GEKTUSA MEMBERSHIP
69th TRIENNium

William Garrard (AZ), Chairman
Gerald Pugh (OH)
Stuart Drost (CT)
AND NOW FOR SOMETHING COMPLETELY DIFFERENT
GEKTUSA MEMBERSHIP COMMITTEE
TELLING IT LIKE IT IS

Magna Est Veritas Et Praevalebit

TRUTH
GEKTUSA MEMBERSHIP COMMITTEE
OPENING MONOLOGUE
GEKTUSA MEMBERSHIP COMMITTEE
EFFORTS FROM LAST TRIENNIAUM

➢ GE wide SWOT Analysis
➢ Website Toolbox Build
➢ State Membership Committee Liaison
WHAT WE SEE

IF WE DON’T TAKE CARE OF THE CUSTOMER, MAYBE THEY’LL STOP BUGGING US
Looking back and pondering over the past cannot change what has already happened. What can instead be changed is the things that are happening right now and the choices we make today.
GEKTUSA MEMBERSHIP COMMITTEE

WE HAVE TO CHANGE

INSANITY

DOING THE SAME THING OVER AND OVER AGAIN
AND EXPECTING DIFFERENT RESULTS
GEKTUSA MEMBERSHIP COMMITTEE

YET HERE WE ARE AGAIN

Knight Templar Magazine
Volume 1, Number 2
FEBRUARY-MARCH 1956

Demits and Suspensions

By George A. Works, P. G. C. Mast, and R. L. Chairman Grand Exemplary
Committee on Public Relations

This subject has always been a serious
problem. During the year 1945-1946 an
Official Order was mailed to all Com-
manders and Recorders of Constituent
Commanderies:

"For the purpose of enabling Grand
Commandery to be of more assistance to
the Constituent Commandery and to keep
Grand Commandery more closely in touch
with our membership situation, it is de-

ered that each Commandery send a re-
port to the Grand Commander on each
member who is being considered for sus-
pension for non-payment of dues, also in
each case when a member requests a
demiss, other than a demiss requested in
order to transfer to another Command-
ery.

"The report will be made on a form
as attached.

Then the member would be informed
that he could then be reinstated in the Lodge
or Chapter and thus retain his member-
ship in his Commandery. This is our
procedure at the present time—it seems
to be very satisfactory.

COPY
TO THE DIVISION COMMANDERS
Re: SUSPENSION LISTS

Sir Knights:

Last month we sent you a list of de-
misses. Together with these on the en-
closed lists, we have now placed in the
hands of the Division Commanders, a
Grand Total of nearly 1,000 names of
former members. Let us stop to think
what 1,000 members would mean to us
all. In the matter of dues, it means ap-
proximately $9,000.00. In addition rev-
ner each year to the Constituent Com-
manderies.

It's like déjà vu all over again
GEKTUSA MEMBERSHIP COMMITTEE

OPPORTUNITIES COMING OUT OF COVID

➢ RECLAIM
➢ REBUILD
➢ REINVENT
GEKTUSA MEMBERSHIP COMMITTEE
WHY MISSION AND VISION STATEMENTS

MISSION STATEMENT
➢ Who we are and what we value

VISION STATEMENT
➢ What we want to become

STRATEGY
➢ How will we achieve our vision

GOALS AND OBJECTIVES
➢ How we gauge success

YOU ARE THE STAKEHOLDERS!
NONE OF THIS MEANS A DARN UNLESS YOU TAKE ACTION
The Grand Encampment Membership Committee will administer a campaign designed to achieve our membership goals by providing specific programs designed for Recruitment, Retention and Restoration
GEKTUSA MEMBERSHIP COMMITTEE

VISION STATEMENT

It is our intent to make being a Knight Templar a life changing experience which entices prospective members to join our ranks, that motivates our current fraters to a greater degree of participation and encourages those who may have dropped from our roles to return to the Order.
GEKTUSA MEMBERSHIP COMMITTEE

STRATEGY

➢ RECRUITMENT
➢ RETENTION
➢ REINSTATEMENT
➢ REINVIGORATE

THE SAME OLD THINKING

THE SAME OLD RESULTS
RECRUITMENT - Getting New Blood Interested in Commandery

TOOLS: Having dedicated tools at our disposal specifically designed to entice the potential membership pool to petition the Rite or complete their journey

GOALS: Specific metrics relative to each state’s previous performance to be met by the end of this triennium

IMPLEMENTATION: The identification of specific individuals responsible for implementation of recruitment protocols in each Department. The identification of a specific individual in each state for oversight across the triennium

RESULTS: What gets measured is what gets accomplished
RETENTION – Stem the Tide of Voluntary Departures

UNDERSTANDING: Why the touch-and-go. Bridging intergenerational differences. What will make your customer come back to your store time and time again

RESOURCES: Different folks have done different things to keep their members engaged. Make those resources widely available

GOALS: Specific metrics relative to each state’s previous performance to be met by the end of this triennium

RESULTS: What gets measured is what gets accomplished
REINSTATMENT – Getting SOME of them back

UNDERSTANDING: *Don’t guess why they left, find out why and fix it*

OUTREACH: *Re-Establish contact with those who are gone (setting the criteria for who/what). Their reasons for leaving may have changed or be reversible. Show we care and that things are going to be different.*

GOALS: *Specific metrics relative to each state’s previous performance to be met by the end of this triennium*

RESULTS: *What gets measured is what gets accomplished*
REINVIGORATE – Something for those who stayed

GRATITUDE: Recognition for those who currently are the foundation that we are building upon

PERSONAL: Individual interaction is more meaningful than speaking to the room in general

AWARENESS: Keen observations of those who have been the stalwart member. Overload/Burn-Out/Age Effects

MASONIC EQUALITY: Break the Cliques. Have the discussions of exclusionary bodies somewhere else. There is NO DEGREE higher than the DEGREE OF THREE
GEKTUSA MEMBERSHIP COMMITTEE
WHAT HAVE YOU BEEN DOING?

**SMARTS**

- **Specific**: What do you want to do?
- **Measurable**: How will you know when you’ve reached it?
- **Achievable**: Is it in your power to accomplish it?
- **Realistic**: Can you realistically achieve it?
- **Timely**: When exactly do you want to accomplish it?
GEKTUSA MEMBERSHIP COMMITTEE

GOALS FOR THIS TRIENNIAL

STATE DAIS OFFICER MMS REVIEW

TENDER YOUR GOALS TO GE MEMBERSHIP WITHIN 60 days

GE MEMBERSHIP CHAIRMAN REVIEW

GOAL ACCEPTANCE

EACH STATE SETS THEIR OWN GOALS BASED ON PAST PERFORMANCE
GEKTUSA MEMBERSHIP COMMITTEE
GOAL SCHEDULE

➢ YR1 - DEVELOPMENT
➢ YR2 - IMPLEMENTATION
➢ YR3 - MEASURED RESULTS
What To Do When...

LIFE GIVES YOU LEMONS

DON’T MAKE LEMONADE!
MAKE LIFE TAKE THE LEMONS BACK

GET MAD!
✓ YELL – I DON’T WANT YOUR DAMN LEMONS
✓ DEMAND TO SEE LIFE’S MANAGER
✓ BURN DOWN THEIR HOUSE
GEKTUSA MEMBERSHIP COMMITTEE

SWOT RESULTS

S
STRENGTH

W
WEAKNESS

O
OPPORTUNITY

T
THREAT
### GEKTUSA MEMBERSHIP COMMITTEE

#### STRENGTHS

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## GEKTUSA MEMBERSHIP COMMITTEE OPPORTUNITIES

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<td>Better York Rite Unity</td>
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<td>Increased Charities</td>
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How do we use these results to our advantage?
GEKTUSA MEMBERSHIP COMMITTEE
BUILDING LINES OF COMMUNICATION

COMMUNICATING THE GRAND MASTER’S PRIORITY PLANS REGARDING MEMBERSHIP

GEKTUSA ME GRAND MASTER
GEKTUSA MEMBERSHIP COMMITTEE
GEKTUSA DEPARTMENT COMMANDER
GEKTUSA DEPARTMENT LIAISON

STATE GRAND COMMANDER
STATE MEMBERSHIP CHAIRMAN
LOCAL MEMBERSHIP CHAIRMAN
LOCAL COMMANDERY MEMBERS

GRAND ENCAMPMENT
STATE COMMANDERY

B R I D G E

TODAY

8
16
3
1
50
50
961
64,288
STATE LEVEL LIAISON

Grand Captain General installed in 2021

(For CONTINUITY we will use the same Named Sir Knight for ‘21, ‘22 and ‘23 regardless of progression)

WE NEED YOU!
HELP WANTED

Looking for at least TWO enthusiastic Sir Knights from each Department to serve for the next three years as Department Liaison Officers for the GE Membership Committee.

- Must be able to attend a monthly web meeting (nix July and December)
- Departments will be joined by Time Zone for regularly scheduled ZOOM meetings
- A nationwide meeting will be once or twice per year
- Enthusiasm is a MUST
GEKTUSA MEMBERSHIP COMMITTEE
ORG CHART – TIME ZONE DIVISIONS

WEST

CENTRAL

EAST

NORTHWESTERN

NORTH CENTRAL

SOUTHWESTERN

SOUTH CENTRAL

NORTHEASTERN

EAST CENTRAL

MID-ATLANTIC

SOUTHEASTERN

MEMBERSHIP
GEKTUSA MEMBERSHIP COMMITTEE
HAVING ADEQUATE TOOLS - PRELIMINARY

RIGHT TOOLS FOR THE JOB

- EASY TO NAVIGATE WEBSITE
- RECRUITMENT
- RETENTION
- REINSTATEMENT
GEKTUSA MEMBERSHIP COMMITTEE

R-1: RECRUITMENT
He who has a thing to sell,
And goes and whispers in a well,
Isn’t likely to get the dollars
As he who climbs a tree and hollers
GEKTUSA MEMBERSHIP COMMITTEE
TARGETED EFFORTS

ROI: RETURN ON INVESTMENT

\[ ROI: \left( \frac{GAIN}{COST} \right) \times 100 \]
GEKTUSA MEMBERSHIP COMMITTEE

TIME - OUR MOST VALUABLE ASSET
GEKTUSA MEMBERSHIP COMMITTEE

SYMBOLIC

SPEAKING VOLUMES WITHOUT SAYING A WORD
GEKTUSA MEMBERSHIP COMMITTEE
BRAND IDENTITY – WHODAT?
GEKTUSA MEMBERSHIP COMMITTEE
BRAND IDENTITY

KNIGHTS TEMPLAR
FAITH & HOPE & CHARITY
www.knightstemplar.org
GEKTUSA MEMBERSHIP COMMITTEE

R-2: RETENTION
GEKTUSA MEMBERSHIP COMMITTEE
DEPARTURES

VOLUNTARY

INVOLUNTARY

EXIT

MEMBERSHIP
GEKTUSA MEMBERSHIP COMMITTEE
CHARTS TO MAKE YOU GO HMMM...

15 Year Membership Status - State-X

- Voluntary Departures
- Knightings

Voluntary=Suspended+(Demitted-Affiliated)
YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION
Goofus didn’t study his lines too well and thought he was “good enough”….Ok, here we go. Um, ah, In the beginning, um, God created heaven and earth and that was real good. And the earth was dark; and, uh, the darkness was upon the face of the world. And the Spirit of God moved the water. And then God, ah, he said, Let there be light: and there was light. And that was real good too. Thank you very much.

Gallant works hard to deliver letter perfect ritual with the correct inflection and poignant pauses…. In the beginning God created the heaven and the earth. And the earth was without form, and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the face of the waters. And God said, Let there be light: and there was light.
GEKTUSA MEMBERSHIP COMMITTEE
MASONIC TOURISM

➢ 75% Knighted and Never Heard From Again
➢ 23% Kept Membership Less Than Five Years
➢ 2% Veteran Departures
GEKTUSA MEMBERSHIP COMMITTEE

R-3: REINSTALLMENT
GEKTUSA MEMBERSHIP COMMITTEE

LIFE CHANGES

SHIFT HAPPENS
GEKTUSA MEMBERSHIP COMMITTEE
ADAPTING TO CHANGING OBSTACLES
I’m having trouble seeing things from your point of view.
GEKTUSA MEMBERSHIP COMMITTEE
WEBSITE

Grand Encampment of Knights Templar

Home Page | Grand Officers | Grand Commanders | Grand Masters | Grand Recorder | Holy Land Pilgrimage | KT State News

MEMBERSHIP COMMITTEE

INDEX OF THIS WEB SITE (Letters & Forms Embedded)
(Just Scroll Down or Use Links Below to Go to Subjects)

GRAND ENCAMPMENT MEMBERSHIP COMMITTEE
and its Grand Subordinate and Constituent Commandery Membership Committees

Prior to his installation as our Grand Master for the 58th Triennial, SK Jeff Nelson shared some of his "random thoughts" on membership. Several of those points are highlighted here:

* Every Grand, Subordinate and Constituent Commandery must have a membership committee that is active and held accountable for results. "What gets measured gets done."
IS THE JUICE WORTH THE SQUEEZE?
GEKTUSA MEMBERSHIP COMMITTEE
TOOLS: BEAFREEMASON.ORG
An introduction to the three bodies of York Rite Freemasonry: the Royal Arch, the Cryptic Council and the Knights Templar. Produced for the Grand Commandery of Knights Templar of Indiana.

Created by Christopher Hodapp, author of Freemasons For Dummies and the Templar Code For Dummies.
GEKTUSA MEMBERSHIP COMMITTEE
TOOLS: THE EXIT INTERVIEW
“Companions, I am now to become your conductor. I will therefore represent you, speak for you when necessary and answer for you such questions that you may not be able to answer for yourselves”
GEKTUSA MEMBERSHIP COMMITTEE
TOOLS: BUILDING A CENTRAL LIBRARY

➢ PROGRAMS
➢ PAPERS
➢ PRESENTATIONS
➢ GAMES
➢ ENTERTAINMENT
➢ ADVERTISEMENTS
GEKTUSA MEMBERSHIP COMMITTEE

TOOLS: RITUAL AID
GEKTUSA MEMBERSHIP COMMITTEE

LET'S FILL THE TOOLBOX

1. RECRUITMENT
2. RETENTION
3. REINSTATEMENT
4. WEBSITE
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“At the end of it all, the last person who turns out the lights for the final time will say; a lot of you cared, just not enough”
GEKTUSA MEMBERSHIP

69th TRIENNIAL

William Garrard (AZ)
wagarrard1@gmail.com

Gerald Pugh (OH)
ggpugh@gmail.com

Stuart Drost (CT)
skdrost@comcast.net

T. Chance Chapman (TX)
tcchapman@ymail.com

J. William Riggs (KY)
billriggs@hotmail.com