



LODGE SUCCESS TEAM

Improving the Value Proposition

“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.” - Benjamin Franklin

Over two years ago, Corey Curtiss and I conducted a series of focus groups among Masons in the state, trying to confirm what they saw as most important characteristics of Masonry; what attracted them in the first place. The Top 5 elements of Masonry that participants favored were:

1. Friendship
2. Fellowship
3. Personal development
4. History – Legacy
5. Community involvement

Translating that research to a local lodge level is what drove us to develop a Member Interest Survey. It is designed for use by lodges interested in improving the development and retention of members, and attracting new members. We provide a basic template to which questions can be added and changed, to be most effective with **your** lodge.

We advocate the use of a Lodge Success Inventory to establish a baseline of where the lodge is at, combined with a Member Interest Survey to determine the interests and background of lodge members. In this way, a Lodge Success Plan is based on a realistic assessment of “what is” with a realistic assessment of “what could be.” From there, an improvement plan can be developed.

We believe that that the delivery on the promise of Masonry is the most efficient and effective way to engage members, attract new prospects, and eliminate the loss of members through Non-Payment of Dues (NPDs).

Perhaps your lodge has some secret sauce that you've found to be effective. If so, we'd love to know more and have the ability to share your success with other lodges. If your lodge would like to do better at member retention, member engagement and attracting new members, perhaps we should talk.

We would be happy to show you some tools on how to assess your lodge's current position with its members, and learn to deliver what the members would find of most interest. The Lodge Success Team is not here to supplant what already works for you. We are here, instead, to augment what you find to be successful and to help you in areas that are not.



Want to brainstorm ideas and strategies for member satisfaction, engagement and growth? We'd love to work with you or help in any way that we can. It is why we're here. Please contact Corey Curtiss at ccurtiss@michiganmasons.org or Fred Kaiser at fkaiser@michiganmasons.org. Or give Outreach and Member Care a call at **(800) 321-9357**.