



LODGE SUCCESS TEAM

Working Together: The Force Multiplier

“Alone we can do so little; together we can do so much.” - Helen Keller

In our work with lodges, we have seen some very innovative approaches to addressing their challenges – despite a pandemic. The trouble is, most lodges are struggling to address a number of issues at once -- ensuring growth, establishing or maintaining a community presence and continued, high-quality degree work.

We’re proud, naturally, as Masons. Sometimes, though, we’re also a bit arrogant, to the point that we forgo opportunity because our ego – even the *lodge’s* ego, by extension – gets in the way. We’ve seen repeated evidence of lodges located in the same building not joining forces, unless they have to!

Our message: **You don’t have to go it alone.** Working in concert with others, a lodge can move forward while it builds its own internal skillset, a series of wins, and newly-found confidence.

Lodges are beginning to reemerge from the COVID-19 precautions and engage again. Let us propose: What if the complexities, manpower, and potential expense of some of these ideas could be *shared*?

- **Degrees.** Energized, highly-proficient degree teams could be created by several lodges working and practicing together, with the ultimate goal of equipping a corps of proficient officers *in each lodge*, so they could stand alone “with no open books.”
- **Education.** Lodge education programs can be developed for officers, members, appendant bodies, and even prospects, led by several lodges working together and coming together – even through virtual meeting tools -- which expand their geographic reach.
- **Social events.** Festive boards, table lodges, a Feast of St. John the Baptist (June) or St. John the Evangelist (December) dinners, wine tasting, beer tasting, or holiday parties for the kiddos can be so much greater when more than one lodge works with another.
- **Candidate events.** What if several lodges banded together to put on interesting, dynamic events that might attract candidates, and allow lodges to share the wealth?

Rob Moore, Worshipful Master of Zion Lodge No. 1 will tell you, “If we want to grow ourselves, if we want to reach out to our communities, it’s a great opportunity if we’re able to work together. One of the things I’m working on is to have an open house at the Detroit Masonic Temple and to introduce candidates to multiple lodges within the building. Back in October, 2020, Zion Lodge

had an informal night for candidates – those that had a serious interest in Freemasonry – and we had over 25 guys show up! Because the lodge room was large we could still mask and socially distance. We were excited, but we made sure that they knew that there were other lodges in the building and in the immediate Metro area, so they should take the time to check out all of their options. We told them we’re a little biased – we have a nice lodge. But, don’t be sold on the first one. Make sure it’s the right fit.”

Talk about a “We’re all in this together” attitude!

- **Community events.** When staffing a table at a community event, or addressing a community need is a struggle for one lodge, what happens if two lodges go in together? Or, three? Or, more? What if rather than creating opportunities on our own, we sought out involved, visible organizations like the Lions, the VFW, the American Legion, the Jaycees, the local Rotary Club, the Band Boosters, and offered to help them be successful in one of *their* events? What if we helped them in exchange for the opportunity to man a table or wear our lodge shirts and Masonic ball caps, so that our community knows we exist, are active, and interested in benefitting the community? What if we even shared the expenses?

Brother Don Warner, Assistant Secretary of Byron Lodge No. 80 will tell you that, “In any lodge or any volunteer group, you have about 10% of the members doing 90% of the work. What we do is extend *our* reach by engaging other non-profit groups as an exponent of the lodge to work activities. We work together, and then donate the money we make back to those organizations so that they have a built-in incentive to continue to work with us. Everybody knows where we are at; what we’re about. The combined effort pushes Masonic involvement and public community relations in everything we do. It also keeps the active members of those community groups involved with Masonic activities. We have about 17 or 18 groups we’re working with now.”

This benefits the lodge in other ways, too. Byron 80 has been able to stabilize its membership base, while being viewed as a valued community asset.

There is a lot of opportunity for your Brothers to get involved in lodge activities and showcase your lodge to the community. What if you could increase the effectiveness of your Brothers and prove to them that they made the right choice when they joined the Fraternity, and when they joined your lodge? What if you could maximize manpower and share expenses, making events for your Brothers even bigger than your lodge could do on its own?

Why not reach out to others and take advantage of the multiplier effect?



Want to know more? Check out some great examples of [member engagement](#) and [community outreach](#) through the Friday Night Light sessions we have recorded on YouTube (Michigan Masons page) or the MichiganMasons.org website.

Do you have an example of the multiplier effect that you would like to share with others? We’d love to hear more, and tell your story through this e-newsletter. Please contact your Lodge Success Team member or give Outreach and Member Care a call at **(800) 321-9357**.

