



UNITED GRAND LODGE
OF ENGLAND

The Members' Pathway

Attracting Members - Growing Lodges

Why, What, How?

Introduction For All

Self Study Workbook



Contents

- 1. Introduction**
- 2. How To Use This Self Study Guide**
- 3. How will the updated Members' Pathway help?**
- 4. What Is *The Members' Pathway*?**
- 5. How To Access The Members' Pathway**

Introduction

This self study pack provides a summary of What the Members' Pathway is, Why we need it and How to access it in general.

It is available to any freemason

There is a specific additional Self Study Module for those in the role of LMO, Mentor and Almoner

The material contained in these guides are also available as Zoom or In Person events. Consult your PPO for details

The Guide is comprised of :

1. This Workbook
2. Your set of Keys to access the Members' Pathway guides
3. A Feedback Form

How To Use This Workbook

Work through this guide at your own speed.

When you have completed it please complete and return the feedback form to your PPO team at your own speed

The estimated time for completion is 40 minutes.

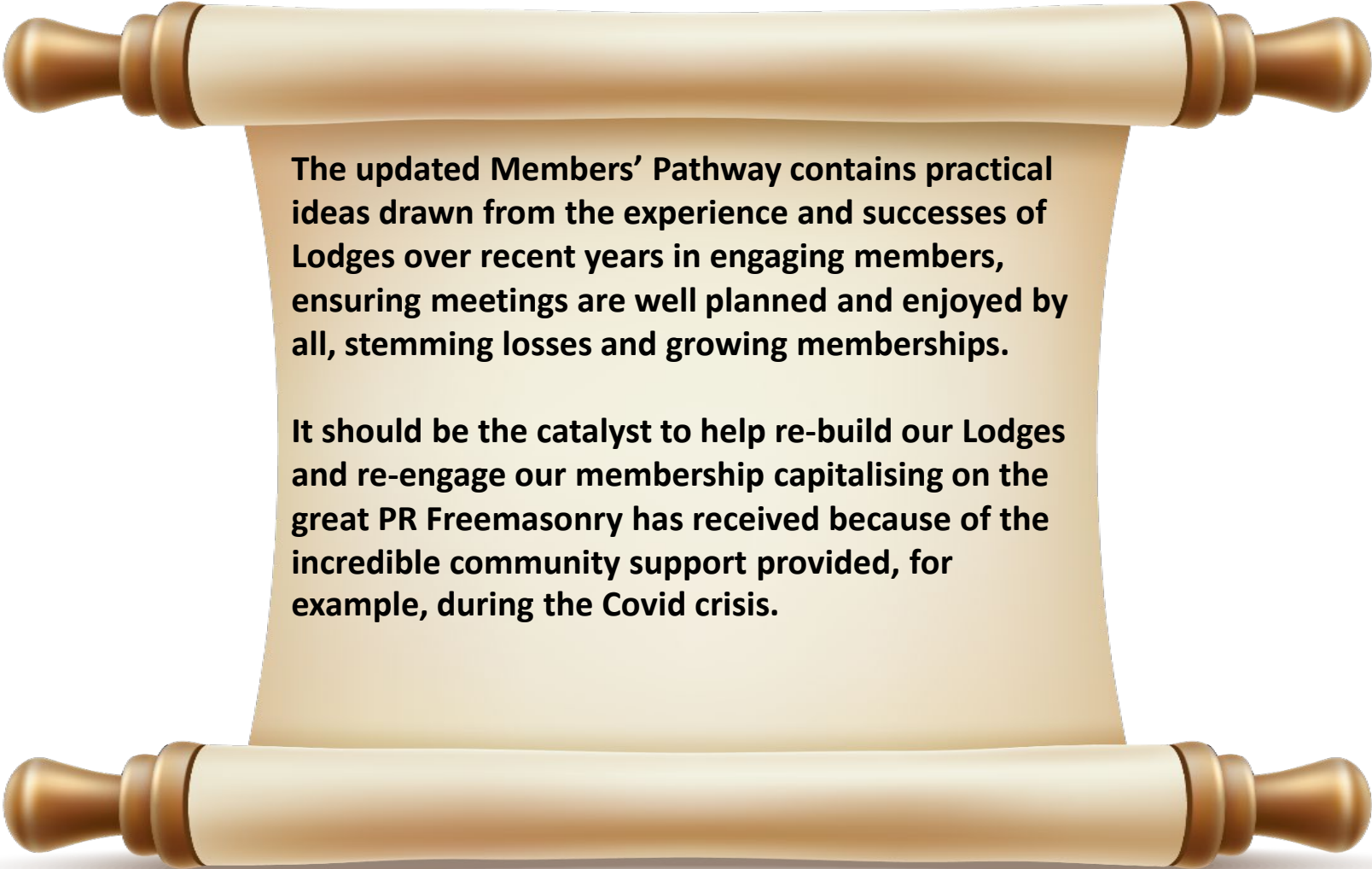
- What is the Members' Pathway - 30 mins
- Quiz - 10 mins

Course Objectives

By the end of this course you will be able to:

- Explain how the updated Members' Pathway can help
- Recognise and describe The Members' Pathway
- Access The Members' Pathway online

The Updated Members' Pathway



The updated Members' Pathway contains practical ideas drawn from the experience and successes of Lodges over recent years in engaging members, ensuring meetings are well planned and enjoyed by all, stemming losses and growing memberships.

It should be the catalyst to help re-build our Lodges and re-engage our membership capitalising on the great PR Freemasonry has received because of the incredible community support provided, for example, during the Covid crisis.

How can The Updated Members' Pathway Help?

- We are all aware of the opportunities and challenges facing our own Provinces, many of which are shared across freemasonry as a whole.
- The updated Members' Pathway can help you to :
 - overcome declining membership by attracting and engaging members
 - adapt to changes in our culture and changing personal preferences
 - adapt to the ever increasing influence of technology on our Lifestyle
 - remain focused on our valuable traditions as well as modernising our way of operating



What is the The Members' Pathway?

The Members' Pathway

From this

For all Lodges:

1. Lodge Planning

For a man known to existing members:

2. Identifying prospective candidates

3. Approaching prospective candidates

For a man not known by existing members:

4. Responding to enquiries from potential candidates

For all prospective and potential candidates:

5. Preparing the prospective candidate for interview

6. Interviewing the applicant

Lodge Membership Officer

7. Preparing the candidate for Initiation

8. Supporting the new Freemason

9. Introducing the Royal Arch

10. Retaining our members

Lodge Mentor

11. Retrieving members

Province

- 11 step approach
- Strong content
- Not easy to use
- Implies that step 11 is the end

**Emphasis was on Attraction
and Retrieval**

The Members' Pathway Hub

To this



**Greater emphasis on
Planning & Engagement**

- A continuing cycle of activity
- Easier to access and use
- The aim is to help create stronger, more vibrant Lodges, with happy members who demonstrably enjoy their Freemasonry

Three Levels of Detail

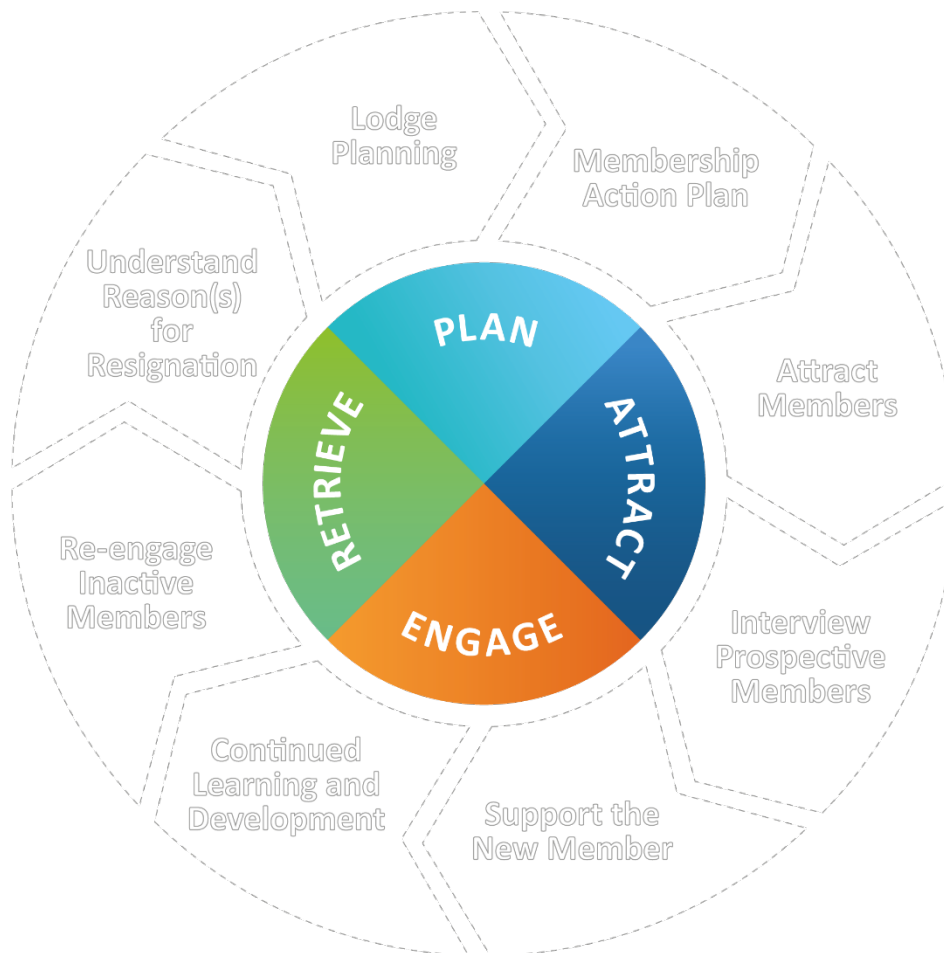


Level 1 – *The Hub & Elements*
in hardcopy print, and softcopy

Level 2 – *Quick Start Guides (QSGs)*
in hardcopy print and 'click and view'
softcopy

Level 3 – *Detailed Guidance*
in 'click and view' softcopy

Level 1 – The Hub



Starts with:

- Lodge & Membership Planning

Progresses Through:

- Attracting new members
- Supporting a member through his early journey in freemasonry
- Engaging his interest in freemasonry and his involvement in Lodge Activities
- Involving all Members
- Helping Members to find new Lodges

Ends With:

- A repeatable cycle to sustain the Lodge and its members

Level 1 – The Hub & Elements



Starts with:

- Reviewing the Lodge's Plans

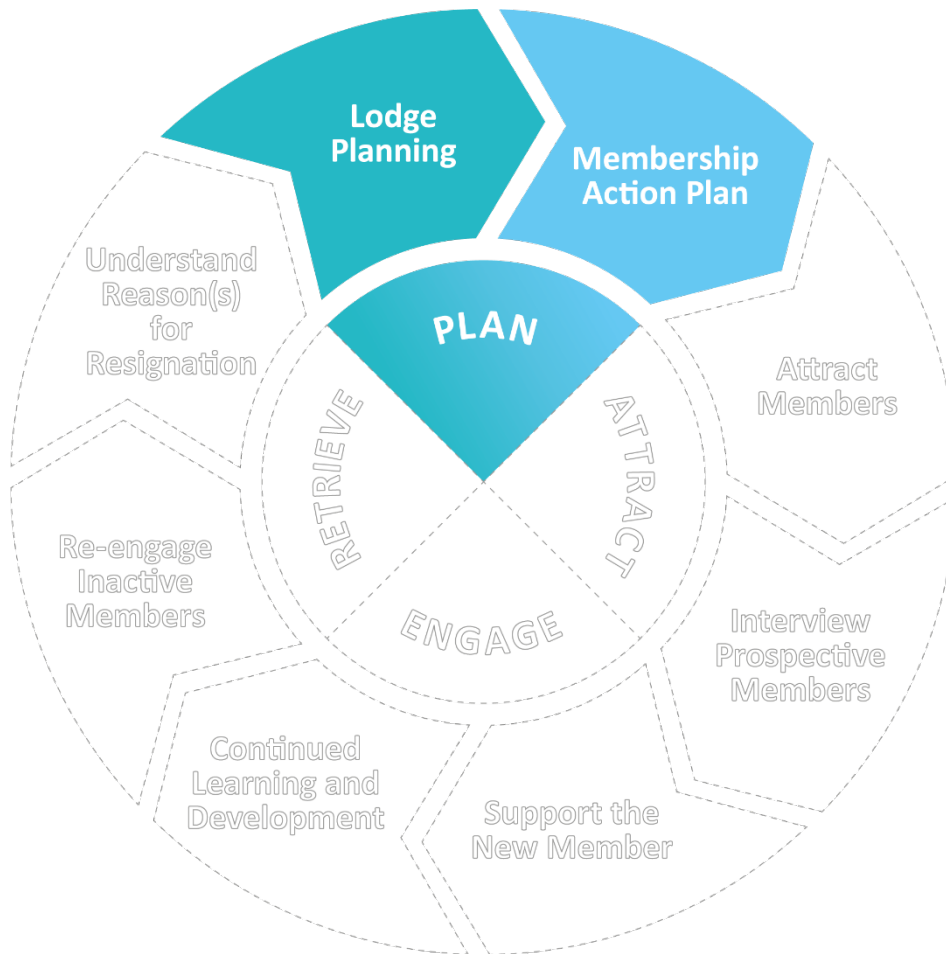
Progresses Through:

- Producing Lodge and Membership Plans
- Attracting new members
- Supporting a member through his early journey in freemasonry
- Engaging his interest in freemasonry and his involvement in the Lodge
- Migrating Members in/out of Province

Ends With:

- A repeatable cycle to sustain the Lodge and its members

Level 1 – PLAN



Starts with

- A Lodge wishing to thrive

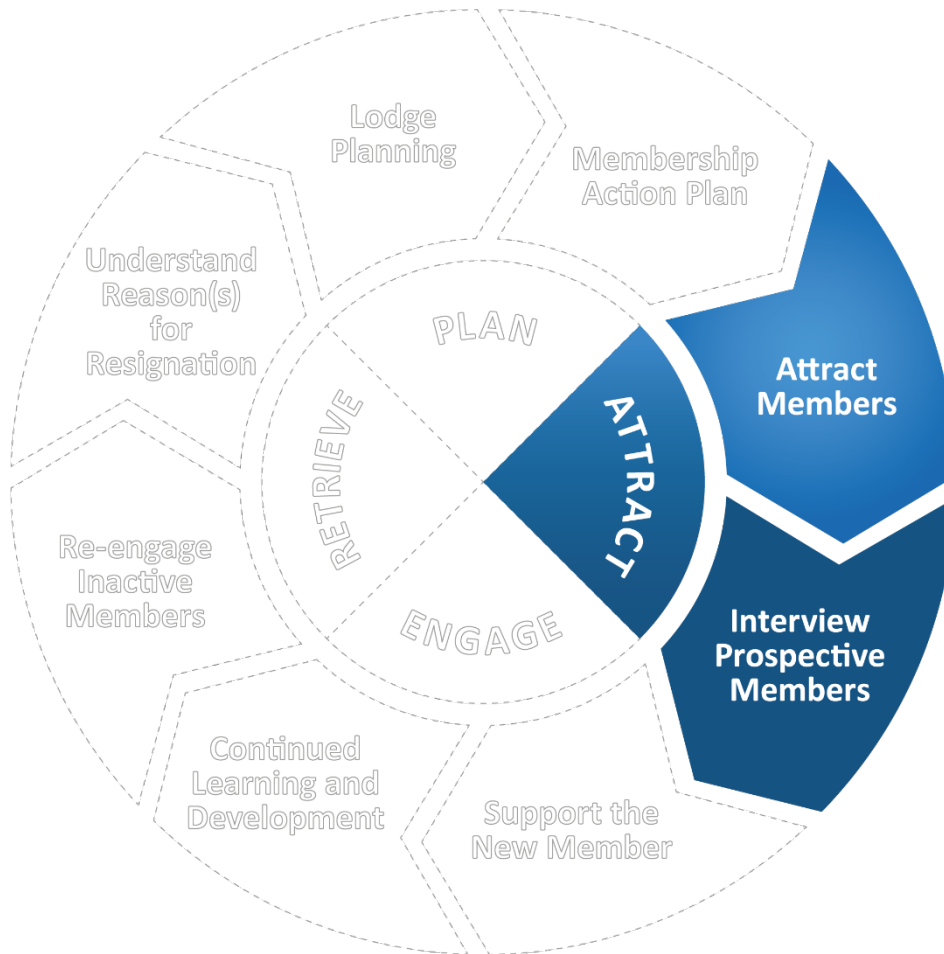
Progresses Through

- Maintaining a Lodge plan
- Maintaining a membership plan

Ends With

- A Lodge Outline
- Candidate Profile

Level 1 – ATTRACT



Starts with

- Membership Plan

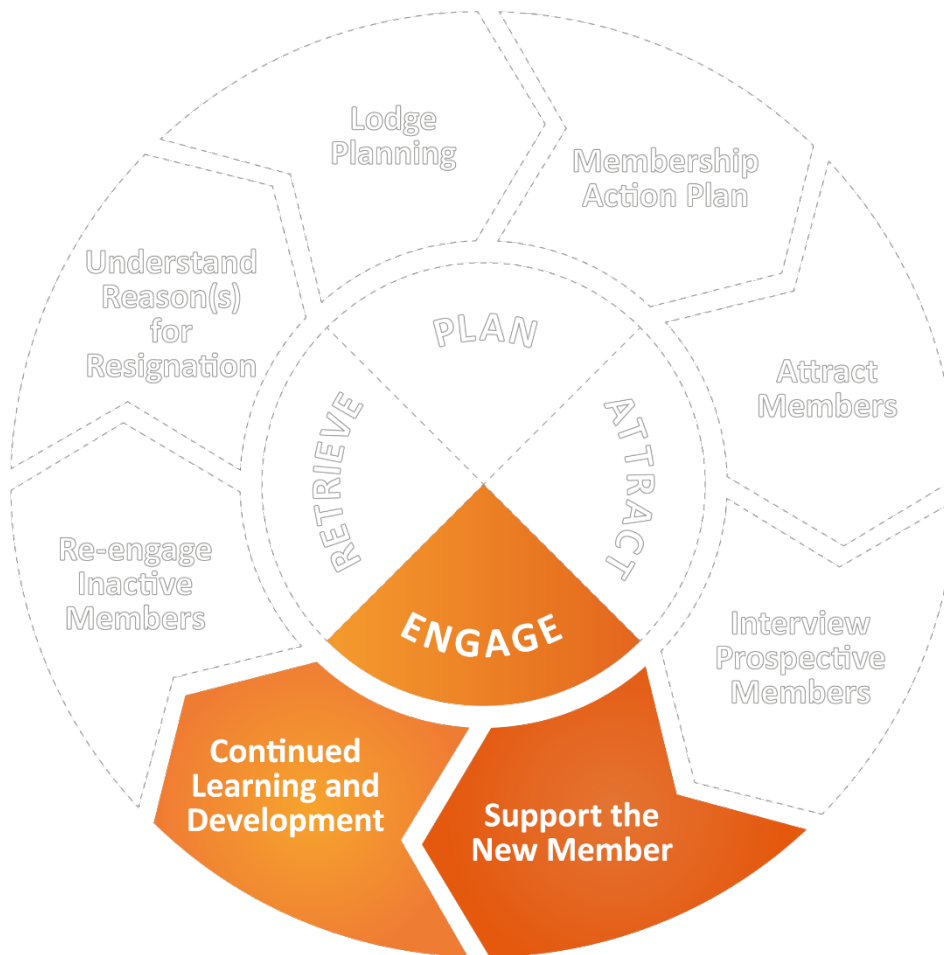
Progresses Through

- Promoting & explaining what we do
- Finding prospects
- Preparation for interview
- Conduct the interview

Ends With

- Candidates for Proposal

Level 1 – ENGAGE



Starts with

- A Balloted Candidate

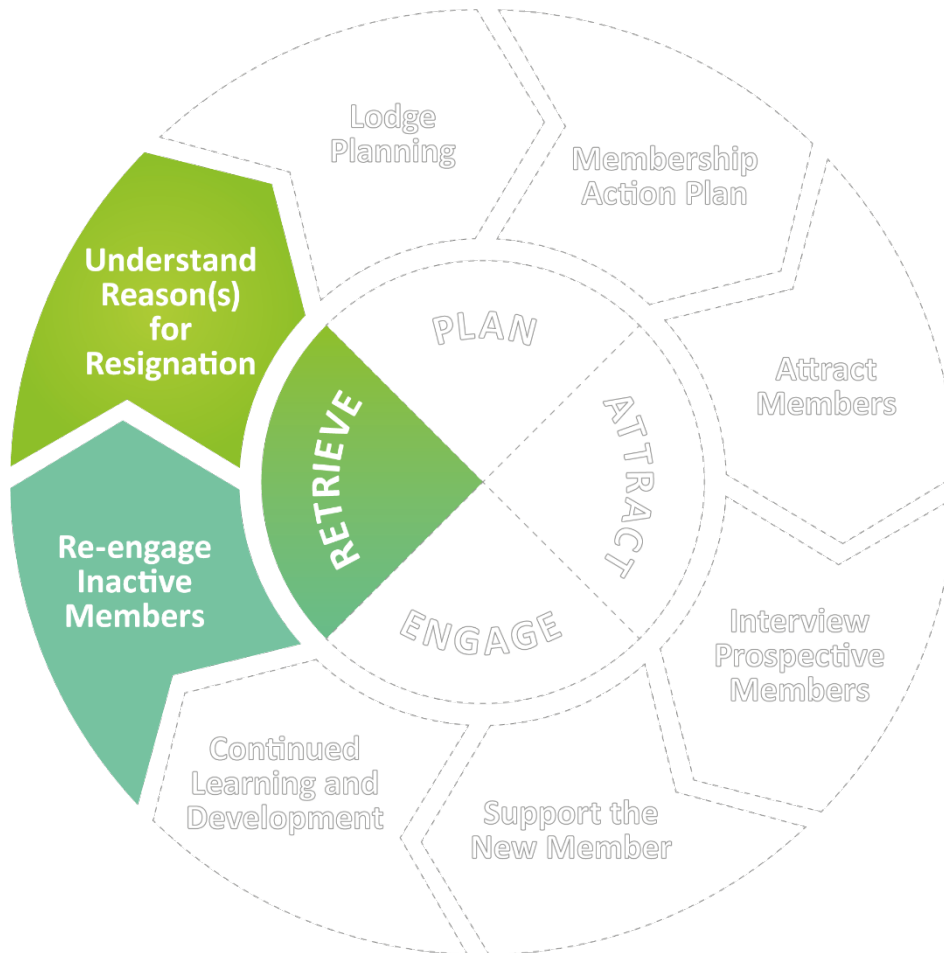
Progresses Through

- Social Activities
- Charity Activities
- Community Activities
- The Three Degrees
- Move up the ladder to the chair
- Offices beyond the chair
- Introduction to RA

Ends With

- Happy Masons, vibrant Lodge

Level 1 – RETRIEVE



Starts with

- Member losing interest
- Member Resigning or
- Member moving away (or in)

Progresses Through

- Discuss issues with the member
- Fixing the problem
- Learning the lessons for the future
- Arrange for Lodge/Province move

Ends With

- Re-engaged member
- Re-located member

Responsibilities

*Roles in Red
for suggestion only*



Who is involved?

'Everyone' but especially the LMO, Mentor, Almoner WM, Sec & DC working together as the 'Lodge Membership Team'

All the PPOs engaged:

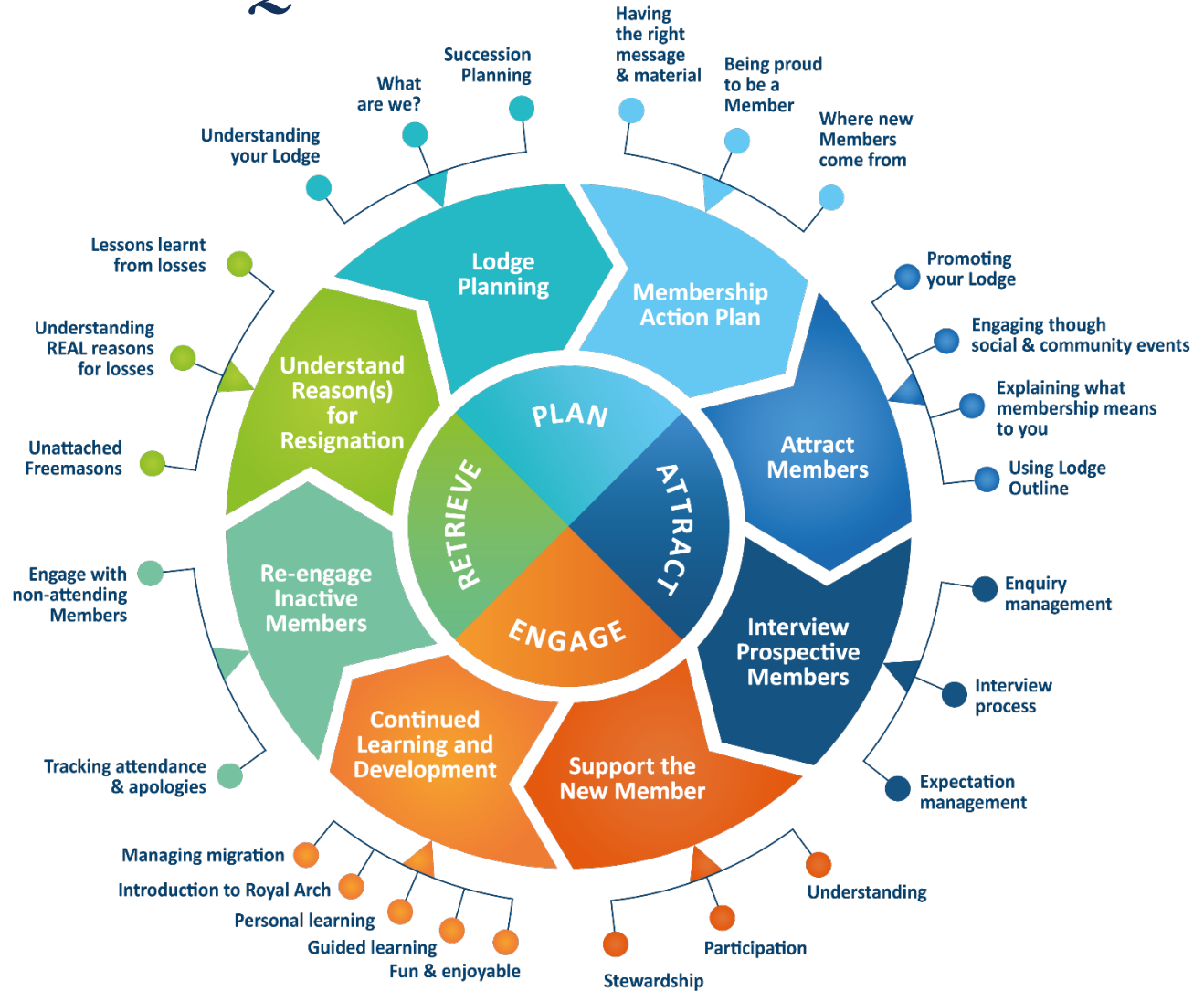
PMO
ProvGMen
Prov Almoner

Level 2 – Quick Start Guide

Threads:

Each of the elements are summarised by a number of brief descriptions known as Threads, shown here around the perimeter

A Quick Start Guide explaining all the Threads is available.



Level 3 – <https://b.ugle.org.uk/membership>

You can access the **ELEMENTS** and **THREADS** that branch out from each part of the **HUB** by clicking on the 'Read More' buttons.

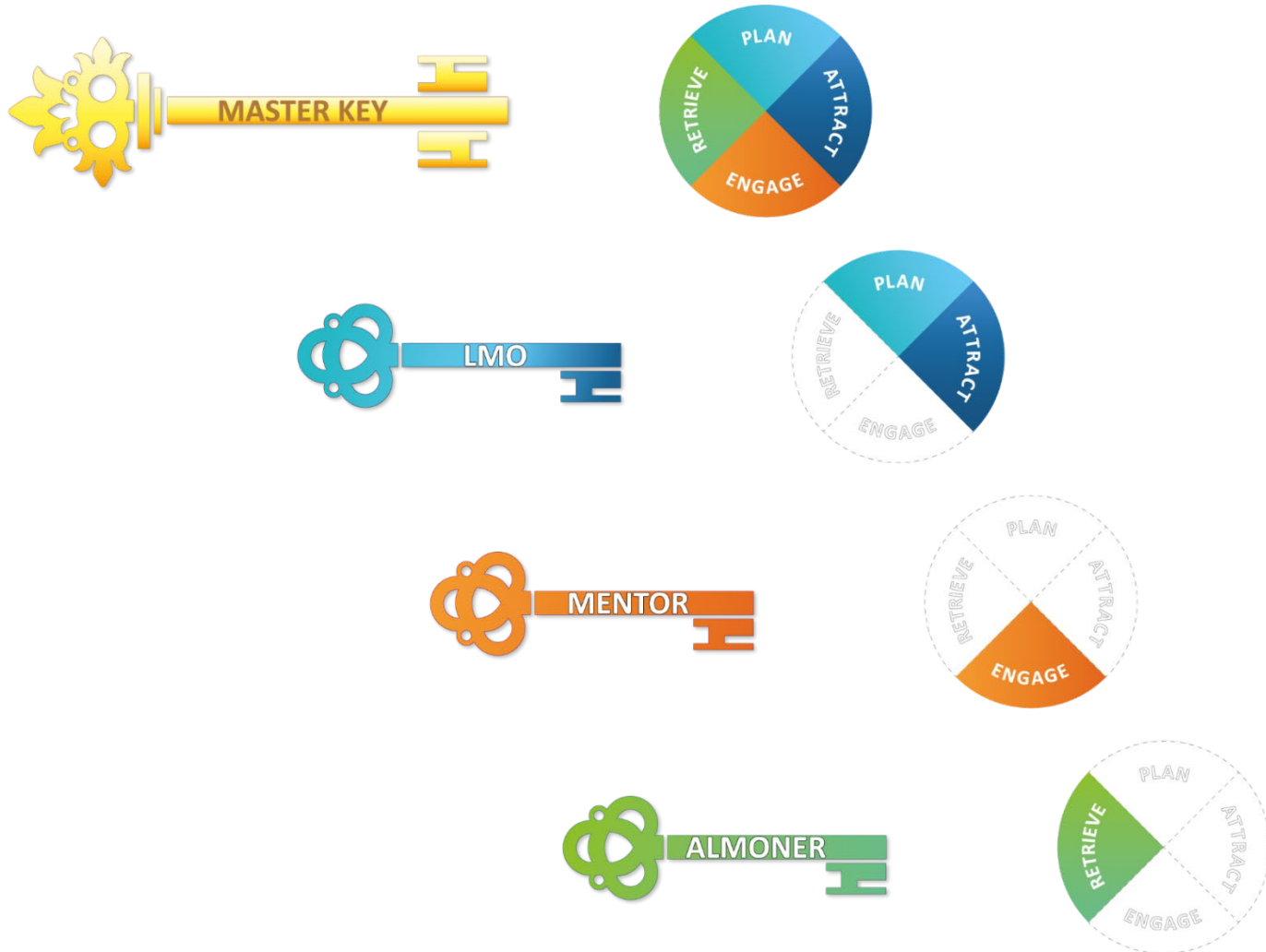
| | |
|--------------------------------|----------------------------------|
| <p>PLAN</p> <p>Read more</p> | <p>ATTRACT</p> <p>Read more</p> |
| <p>ENGAGE</p> <p>Read more</p> | <p>RETREIVE</p> <p>Read more</p> |



This is a compendium from across UGLE of more than 70 short documents containing guidance notes, checklists and examples.

For direct access a set of Keys for each of the four elements have been devised

Set of Keys



The Lodge Membership Team

LMT – Lodge Membership Team

- LMO, Mentor, Almoner
- WM, Secretary & DC
- Other participants as suits your Lodge

Assisted and Supported by the PPO Team

PPO – Provincial Pathway Officer

- Provincial Membership Officer
- Provincial Grand Mentor
- Provincial Grand Almoner
- Other participants as suits your Province



Teamwork

Everybody in the Lodge has a part to play in attracting new members and growing the Lodge.

The Lodge Membership Team (LMT) in particular should regularly speak, meet, share and support each other:

- WM, Secretary, DC
- Membership Officer, Mentor & Almoner

And the Lodge Committee should discuss progress with the Members' Pathway and support their LMT

Together

Everyone

Achieves

More

Adopt/Adapt

Your Province may already have :

- a Provincial and Lodge Membership Officer role in place
- an approach to the original Members' Pathway
- other initiatives you may wish to fold into this approach

Take care to consult your Provincial Pathway team to check if there are any specific tools or techniques that you need to adapt as well as adopting this approach

Especially consult your Provincial Pathway team on the matter of latest good practice available from the UGLE Brand Centre.



What is it? – Quiz Questions

- Q1: What is the Members' Pathway for?
- Q2 What are the four segments to the Hub?
- Q3 What are the 8 elements in the Hub
- Q4 Who is responsible for ensuring we use the Members' Pathway?



What is it ? – Quiz Answers

- Q1 What is the Members' Pathway for?
 - To help to *attract new Members and grow our Lodges*
- Q2 What are the four segments to the Hub?
 - 1) Plan 2) Attract 3) Engage 4) Retrieve
- Q3 What are the 8 elements in the Hub
 - Plan – 1) Lodge Planning 2) Membership Action Plan
 - Attract- 3) Attract Members' 4) Interview Prospective Members
 - Engage- 5) Support New Member 6) Continued L&D
 - Retrieve- 7) Re-engage inactive member 8) Understand reasons for resignation
- Q4 Who is responsible for ensuring that we use the Members' Pathway?
- **WE ALL ARE!** But in particular the following ensure that the Lodge follows it
 - Plan & Attract – LMO, Engage – Mentor, Retrieve – Almoner
 - In addition the WM, Sec & DC make up the Lodge Membership Team
 - And the Lodge Committee assists in overseeing the whole process



Summary

You now:

- understand why we need the Members' Pathway
- are able to describe the new Hub & Elements

Please now return to your Lodge and encourage them to adopt or adapt to the Members' Pathway Hub & Elements.

If you are an LMO, Mentor or Almoner there is a further course for you to show you a quick and easy way to use the Members' Pathway in detail. Ask your PPO Team.

Please complete and return the Course Feedback form as soon as possible.



**Any problems or for further details
contact your PPO Team**

**Please Complete and Return the
Feedback Form by Email**