Drill exhibitions for entertainment.
 - c. Honor or Color Guards for functions.



- d. Bring a Brother to an Open Conclave, religious observances, picnics, dinners and ladies nights.
 - e. Participate in parades and charitable projects.
 - f. Combined local commanderies in organized public event in uniform.
 - g. Educate Masons and Public of our mission.
 - h. Programs to increase interest and offer educational and entertainment value to Sir Knights, families and non-members.
 - i. Open Conclaves – Bring a Brother or Companion Night.
15. No suspension for non-payment of dues should become final until the Commander makes a personal final decision. The Recorder is essential to identify the issue individually and work with Chapter and Council for a remedy.
 16. Stress fellowship and encourage fresh ideas to improve attendance. Guest speakers, videos, family involvement, honor guards at Lodge presentations for each other.
 17. Install a suggestion box and encourage its use.
 18. Distribute a questionnaire that asks for anonymous feedback on what each individual Sir Knight would want to see in the Commandery's future.
 19. Don't waste time with too many introductions and speeches. THE BIGGEST COMPLAINT IS IT IS TOO LONG AND BORING. Masons get enough of that and do not need another uneventful meeting.
 20. Focus on quality – it engages people.
 21. Make something special happen six times a year.
 22. Promote Drill practice for 20-30 minutes after certain meetings. Invite non-commandery members to participate. Baby steps at first will inspire involvement.
 23. Get away from 'closed door groups'. PROMOTE TRANSPARENCY; WORKING TOGETHER, POSITIVE ATTITUDE, TEAM WORK, TEAM SPIRIT, COMMUNICATION UP AND DOWN AND NO SPECIAL CONSIDERATIONS – BEST MAN FOR THE JOB - IT ENGAGES THE GOOD!
 24. SEND stories about YOUR COMMANDERY TO OUR WEBSITE. <http://www.kt-mi.org/>
 25. PRINT AND USE OUR NEW PETITION THAT IS ON OUR WEBSITE.



The combination of Christianity and Masonry has incredible meaning and fulfillment. The Order of the Temple is perhaps the most beautiful and impressive Order in Masonry. For everyone knighted the experience is profound and there is that moment of spiritual entanglement when Commandery, Masonry and our faith come together. We instantly begin to develop the great moral lessons of Knighthood and think of ourselves as virtuous, righteous and unsullied Sir Knights of Christianity. We immediately want to inspire others by sharing our experiences with our fellow Brothers and Companions.

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