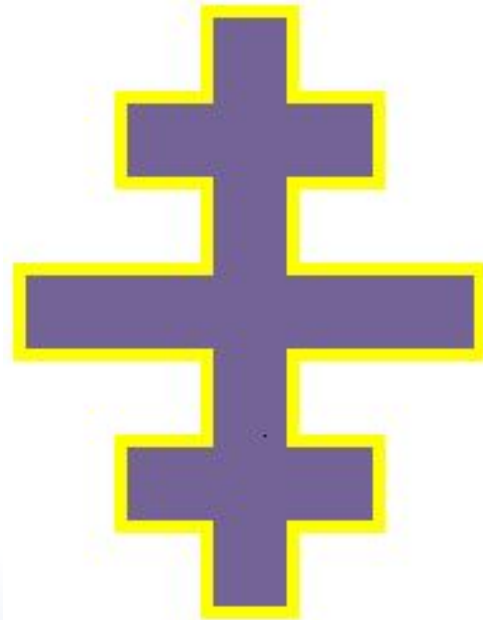


# MEMBERSHIP

## How Important is It?



Prior to his installation as our Grand Master at the 67<sup>th</sup> 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.”**
- **Must focus on the three R’s – Recruitment, Retention and Restoration. Some Commanderies focus all of their efforts on recruitment and neglect retention and restoration.**
- **Make conclaves interesting and educational.**
- **Communicate with members. Never issue a demit or suspension without PERSONAL contact.**
- **If we do lose someone, conduct and EXIT INTERVIEW.**



# **GENERAL ORDER NO. 5**

March 27, 2019

## **MEMBERSHIP DEVELOPMENT is PRIORITY ONE**

**During the 68<sup>th</sup> Triennium.**

- 1. Every Grand Commander shall appoint a Membership Chairman and Membership Committee in each Grand Jurisdiction.**
- 2. Every Eminent Commander shall appoint a Membership Chairman and Membership Committee in each Commandery.**
- 3. Membership Committees shall work with and implement those membership development initiatives advanced by the Grand Encampment's Committee on Membership.**
- 4. Membership Committees shall report their activities and progress to their appointing authority and the Grand Encampment's Committee on Membership periodically on forms developed for this purpose by the Grand Encampment's Committee on membership.**



**GEKT Committee on Membership  
68<sup>th</sup> Triennial**

**In accordance with our Constitution, the Committee on Membership is one of the standing committees for the GEKT. Our MEGM has named the following Sir Knights to this committee:**

**SK Henry A. Adams, Chairman, PSEDC, Florida**

**SK Carson C. Smith, member, KTCH, Indiana**

**SK William A. Garrard, member, PSWDC, Arizona**



**Mission Statement** The Grand Encampment Membership Committee will administer a campaign designed to achieve the membership goals as established by the Most Eminent Grand Master from time to time. We will do so by providing specific programs that will assist the Grand Commanderies with Recruitment, Retention and Restoration of Sir Knights.

**Vision Statement** It is our intent that by the end of this 68<sup>th</sup> Triennium (2021), the Grand Encampment of Knights Templar will have achieved an increase of at least 5% in new “knightings” that year (Recruitment), suffered no more than a 2% loss in total membership from the number of demits and suspensions (Retention) and realized at least a 2% gain in the number of Sir Knights restored from suspension or demit (Restoration). *Note: percentages are calculated as a % of the total membership # as of the beginning.*



# OUR OVERAL MEMBERSHIP NUMBERS HAVE CONTINUED TO DECLINE OVER THE PAST SEVERAL YEARS.

**How far down can we go?  
What is our Critical Mass?**

- **If we are to remain effective, how many capable and dedicated Sir Knights do we need to effectively confer orders?**
- **Over the past decade we have lost well over one-third of our membership, a total of 49,667 Sir Knights (38.66%).**

- **2009 125,457**
- **2018 78,790**



## WHAT CAUSED THOSE LOSSES?

A quick review of our 5 year trend in the Grand Encampment's total membership numbers indicates that we have had an average total gain of 5.81%.

Not bad, but when you consider where the bulk of our losses come from. We see that our combined demits and suspensions have averaged 6.89%! This is an area that we can and must correct.

That represents an average net loss of 1.08%, something we cannot endure if we are to thrive and be successful in future years.

Some would argue that our losses from death are the real culprit. After all, we are getting older by the day. But our average age throughout the entire jurisdiction is only 67.2 and our average losses to the GE over the past 5 years has been 3.80%.



## WITH FEWER MEMBERS, HOW DOES THIS EFFECT US?

- It diminishes our ability to successfully execute our duties and our programs.
- It could impact our efforts to attract new members.
- Why would you want to join a failing organization?
- It would definitely result in lower income (per capita), thus making it even more difficult to effectively accomplish our goals and programs.





## WHAT ARE WE DOING TO REVERSE THIS DOWNWARD TREND?

There is a new addition to the GEKT website ([www.knightstemplar.org](http://www.knightstemplar.org)) identified as “Membership Monthly Info” that you can click on to for the latest new information and the “Tool Box” that contains ideas, forms and templates that will assist your membership efforts.

You will also find the new “Templar Ritualist” site on the home page of the website. It offers a fantastic new educational program that is highly recommended for all new Sir Knights and even some of us who might think that we know it all.

The Social Media Committee is working on developing new ways for us to reach out and stay in touch with our younger members and to attract new members.

And we have the Emerging Leaders program that has proven to be very successful and well received. This program is continuously being updated. It has been opened to all in our Masonic fraternity.

**BUT WHAT WE REALLY NEED IS YOUR FULL SUPPORT OF THESE EFFORTS. IT IS EACH AND EVERY ONE OF YOU WHO CAN MAKE A DIFFERENCE.**



# Who is Responsible for Membership?



**Responsibility for Membership is “Everyone’s” job,  
not just the Recorder’s or “the other guy’s” Responsibility**

*but*

**In accordance with General Order No. 5, you must appoint a  
Membership Chairman and a Membership Committee that will  
work to achieve the initiatives and goals as set out by the Grand  
Master from time to time.**



# **Your Membership Committees Must Focus on the Three R's**

**Recruitment**

**Retention**

**Restoration**

and let's add

**Public and Masonic Relations**



**How does one go about setting up a Membership Committee and what are the supposed to do?**

**Go to the GEKT website [www.knightstemplar.org](http://www.knightstemplar.org) and click on to “Membership Monthly Memo”.**

**You will find a copy of our Mission Statement and Vision Statement, and a “Tool Box” that contains a suggested format for establishing an effective Membership Team, along with templates for letters, telephone scripts and much more for dealing with issues concerning**

**Recruitment**

**Retention**

**Restoration**

**Public/Masonic Relations**



## RECRUITMENT

Practice on your “elevator speech”. What does being a Knight Templar mean to you and why would someone want to become a Knight Templar like you?

Work closely with your Chapters to put on more Mark Mason degrees and assist in seeing that these new candidates proceed through the Chapter and Council degrees, then on to the Knights Templar.

Work closely with the Grand Lodge to establish a Lodge Ambassador program.

Refer your own prospects who are not yet Masons to your home Lodge and mentor them through the Lodge while exposing them to more knowledge about the York Rite and Templar Masonry.



# **Some Commanderies focus all of their efforts on recruitment and neglect Retention and Restoration**

**Don't get lost and lose your focus**



# Retention

**Communicate with your members. Check on them regularly, getting to know them on a more personal basis. Are we fulfilling their expectations on being a Knight Templar? If not, how can we improve? Never issue a demit or suspension without PERSONAL contact.**

**Membership Committee should be responsible for overseeing list of NPDs, calling those fraters on a regular basis to see that:**

**They are OK physically and spiritually.**

**To find out if there is anything that you can assist them with (work schedules, travel support, personal issues, etc.)**

**Make conclaves interesting and educational, an event the fraters will look forward to and want to attend.**

**Encourage more Civic awareness (parades, Memorial Day celebrations)**

**Masonic participation (honor guards, flag presentations, officer installations)**





# Involve Your New Members Quickly

**Determine what their interests are and give them a meaningful job in the Commandery.**

- **Quickly involve your newest fraters with work in the Commandery, floor and sword practices, and especially ritual work. Nothing can be more captivating and leave a lasting impression on the candidates and players than a really good show in our degree work.**
- **Give them assignments that will enhance their knowledge of Templar Masonry**
- **Invite them to visit other Commanderies with you, expand their Templar world.**
- **Make certain you keep the business portion of your meeting short and make sure you include and education program, sword drill, floor work, etc. that will cause the fraters to want to come back for more.**



# Restoration

**If we do lose someone, conduct an EXIT INTERVIEW**

**How did we lose you?**

**What was missing for you that you expected to find in the Commandery?**

**To the extent that it is possible, FIX IT and address their needs.**

**Stay in touch with fraters who may have recently demitted to see if you can bring them back**



# Public and Masonic Relations

**Work with the Grand Lodge, Scottish Rite and Shrine to establish a UNIFIED MEMBERSHIP ADVISORY COUNCIL that is intended to identify ways in which you can support one another with your Membership Programs.**

**Work closely with your Chapters to put on more Mark Mason degrees and assist in seeing that these new candidates proceed through the Chapter and Council degrees, then on to the Knights Templar.**

**Work closely with the Grand Lodge to establish a Lodge Ambassador program.**

**Refer your own candidates who are not yet Masons to your home Lodge and mentor them through the Lodge while exposing them to more knowledge about the York Rite and Templar Masonry.**



**Next I want to hear from you, all of you.**

**What are our greatest strengths in Templary that will help us grow our membership to the levels we need?**

**What do you believe our greatest challenges are with regard to membership?**

**How can we work around these challenges or solve our problems with membership?**

**What sort of goals should we set for ourselves if we are to grow our membership numbers?**



Let's take a short 15 minute break



# Membership Exercise



**You have identified what you believe our 4 greatest strengths are with regard to increasing our membership.**

**You have also identified our 4 greatest challenges in accomplishing this growth.**

**And you have come up with several solutions for reversing our downward trends in our membership numbers.**

**You have also set some goals and timelines for when we should accomplish these goals.**



# What should your Grand Commandery Do Now?

Know where you stand, membership-wise, with regard to:

Your current numbers and significant trends over the past 2-3 years.

Identify your strengths, weaknesses and opportunities.

- Who do you have that has the experience or would take on this challenge of establishing a successful Membership Committee.
- How can you improve your relationships with the Blue Lodges, Scottish Rite and Shrine.
- Work with the Grand Lodge, Scottish Rite and Shrine to establish a UNIFIED MEMBERSHIP ADVISORY COUNCIL that is intended to identify ways in which you can support one another with your Membership Programs.
- Have your membership committee write out a 3-5 year strategic plan with clearly identified goals, then share it with the Grand Commandery leadership and communicate it down to the constituent Commanderies.

**FOLLOW UP, FOLLOW UP AND FOLLOW UP SOME MORE  
MEASURE, ADJUST AS NECESSARY AND EXECUTE**





***“If we fail to learn from history we are doomed to repeat it.”  
Sir Winston Churchill***

**A review of our statistical trends can be very telling to determine where we might improve on our ability to grow our fraternity.**

**What can we identify from these trends?**

- **Where our strong points are.**
- **Where our weak points are.**
- **When we notice an “uptick” in trends, we can look closer to what exactly caused this and how we might incorporate those underlying factors or improve on them.**
- **The same holds for a “down spike”. What may have caused this and how can we change it.**



## REMEMBER OUR “VISION STATEMENT”?

It is our intent that by the end of this 68<sup>th</sup> Triennium (2021), the Grand Encampment of Knights Templar will have achieved an increase of at least 5% in new “knightings” that year (Recruitment), suffered no more than a -2% loss in total membership from the number of demits and suspensions (Retention) and realized at least a +2% gain in the number of Sir Knights restored from suspension or demit (Restoration).

*Note: percentages are calculated as a % of the total membership # as of the beginning of the year.*



## HOW DOES THIS MATH WORK FOR US?

If we have a 5% growth in new members, I can see that.

But even if we can get 2% gain in the restoration of those we have lost due to a demit or suspension for NPD, that is immediately offset by the fact that you want us to keep our current losses due to demit or suspension below 2%.

And we still have to concede to the calls of the Great Architect of the Universe for those of our fraters that we lose to death.

Look at this:           5% gain

                              +2% gain for restorations

                              -2% loss from demits + suspensions

                          and       -3.8% losses from death (the latest 5 year average for the GEKT)

You will still get a +1.2% net gain in your membership, not even counting affiliations!



## **ARE THESE GOALS REASONABLE OR EVEN POSSIBLE?**

**We have heard all of the grumbles that we cannot achieve an increase of 5% in new Sir Knights AND increase our restorations of those fraters who have either demitted or been suspended to at least 2% of our base membership numbers.**

**We have also heard from many wise and old fraters who have been here for a long time tell us that we cannot get our demits AND suspensions from NPD down to less than 2% of our base numbers.**

**I ask you “why not” and “what can we do to accomplish these goals”?**

**Are they reasonable? Can they be achieved?**

**What if we move toward that 5/2/2 goal slowly, over say a 3 year period?**



# A 5 YEAR TREND ANALYSIS OF THE GRAND ENCAMPMENT'S MEMBERSHIP #s

	GRAND ENCAMPMENT 5 YR STATS										
	2014		2015		2016		2017		2018		5 YR AVG
	#	%	#	%	#	%	#	%	#	%	%
BEGINNING #	101498		96867		92409		88342		83303		
KNIGHTED	4125	4.06	3303	3.41	4051	4.44	2822	3.19	2767	3.32	3.34
AFFILIATED	1536	1.52	1190	1.23	2009	2.21	1592	1.81	894	1.07	1.57
REINSTATED	538	0.52	440	0.45	511	0.56	560	0.64	493	0.59	0.53
TOTAL GAIN	6199	6.11	4933	5.09	6571	7.20	4974	5.65	4154	4.99	5.81
DEMITTED	2594		2026		3210		2630		1928		
SUSPENDED	4161		3725		3786		4066		3463		
DEMIT + SUSPEND	6755	6.72	5751	5.94	6996	7.69	6696	7.64	5391	6.47	6.89
DECEASED	3954	3.91	3491	3.60	3536	3.91	3270	3.72	3200	3.84	3.80
						11.7					
TOTAL LOSS	10830	10.75	9391	9.70	10638	2	10013	11.41	8636	10.37	10.79
NET GAIN (LOSS)	4631	4.65	4458	4.60	4067	4.56	5039	5.77	4482	5.38	4.99
ENDING #	96867		92409		88342		83303		78821		

## LET'S PLAY A LITTLE "WHAT IF"

What if we increase the # of knightings and reinstatements over time, while decreasing the # of demits+suspensions, leaving all other categories the same?

			2016			2017			2018		
			#	%	Delta	#	%	Delta	#	%	Delta
BEGINNING #			92409			91417			90943		
NEW KNIGHTINGS			4051	4.4	SAME	4114	4.50	+1292	4574	5.00	+1807
AFFILIATED			2009	2.21	SAME	511	0.56	SAME #	894	0.98	SAME #
REINSTATED			511	0.52	SAME	914	1.00	+354	1818	2.00	+1325
TOTAL GAIN			6571	7.11	SAME	5539	6.06	+565	7286	8.01	+3132
DEMITTED			1848	2	-1362	1371	1.5	-1259	909	1	-1019
SUSPENDED			1848	2	-1938	1371	1.5	-2695	909	1	-2554
DEMIT+SUSPEND			3969	4	-3300	2742	3	-3954	1818	2	-3573
DECEASED			3536	3.91	SAME	3271	3.58	SAME #	3200	3.52	SAME #
TOTAL LOSS			7563	8.81	-3075	6013	6.58	-4000	5018	4.42	-4618
NET GAIN (LOSS)			-992	-1.07	3075	-474	0.52	4565	2268	3.59	6750
ENDING #			91417			90943			93211		

	GRAND ENCAMPMENT 5 YR STATS										
	2014		2015		2016		2017		2018		5 YR AVG
	#	%	#	%	#	%	#	%	#	%	%
BEGINNING #	101498		96867		92409		88342		83303		
KNIGHTED	4125	4.06	3303	3.41	4051	4.44	2822	3.19	2767	3.32	3.34
AFFILIATED	1536	1.52	1190	1.23	2009	2.21	1592	1.81	894	1.07	1.57
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NET GAIN (LOSS)	4631	4.65	4458	4.60	4067	4.56	5039	5.77	4482	5.38	4.99
ENDING #	96867		92409		88342		83303		78821		

WHAT IF YOU LEAVE NEW KNIGHTINGS ALONE, BUT INCREASE REINSTATEMENTS, WHILE DECREASING DEMITS+SUSPENSIONS, LEAVING AFFILIATIONS AND DEATHS THE SAME?

			2016		2017		2018				
			#	%	Delta	#	%	Delta	#	%	Delta
BEGINNING #			92409			91417			90943		
NEW KNIGHTINGS			4051	4.4	SAME	4114	4.5	+1292	4574	5.0	+1807
AFFILIATED			2009	2.21	SAME	511	0.56	SAME #	894	0.98	SAME #
REINSTATED			511	0.52	SAME	914	1.00	+354	1818	2.00	+1325
TOTAL GAIN			6571	7.11	SAME	5539	6.06	+565	7286	8.01	+3132
DEMITTED			1848	2	-1362	1371	1.5	-1259	909	1	-1019
SUSPENDED			1848	2	-1938	1371	1.5	-2695	909	1	-2554
DEMIT+SUSPEND			3969	4	-3300	2742	3	-3954	1818	2	-3573
DECEASED			3536	3.91	SAME	3271	3.58	SAME #	3200	3.52	SAME #
TOTAL LOSS			7563	8.81	-3075	6013	6.58	-4000	5018	4.42	-4618
NET GAIN (LOSS)			-992	-1.07	3075	-474	0.52	4565	2268	3.59	6750
ENDING #			91417			90943			93211		

# WHO IS GOING TO HELP US GET THIS DONE?

Remember that we discussed who and what the GEKT Membership Committee was supposed to do? Their MISSION Statement is to:

*achieve the membership goals as established by the Most Eminent Grand Master from time to time. We will do so by providing specific programs that will assist the Grand Commanderies with Recruitment, Retention and Restoration of Sir Knights.*

We have established a “Tool Box” in the Membership portion of the GEKT website [www.knightstemplar.org](http://www.knightstemplar.org) that will provide you with:

- A guideline for establishing a Membership Committee, including job descriptions and duties.
- Templates for suggested letters (NPD, Requests for Demit, Restoration)
- Suggested scripts for telephone calls or personal visits (Health and Welfare, absenteeism, NPD, etc.)
- Suggested surveys for members, designed to let you get a better feel for just how well your Commandery is doing in meeting your frater’s expectations.





**You will recall earlier that I listed some of our Grand Master's "random thoughts" on membership as he was preparing to be installed as our MEGM.**

***Every Grand, Subordinate and Constituent Commander must have a membership committee that is active and held accountable for results. "What gets measured, gets done."***

**There will be periodic reports that are transmitted up from your constituent Commanderies to the Grand Commandery Membership Committee, through your Department Commander, then on to the GEKT Membership Committee.**



**If you *ASK* them,  
They will come!  
If you work with them,  
They will stay and prosper!**

***“Every Christian Mason Should Be A  
Knights Templar”***



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