



UNITED GRAND LODGE
OF ENGLAND

The Members' Pathway

Attracting Members - Growing Lodges

INTRODUCING THE UPDATED MEMBERS' PATHWAY

A brief guide for Lodge Members



What is the MEMBERS' PATHWAY?

The Members' Pathway provides an overall framework to help Lodges to:

- **Plan** Lodge and Membership Development
- **Attract** and welcome new members
- **Engage** with new and existing members to reduce losses through resignations, cessations and exclusions, and
- Find ways to **encourage** those who have drifted away to re-ignite their interest and re-join.

The aim is to help all Lodges become vibrant in which every meeting, including dining, is so enjoyable and worthwhile every member looks forward to the next meeting with an enthusiasm that is infectious.

The Members' Pathway documentation is designed to be accessed online. However, this leaflet and the Quick Start Guide will initially be available in print form. Provincial/Metropolitan support teams have been established to help with the implementation of the Members' Pathway, when requested to do so.

The overall structure of the Members' Pathway is described in the rest of this Leaflet.

Why is the MEMBERS' PATHWAY important?

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.

It will allow us to showcase all that is great about Freemasonry, demonstrating how we champion our values of **Integrity, Friendship, Respect** and **Charity**.

It will also help to answer questions such as:

- Who might be curious about/interested in Freemasonry?
- How do we present Freemasonry to prospective members?
- How do we support new and existing members, so all meetings are enjoyable, expectations met and they remain actively involved?

Who is INVOLVED?



Using the Members' Pathway successfully relies on the **Lodge Membership Team** (Membership Officer, Mentor, Almoner, amongst others) and the support Lodge members give them.

Not every Lodge will be able to appoint different members to each of these Offices but there is a need for someone in the Lodge to fulfil each role.

Every member of the Lodge, from the newest to the most experienced, should have the opportunity to contribute to Lodge and Membership Development. A willingness to embrace change as part of inspiring and motivating Lodge Members will be a pre-requisite for success.

The Members' Pathway recognises individual Provinces and Lodges have created different structures to support members at various stages of their journey; it is not prescriptive on who should do what.

The Provincial Members' Pathway teams are also available to guide and support Lodges.



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For more information please visit:

b.ugle.org.uk/membership

PLAN

▶ LODGE PLANNING

● Understanding your Lodge

Everyone to agree and understand the Lodge history, strengths and weaknesses, membership profile and community involvement.

● What are we?

To describe the Lodge in a Lodge Outline which leads to a Lodge Plan setting out the programme for meetings, social events and community engagement.

● Succession planning

Develop succession plans for all Offices and who will be involved in what ceremonies.

▶ MEMBERSHIP ACTION PLAN

● Having the right message and material

Provide Lodge members with sufficient information so they can confidently respond to any prospective candidate's questions regarding Freemasonry in general and their Lodge in particular.

● Being proud to be a Member

Each member considers why they joined, what they enjoy about their membership, the friendships made and their contribution to local communities.

● Where new Members come from

Identify where new members could come from and how best to engage them (eg personal contact, community events).

ATTRACT

▶ ATTRACT MEMBERS

● Promoting your Lodge

Generate interest using contacts, eg family, friends, colleagues, social media.

● Engaging through social and community events

Publicise community activities and social events to raise the Lodge profile.

● Explaining to others what membership means to you

Be ready to explain why you joined and what you enjoy about Freemasonry, including the shared values of Integrity, Friendship, Respect and Charity.

● Using the Lodge Outline

A summary describing the frequency of meetings, costs and character to help match candidate's expectations to what the Lodge offers.

▶ INTERVIEW PROSPECTIVE MEMBERS

● Enquiry management

Identify a point of contact, ideally the Lodge Membership Officer and respond to enquiries promptly.

● Interview process

Interview candidates ideally using the Members' Pathway good practice guide.

● Expectation management

Balance the expectations of the candidate with those of the Lodge.

ENGAGE

▶ SUPPORT THE NEW MEMBER

● Understanding

Providing information on what we do within meetings and the help Mentors and others should provide.

● Participation

Ensuring new members are invited to all Lodge events (LoI, Lodge Meetings, Social Events) and made to feel welcome.

● Stewardship

Guiding the new mason at the start of his journey in Freemasonry.

▶ CONTINUED LEARNING AND DEVELOPMENT

● Fun & enjoyment

Action to ensure all aspects of Freemasonry are fun and exciting for everyone.

● Guided learning

Guiding new members on Lodge protocols and helping them prepare for various ceremonies and offices.

● Personal learning

Providing opportunities to learn more about Freemasonry, at their own pace, through available literature and websites including Solomon.

● Introduction to Royal Arch

Introducing the Royal Arch and explaining why and when a member should consider joining.

● Managing migration

Supporting members to continue their Freemasonry when relocating within the UK or abroad.

RETRIEVE

▶ UNDERSTANDING REASON(S) FOR LOSSES

● **Unattached Freemasons**

Unattached Freemasons are not a member of any Lodge. Re-engaging with these Brethren can often encourage them to re-join.

● **Understanding REAL reasons for losses**

Knowing the REAL reasons for losses, through formal exit interviews by someone from outside the Lodge, who may be from a Provincial Team.

● **Lessons learnt from losses**

By identify the reasons for losses (resignations, exclusions and cessations), actions can be taken to address the causes and find solutions.

▶ RE-ENGAGE INACTIVE MEMBERS

● **Tracking attendance & apologies**

Identifying members not regularly attending and/or sending apologies, highlights early warning signs.

● **Engage with non-attending Members**

Engaging and understanding the reasons why members do not regularly attend will enable Lodge Membership Teams in addressing the signs of disinterest, helping to prevent losses.



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Reason(s)
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