

A Recipe for Success



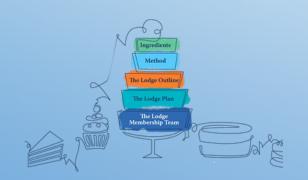
The Members' Pathway

Introduction

We have been asked to prepare for the Members pathway – the following Presentation follows the proposed set out by UGLE, including the answers we provided to the questionnaire. The Worshipful Master, WBro Bryan Taylor, Wbro John Wilkins and myself worked on the answers and are happy to make amendments after the presentation if required.

This presentation uses a baking metaphor to help Provincial and Lodge teams consider how they plan, attract, engage and retrieve our members. It also introduces the role of Lodge Membership Officer.

The updated Members' Pathway will be available in the autumn. In the meantime, we hope this document is a useful prompt for the development of Lodge Outlines, Plans and the establishment of Membership Teams.









Ingredients

- One whole Lodge.
- One Lodge Membership Officer (LMO).
- A mix of key roles.
- A bunch of ideas.
- · Several teaspoons of succession planning.
- Plenty of enthusiasm.
- Some future vision.

Method

Take the whole Lodge and dissect. Portion it initially into age groups professions and interests. Add in charitable contributions and social activity to create an identity. Using pieces of the past combine this with the future vision and set-aside for 5 minutes of contemplation.

After 5 minutes take the identity and best pieces of the Lodge. Place them in a bowl and mix with several teaspoons of succession planning. Place in a jar and label this as the 'Lodge Outline'. Retain this for future use. This will keep forever providing you regularly review it.

Use the Lodge Membership Team (see page 10) as the focal point of your dish. Select your Lodge Membership Officer

(LMO) carefully he should have plenty of drive and determination, they are a key ingredient which will add a strong flavour and act as a bonding agent for the mix. Age is not a consideration as both youth and maturity bring equal benefits to the dish.

Leave to prove (for up to a week) and then allocate portions of the Lodge Plan to Lodge members. Check regularly on the plan and its progress and adjust seasoning if required.



Gather the key roles and members together. Taking the jar containing the Lodge Outline marinade this with the bunch of ideas to form a 🖑 'Lodge Plan'. For best results make sure you use the whole Lodge in this process. Do not waste any of the ideas no matter how small or inconsequential they may at first appear.



What are the noteworthy points related to the Lodge's history, current membership, location, etc?

1862 the Lodge was formed - Founder Master of the Saint Oswald Lodge No. 910, R.W. Bro. Thomas William Tew. The number given to the Lodge was 1212. Renumbering of Lodges took place in 1863, and The Saint Oswald Lodge No. 1212 became, as it is today No. 910. Saint Oswald Lodge has two daughter Lodges, Legiolium Lodge No.1542 of Castleford formed in 1875 which meets in Castleford this was followed by De-Lacy Lodge No. 4543 in 1924 meeting here at Pontefract. A third Lodge also shares this building namely Tateshall Lodge No. 7645 founded in 1959, and is our Granddaughter lodge but this is also a 4th luventutis, no relation.



The rest is in the Saint Oswald Lodge No. 910 initiates guide – Current Membership 27 members – Location, Pontefract Masonic Hall, 1 Ackworth Rd, WF8 3PA.





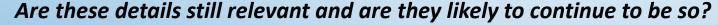
The Members' Pathway

What is unique or distinctive about the Lodge?

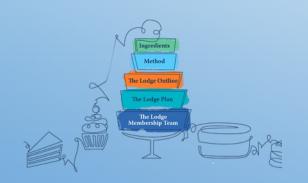
Lodge is the relaxed, friendly, happy environment true Harmony and lack of pretentiousness.



The lodge was established by a Banker and many of the founding members necessarily came from that background, including at one point the Chancellor of the Exchequer in later times the lodge was almost exclusively admin staff from the National Coal Board and later still many police officers, but now is a very eclectic mix.



No - we have changed a lot over the years.





The Members' Pathway



Do members want to continue with these features or change them?

The members wish to continue with the current structure and as there has never been a restriction on joining there never will be. People bring in their friends and colleagues so the mixture changes organically.

How many meetings does the Lodge have each year?

10 regular Lodge meetings, 10 Junior Lodge meetings.



Lodge Meets every third Wednesday of the month except July and August Junior Lodge held every first Wednesday of the month except July and August.









Where does it meet for each of its meetings?

Pontefract Masonic Hall, 1 Ackworth Rd, WF8 3PA.

Are these details still appropriate for current and likely future members? Yes, all information provided is current and will remain for the foreseeable future.

Do the members want to continue with these details or change them?

The members wish to remain at their current address and continue in the way we operate.







The Members' Pathway

Health of the Lodge

How many subscribing members are there in the Lodge today?

Current Membership 27 members.

What is the Lodge's age profile?

The average age is 63, the median age is 71 and the mean age is also 71.

The oldest is 87 and the youngest 36.

We have 5 in their 80s 6 in their 70s 3 in their 60s 4 in their 50s and 2 in their 40s plus, one 36-year-old.



What is the mix of occupations and diversity of the members of the Lodge?

We have, Teachers, Doctors, Dentist, Police officers (ret) Estate Agents, Vicar, Brewers, Trailer manufacturers, Driving Inst, Soldiers, Merchant Navy, Decorators, Commercial Vehicle suppliers, accounts clerk, Civil Engineer, Banker, industrial catering, Project Managers.





The Members' Pathway

Health of the Lodge

What attracts members and visitors to the Lodge?

People are attracted by the friendly happy atmosphere.







The Members' Pathway

How would the Lodge be described in terms of its?

Ritual

Ritual is shared, new members are encouraged to take part and challenge themselves, help is given across the board.

Lodge Traditions

Lodge Traditions are Toasting a portrait of our Founding Master R.W. Bro. T W Tew and especially getting his Great Grandson who is a member to do the toast.

Having a memorial lecture in February to member a valued and senior member James Claxton Smith.



Masonic Education

Each new member is given a mentor, but all members offer help, we regularly swap roles at JL – SOLOMON is recommended as an education tool, following the on-boarding pathways.



The Members' Pathway



How would the Lodge be described in terms of its?

Administration

All fully communicated via email and discussed at a minimum in meetings, once webpage is finished and a password area for members only it will be posted on there.

Meetings

Meetings are enjoyable, dignified, kept brisk, we have a lot of visitors.

Festive Board

Festive boards are formal sit down meals with full toasts.

Social events

Social events at Ladies After, in January, Ladies Night October, and a joint BBQ in the summer with our Daughter lodge De Lacy. Church service





The Members' Pathway



How would the Lodge be described in terms of its?

Charity

GL charities in our annual subs, PGL charities in our annual subs.

Province through the Charity Steward according to our means,

Alms fund which is dispensed by the Almoner solely to the Brethren and Wives and Widows of the lodge. In addition we respond to whatever needs in the community are brought to our attention ad hoc, such as tents for the scouts, support for trips to Nepal, toilet for St Stephens church, the Hurricane in the Bahamas.

It is a very eclectic list and often includes Ackworth Riding for the Disabled who have a horse called Oswald (we own a quarter of him).

This could be from lodge funds, the profit on a social occasion or by a whip round, or the money raised by the raffle.



New members are fully supported by all members, are encouraged to take part and stretch themselves.





The Members' Pathway



The Lodges expectations

On which occasions are new members expected to attend?

All that they can for the degree they are at, plus encouraged to visit other Lodges. Junior Lodge and Lodge are a best effort to attend.

When specifically are these held and how often?

Lodge Meets every third Wednesday of the month except July and August Junior Lodge held every first Wednesday of the month except July and August.



Time, effort and commitment





The Members' Pathway



The Lodges expectations

What opportunities are there for new members to become involved in the life and running of the Lodge and how will these change as member's progress?

We have a defined progression rout but members can ask for advancement, if ready and places are available.

What help and support can be given to new members to help them meet others' expectations?

Full support is given across all areas, there are always plenty of offers from our members.









Why should a man join this Lodge

In addition to all the above, what will a member get from our Lodge when he joins?

A good team, respect, comradeship, a good social life, full support outside of the Lodge.

How will being a member of our Lodge enrich a new member's life?

Depends on the individual and their own expectations and involvement.







The Members' Pathway

Cost of membership

Joining fee?

£60

Subscription?

£230

Any regalia?

Included in the joining fee.

Cost of dining?

£13

When due?

Paid annually in full in January or spread over January/February/March.

Options for payment?

This can be paid in cash or check to the treasurer or transferred into lodge account

The account number can be obtained from the treasurer.







The Members' Pathway

The Lodge Plan

The pandemic has given us time to reflect and take stock of where we are now and where we want to be in the future.

We must consider the challenge ahead and adapt once again to meet the needs of our current and future membership.

How, I hear you ask, are we to do this?

Well Brethren, 'The Members' Pathway' provides part of the solution.



It gives us the DNA, the building blocks required to secure our future. We just need to embrace it but the key ingredient is the current members.





The Members' Pathway

The Lodge Plan

Consider then your 'Lodge Outline' or Profile as the yeast from which our Membership will grow.

From this one important document will spring our 'Lodge Plan'.

A vision for the future, not a reflection of the past, not what you were as a Lodge but what you are now and critically where are you going.

This plan cannot be the brainchild of any one person. Each plan will be different from another and requires a 'buy-in' from all Lodge members.

Fundamental questions need to be answered to put that plan in place and more importantly to put it into action.







The Members' Pathway

What is the make-up of our Lodge?

Answered earlier with the age profile, hobbies and occupations.

What are our members' hobbies and interests?

Hobbies and interests, Bee Keeping, Shooting, Cycling, Walking Hiking, Rugby League, Masonic activity, visiting other lodges/side orders home and abroad, Vintage cars and vehicles, driving large powerful motor boats, rugby, taking former guide dogs into retirement, wine making, fishing and snowboarding.



Because we recruited and initiated as many new members as we lost in old members, moving away, resigning or passing away.



It is normal for us.









Do we need to raise the profile of the Lodge in our local community?

Yes raising the profile will help us recruit, new members and possibly younger members.

How can we do that?

Attend more open events and publicise them - Remembrance Day-Fairs-Gala's-etc

What contacts do we have in the community?

We have close contact with the congregation of St Stephens church which was built by the active participation of our founding Master, we have regular contact with the local hospice, deliver Teddies for loving care to the Hospital, support the local scout group and guides, own one quarter of a horse called Oswald used by the Riding for the Disabled.





The Members' Pathway



Who do we support from a charitable perspective?

Answered earlier in the Lodge make up section.

Would we be better working with one or two charities to raise our profile?

No we do not working with specific charities we raise and dispense money (a) through Province and (b) locally according to identified need at a particular time spread across the whole community.



Yes - needs updating, planned for December 21.



Facebook not at the moment – do we want one?

If someone is interested in Freemasonry, how do they know we exist?

Webpage, word of mouth, but maybe we need to up our profile?









What's our USP (Our 'unique selling point)?

We are casual but formal when required. Meetings are enjoyable, dignified and kept brisk.

What does our Lodge offer its members?

Our lodge offers its members the same as every other lodge. Brotherly love, Relief and Truth, i.e. friends, support, and a safe place.



Webpage-Facebook -LinkedIn-local events.



All members need to be involved Webpage/FB/LinkedIn I can do.









Are we meeting the expectations of our current members? Have we asked them? Yes we are meeting the members requirements, regular committee meetings, open discussion at Junior Lodge the freedom to express ideas which are always heard is part of the culture.

What changes would our current members like to see? Have we asked them?

There have not been any suggestions for or expectation of change which have not been addressed and where practicable implemented.

What is our Succession Plan within the Lodge? Who would like to do what and when?' We have a tried and tested succession plan.

There will be a UGLE Digital Marketing campaign in the autumn –Are we a Lodge match fit?

UNITED GRAND LODGE

Not 100% but will be when called upon.

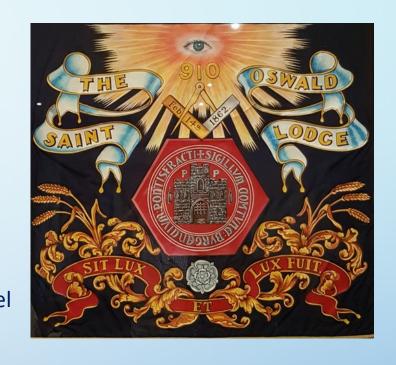




If potential candidates are directed our way, are we ready to welcome them? Yes, we are ready to welcome new members.

Should we appoint a small committee to interview potential candidates? We are already doing this.

What questions shall we ask to make sure they are right for our Lodge?
We have standard questions we ask plus any member can ask any questions they feel are Pertinent.







The Members' Pathway

Do we have a Lodge Membership Officer?

Bryan Taylor is the Lodge Membership Officer.

Lodge Mentor?

Bev Ward is the Lodge Mentor.

Do we understand their roles?

All members understand both roles.

How can we support them?

That's the question we need to answer tonight.







The Members' Pathway

Forming a Plan

Once you have considered these questions, you will have the basis of a Lodge Plan. It is an evolving document designed for continual review. Most importantly, it will give you the focus required to define the destiny of your Lodge.

THE MEMBERS' PATHWAY will be re-launched across all Provinces in the autumn of 2021. Help will be on hand for every Lodge that wants it but it is up to each Lodge to take control of their future.

If you sit back and wait for the miracle to happen you do so at your peril.



Brethren it is time to get that apron out and get baking.





The Members' Pathway

The Lodge Membership Team

This is a new role working together with the Worshipful Master, Secretary, Mentor and Almoner to co-ordinate the Lodge's activities through the Members' Pathway.

It is important that you select the right person for the role, as he will be instrumental in coordinating a plan for future membership of the Lodge.

"The key ingredient in any successful bake"







The Members' Pathway

The Purpose of the LMO role

To inspire and encourage all Lodge members to identify suitable candidates for Freemasonry.

To support those who introduce potential new members to the Lodge in conjunction with other Lodge Officers.

To advise the Lodge committee, interview panel and the sponsors of potential new members regarding the procedures necessary to make sure that only candidates suitable to the Lodge are proposed for initiation.







The Members' Pathway

Main activities

To inform, guide and support the Lodge (as part of the Membership Team) in:

Producing the 'Lodge outline'.

Planning for the Lodge's future.

Identifying prospective candidates.

Advising what can and what should be said to a prospective candidate.

Speaking with confidence about membership.

Being ready to explain one's experience and enjoyment of the Craft.

To encourage and help all members to speak accurately and openly about their membership and to do so with pride and confidence.







The Members' Pathway

Main activities

To inform, guide and support the Lodge (as part of the Membership Team) in:

To encourage the Lodge to compile a 'Lodge Outline' and engage in a 'Lodge Plan' and to identify suitable senior member(s) to assist in facilitating discussions and contributions from other members of the Lodge.

To maintain a list of "prospective candidates" and monitor the progress of the Lodge members who have agreed to approach them.

To respond to enquiries from "potential candidates" not previously known to existing members.

To support and assist the candidate when completing the application form.

To ensure sponsors have completed their preparation of the prospective candidate for interview.

To lead members to sources of advice on interviewing techniques, attend the interview and ensure it follows a robust process.







The Members' Pathway

Skills and qualities

The Lodge Membership Officer should be selected and appointed on the basis of the closest match to the following skills and qualities. (done)

The Provincial Membership Officer may be consulted for further guidance and advice.

Good knowledge of the community served by the Lodge, and its networks. (done)

A skilled and experienced interviewer, with good interpersonal skills. (done)

A positive and supportive approach, able to inspire and encourage others. (done)

A conviction that only men who meet the qualifications for membership and who are suited to the specific Lodge should be admitted to it. (done)

Independence and objectivity to ensure the screening and interviewing of applicants is robust. (done)

Has time and availability for the role. (done)

Has the strength of character to advise sponsors when appropriate that they should discontinue the application of an unsuitable applicant. (done)









Skills and qualities

Is it accurate to describe the Masonic Pathway as a Joint Enterprise of every active member of the lodge in recruiting and retaining members by attracting them and presenting a clear and coherent way for them to join, learn, understand, and develop a future in Freemasonry? Requiring, the lodge to examine itself and structure, appoint a committee and draw on the full support of all the brethren to welcome, teach and include the new members.

The committee will be the WM, the Membership Member, the Secretary and two others: this will be the focus but the whole of the lodge needs to be involved and buy into the concept. When we show to Province and GL that we are ready to participate any applicants which approach the Craft via them (increasingly the case with social media etc) will be assessed and guided towards suitable lodges which may include our lodge. If we are not ready to participate we will not be considered in that process.







The Members' Pathway

- > Create a members group.
- Produce a 'Lodge outline'.
- > Produce a Planning document for the Lodge's future.
- Maintain a list of "prospective candidates" and monitor the progress of the Lodge members who have agreed to approach them. (Already doing)
- Lead members to sources of advice on interviewing techniques, attend the interview and ensure it follows a robust process. (Already doing)
- ➤ Have a more visible social media presence FB/Twitter. (This will mean photo's etc published)
- ➤ Enhance our website have three layers of membership EA/FC/MM with useful information, educational information (This will mean photo's etc published)

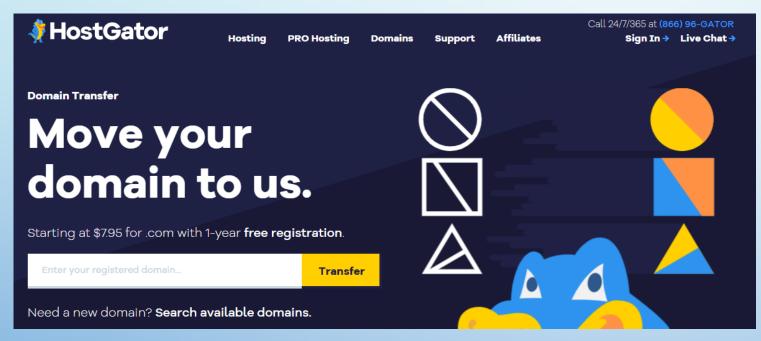






The Members' Pathway

One option for enhanced webpage – HostGator









The Members' Pathway

Hatchling Plan

Now 60% off!

Single website

One-click WordPress installs

Free WordPress/cPanel website transfer

Unmetered bandwidth (i)

Free SSL certificate (i)

Free domain included (i)

Introductory offer

\$2.75/mo*

Buy now

We Recommend

Baby Plan

Now 65% off!

Unlimited websites

One-click WordPress installs

Free WordPress/cPanel website transfer

Unmetered bandwidth (i)

Free SSL certificate (i)

Free domain included (1)

Introductory offer

\$3.50/mo*

Buy now

Business Plan

Now 65% off!

Unlimited websites

One-click WordPress installs

Free WordPress/cPanel website transfer

Unmetered bandwidth (i)

Free SSL certificate (i)

Free upgrade to Positive SSL (1)

Free dedicated IP

Free SEO tools (i)

Free domain included (i)

Introductory offer

\$5.25/mo*

Buy now

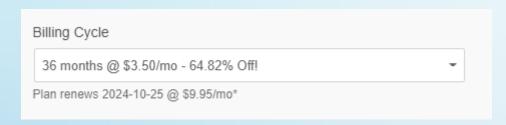






The Members' Pathway

Domain costs £7.95 for first year, then £13.76 per annum after



Unlimited websites and domains

If a hosting plan offers an unlimited number of websites and domains then it means you can host as many websites as you need, registering or using an equal number of domain names



First three years @ £2.54 per month – annually £30.48 (paid in advance so £176.96 or £134.33 depending on security required)

Then £7.23 per month - annually £86.76 (but we can look again at the 3 year point for something cheaper) The WM currently pays £230





The Members' Pathway

With extra security

7. Review Order Details		
24/7/365 Phone, LiveChat, Email Support		FREE!
Instant Account Activation		FREE!
Money Back Guarantee!		45 Days
Baby: 36 Months	\$358.20	\$126.01
Hosting Addons	\$60.99	\$39.99
	Subtotal:	\$428.19
	Discount:	-\$262.19
	Estimated Tax:	\$10.96
	Amount Due:	\$176.96



Auto Renewal Terms: Money-back guarantee applies to hosting and domain privacy. **All plans and products automatically renew unless you cancel**. Introductory prices apply to the first term. The renewal will be for the same term length and at the **regular rates**. You may cancel any time, prior to your renewal to prevent recurring charges, by logging into your online **billing portal** or calling customer support at (866) 96-GATOR.





The Members' Pathway

Without extra security

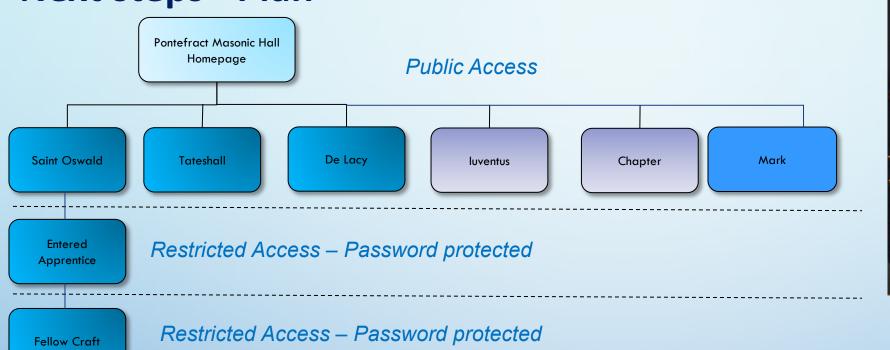
7. Review Order Details		
24/7/365 Phone, LiveChat, Email Support		FREE!
Instant Account Activation		FREE!
Money Back Guarantee!		45 Days
Baby: 36 Months	\$358.20	\$126.01
	Subtotal:	\$358.20
	Discount:	-\$232.19
	Estimated Tax:	\$8.32
	Amount Due:	\$134.33







The Members' Pathway





Fellow Craft

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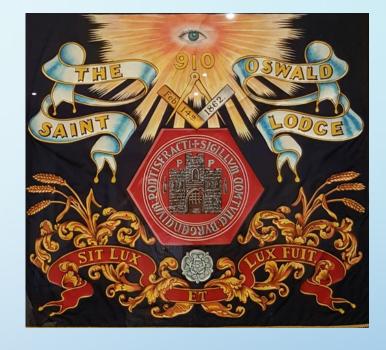


The Members' Pathway

Public Access

Saint Oswald

- General information about Freemasonry
- Links to our associate Lodges pages
- ➤ Links to UGLE
- Links to FB/LinkedIn/Twitter
- > Photo's
- > Promotional content
- > Calendar of events
- Public notice board
- Contact us

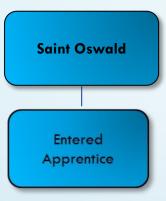






The Members' Pathway

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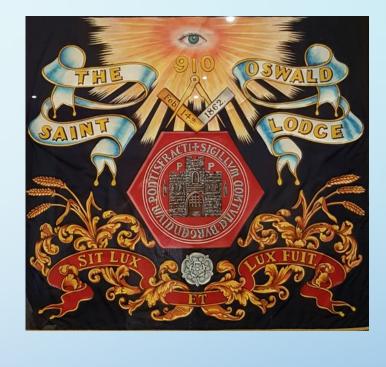


- > Information about Freemasonry once initiated
- ➤ Links to SOLOMON and EA Pathway
- Links to UGLE
- Photo's First Degree (recent initiations and festive boards)
- ➤ Learning content suitable for EA (Ritual explanations etc.)
- Initiates Guide
- > Initiates handbook
- Library of suitable e-books
- Q&A's for Second Degree
- > BLOG



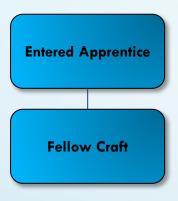




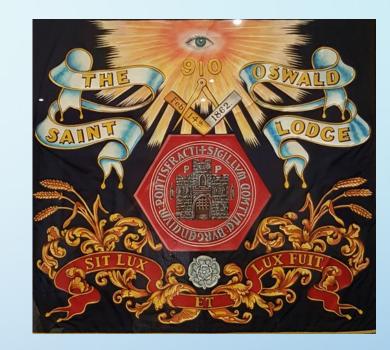


The Members' Pathway

Restricted Access – Password protected



- Links to SOLOMON and FC Pathway
- Photo's Second Degree (recent and festive boards)
- Learning content suitable for FC (Ritual explanations etc.)
- Library of suitable e-books
- > Q&A's for Third Degree
- > BLOG
- Notice board

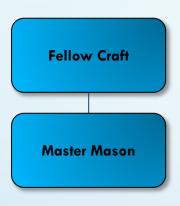






The Members' Pathway

Restricted Access – Password protected



- Links to SOLOMON and MM Pathway
- Photo's Third Degree (recent passing and festive boards)
- Learning content suitable for MM (Ritual explanations etc.)
- Library of suitable e-books
- Life beyond Craft (Chapter etc.)
- > BLOG
- Notice board







The Members' Pathway

