



MEMBERSHIP

January 1, 2010

Spring Training Membership Campaign

DeMolay University was the right way to start off the 2010 DeMolay year. Massachusetts DeMolay's Spring Training is an even better way to jump-start our membership recruitment. We're really looking to hit one out of the park this spring and get ourselves headed towards a better and brighter future for the years to come.

Our goal is simple, and we will do more than just bring in a few new members. To boost the membership numbers of our chapters ten-fold is an ambitious goal. However that ambition is more than met by the passion so many of us share for this great organization. If we can recruit even a small percentage of new members compared to what I know our collective hard work is capable of, then this campaign will be a huge success. We have combined a set of incentives with a 12-step, ten week recruitment program designed to produce immediate results.

The 12-step program is a simple "how-to" guide for bringing in new members. It includes a proper timeline for collecting names, sending invitations, making phone calls, holding a prospect party, conducting candidate investigations, balloting, and sending congratulatory letters to newly elected candidates.

Each chapter's advisory council that attended DeMolay University received an informational three-ring binder that both outlines and assists with this program. For those chapters that did not receive their binders at DeMolay University, the State Officers will be delivering them to your next regularly stated meeting.

The campaign will culminate with three regional double degrees on Saturday, March 20th. The locations and times of each degree will be announced in the near future (and will be taken care of by Massachusetts DeMolay). Worried about the cost of food for your region? Massachusetts DeMolay will take care of that for each region as well. Each chapter has been assigned a region and State Officer to serve as "Regional Master Councilor," whose job is to organize each region's degree team.

The regions are as follows:

Northern Region:

Regional MC: Tim Nogueira

Battle Green, Lowell, North Shore, J.G. Whittier

Central Region:

Regional MC: Daniel Lora

John Eliot, Gardner, Worcester, Middleboro



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Southern Region:

Regional MC: Winston Joseph

Cape Cod, Old Colony, Phoenix, South Shore, South Coastal, Taunton

This is not just a campaign, but a challenge! The State Officers are encouraging each chapter to accept this challenge and prove that they are the best chapter not just here in Massachusetts, but in all of DeMolay International. This is not a far-fetched goal. This can be done, and it can be done well. Each chapter can double their size as a result of following this program properly. Nothing is impossible. This is a task that is far from being impossible; it can be done because it must be done.

As if putting our pride on the line isn't enough, we have prepared a list of incentives for chapters and individual members for this campaign.

Member Incentives:

1 Petition or 5 LCC's (Leadership Correspondence Courses) Completed: A Home Run Award Membership Bat

3 Petitions or Completion of the Representative DeMolay: Massachusetts DeMolay Baseball Hat

5 Petitions: \$25 Gift Card to MA DeMolay Store

Most Petitions: The person who brings in the most members state-wide will receive a pair of Red Sox tickets for this upcoming season courtesy of Massachusetts DeMolay!

Chapter Competition: The chapter that initiates the most members between today and the regional degrees on March 20th will receive a regulation size authentic Massachusetts DeMolay baseball bat, called the Grand Slam Membership Award.

What about the Candidates?

We have grown accustomed to rewarding only our current members for participating in our membership initiatives. The candidates that get initiated during Massachusetts DeMolay's Spring

Training will each be given an opportunity to win an 8GB iPod Touch as a result of their new-found membership.

Take the challenge of recruiting new members seriously. In 2009 our jurisdiction worked hard and it paid off as we attained positive growth for the calendar year. Let's get 2010 started off on the right foot and make a head start on achieving the same goal.

Fraternally,

Christopher D. Rooney
State Master Councilor