



LODGE RESOURCE GROUP

From Lead to Learner

“Tell me and I forget, teach me and I may remember, involve me and I learn.”

- Benjamin Franklin

Al Oliver, Membership Director, and Doric Lodge No. 342 take this admonition from Brother Benjamin Franklin to heart when they deal with the induction of their members. They apply the same principles when dealing with a potential member or a lead, whether generated organically from their involvement in the community or from the Grand Lodge of Michigan.

Darren Thompson and the Grand Lodge Office receive unqualified leads from various sources on an almost daily basis. A great number originate from the **Be a Freemason** campaign developed by the Ancient Accepted Scottish Rite and Shriners International. Others are generated through visits to the Michigan Masons website and certain events, like the Shrine Sportsman's Raffle or Michigan State Fair.

Once Brother Darren receives a show of interest, he sends the person a qualifying questionnaire, asking those interested to share a little about their beliefs and what led them to inquire. If they answer, he considers them a prospect and sends their contact information to a local lodge for follow-up.

In five years in working on Lodge Success and the development of best practices, I have not seen a more comprehensive approach with new potential Masons than the one taken by Doric Lodge.

Brother Oliver credits their approach to applying corporate sales management experience which he has employed successfully for decades. He intensely dislikes the term “lead,” which is the term the Grand Lodge attaches to the gentlemen it refers to lodges. He considers the term lead to be impersonal. Brother Al prefers the term “candidate” which is the term used in the Six Steps to Initiation program; a program about which he is very passionate and to which he was introduced by Corey Curtiss.

He married the Six Steps program into a business process, tailoring certain aspects to Doric’s culture. Brother Al and Doric Lodge also emphasize the use of the term “prospect” when dealing with these men, as they are a *prospect* in the eyes of the lodge and each is *prospecting* Masonry for a possible fit.

Brother Al only considers the man a prospect until he makes a call or sends an e-mail, asking three major questions:

1. Are you serious about a life in Masonry?
2. Do you believe in a Supreme Being?
3. Would you like to meet?

Once the man responds, it satisfies the first step, and the man is now considered a candidate. As a candidate, should he complete the Six Steps and passes muster, he'll be voted upon by the Lodge for admission.

Brother Al has been Membership Director for seven years and brings both corporate and Masonic experience to the table. He feels that to be an effective mentor for new candidates, a mentor should have at least five years of experience as a Mason to be able to adequately answer questions and portray some of the depth of the Craft's influence on a man's life.

Doric also emphasizes that a man needs to take his time to become a Mason. As once said to Brother Al, "Once a Mason, always a Mason." He emphasizes that a man will never go through his degrees again in his life, so he needs to savor the moment – take the time to learn from them and enjoy them – **not** rush through them. That way, a man really understands **why** he is a Mason.

Brother Al and Doric Lodge also encourage a man to spend time in the Blue Lodge, as they should consider this their infancy in Masonry. There will be plenty of time for new Master Masons to join the appendant bodies of Masonry and continue their journey, but their first year or so in the Blue Lodge will never come again. Doric emphasizes that they should enjoy their time and learn as much as they can from their mentor, without rushing. Chivalry, forthrightness, commitment, and accountability as a man are all characteristics Brother Al encourages the man to practice.

Brother Al advocates the need for personal communication with the potential Mason. E-mail is fine for information exchange, but a phone call and personal meeting constitute communication. With phone and face-to-face communication, two people can begin to develop a relationship; one that can last a lifetime.

Doric Lodge's process is a wise approach to engaging with potential new Masons. It's an approach that moves a man from being merely a lead to becoming a learner of Masonry; fully *involved* in his own learning.

Want to know more details? See a copy of a typical report on the following pages. Al will also gladly speak with you. Call him at (616) 570-1553 or set up a time to talk through e-mail at albertoliver@att.net.



Would you like to discuss successful ideas from other lodges that can help you with yours? We would love to assist in any way that we can. Please contact me at fkaiser@michiganmasons.org. Or give me a call at **(248) 544-2222**.

DORIC LODGE #342
GRAND RAPIDS MASONIC CENTER
233 FULTON ST EAST / 3RD. FL.
GRAND RAPIDS, MI 49503-3200



**MEMBERSHIP REPORT
SIX STEP PROGRAM**

DORIC LODGE No. 342
FREE & ACCEPTED MASONS
OF THE
STATE OF MICHIGAN
CHARTER DATE/DISTRICT
JANUARY 24, 1877

Report for June's Regular Communication

Current Candidates:

1.

•Sponsorship: Bro. Darren Thompson: Member Services, Grand Lodge of MI F&AM
dthompson@grandlodgem.org
(Second Step Completed.)

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•Sponsorship: Bro. Darren Thompson: Member Services, Grand Lodge of MI F&AM
dthompson@grandlodgem.org
(Fourth Step Completed.)

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•Sponsorship: Bro. Mitchell (Shane) Lambert Doric Lodge No 342
(616) 953-2600 shane.lambert@hotmail.com
(Second Step completed.)

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•Sponsorship: Bro. Darren Thompson: Member Services, Grand Lodge of MI F&AM
dthompson@grandlodgem.org
(First Step Completed.)

Petitions this Regular Communication:

1. None at this time

Investigation/s-Pending:

1. None at this time

Prospects on Hold:

1.

■■■■■ Phone not set up for messaging],
•Sponsor: Brother Dykstra?
Waiting prospect to fulfil the minimum one-year local residency. Have him schedule for a follow-up call 12 months from now, 01/08/2025. Will be keeping communications open with prospect.
This will be followed up on each month with the release of this "Membership Report-Six Step Program".

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DORIC LODGE NO. 342
FREE & ACCEPTED MASON
OF THE
STATE OF MICHIGAN
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JANUARY 24, 1877

• Sponsorship: Bro. Darren Thompson: Member Services, Grand Lodge of MI F&AM
dthompson@grandlodgem.org
(Second Step Completed)
As of 05-18-24 he is putting his candidacy on hold due to family health issues.
This will be followed up on each month with the release of this "Membership Report-Six Step Program".

Prospects Opted Out:

1. None at this time

Prospects Rejected:

• Sponsorship: Bro. Darren Thompson: Member Services, Grand Lodge of MI F&AM
(First Step to be completed. No answer to phone calls and emails. Last attempt 04-01-24)

Albert S Oliver
Treasurer 2023-2024
Membership Director 2018-2024
Doric Lodge #342
Grand Rapids Masonic Center
233 Fulton Street East, 3rd. Floor
Grand Rapids, MI 49503
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albertoliver@att.net