



## **Kansas DeMolay**

# **Membership Program 2016**

**Overview, Guidelines, and Documents**



# Kansas DeMolay Membership Program 2016

## Overview of Kansas DeMolay Membership Program 2016

KS DeMolay will initiate a state-wide recruitment effort in all current and potential chapters. The effort will be based on Missouri's three step recruitment process: identifying the potential members, preparing the event and inviting members, and then holding an informational joining ceremony event.

To support the initiative, a multi-page informative brochure will be developed for sharing information about DeMolay and KS in particular. The brochure will target teenagers and their parents, and it is intended to be used at informational meetings as well as a part of mailers inviting potential members to the joining ceremony.

KS DeMolay will provide the cost of DI registration for the first 100 members initiated statewide. At the joining ceremony, though no dues will be charged for joining, parents will be informed of the "normal" dues for joining a chapter. A free-will donation will be collected at each ceremony to help off-set those costs. The funds for this donation are to be sent to KS DeMolay. It will be used, first, to pay for any registrations over 100 that occur statewide as a result of this initiative, with any funds over that required for registering new members being given to the Kansas DeMolay Foundation to help build their investment funds.

Each chapter is being asked to target, through mail, email, and phone contact, at least 100 potential new members; with the hope that we can see an increase in every chapter of at least 15 members. These potential new members will be identified by starting with a list of potentially interested young men (possibly with the help of a table/sign-up at the school during registration or an open house), and add in boys from a list obtained from the local middle school(s) of 7-9 grade boys' contact information as needed to reach the target number. Each potential member and their parents will receive a professionally produced brochure about our order, along with a letter congratulating them for being selected to attend a joining ceremony. At the joining ceremony, they and their parents will be provided more information about DeMolay and given an opportunity to ask questions. Following the informational meetings, the local chapters (with the help of other chapters, where needed) will obligate the new members on both degrees. While putting on the full degrees would be preferable, most of our chapters are not capable of doing so on their own right now, so we will hold a statewide event later in the fall to put on the full degrees for all the new members from all chapters.

We have secured funding to pay for printing the informational brochures, postage for mailing out the brochures and invitational letters, and refreshments at the Joining Ceremony. These will be paid to the local chapters through Kansas DeMolay as needed.

# Kansas DeMolay Membership Program 2016



## Timeline for the Kansas Membership Program 2016

Task	Time Frame	Responsible Party
Identify Local Membership Director	July 2016	Local Advisory Council/Chairman
Produce Informational Brochure	July-August 2016	EO and State Membership Director
Identify List of Potential Members	July-August 2016	Local Membership Director
Set a Date for Local Joining Ceremony and Plan Event	August 2016	Local Membership Director
Prepare and Send Mailers to Potential Members and their Parents	August 2016	Local Membership Director
Call ALL Potential Members and Parents to Remind them of Joining Ceremony	August-September 2016	Local Membership Director and Chapter Members
Prepare for Joining Ceremony – identify roles and practice ceremonies	August-September 2016	Local Membership Director and Chapter Dad
Hold Local Joining Ceremony	September-early October 2016, as determined locally	Local Membership Director
Call ALL New Members at Least Monthly to Remind Them of Events and Check on Them	September 2016 to March 2017 (at least 6 months after ceremony)	Local Chapter Dad and Members
Hold Statewide Degree Ceremony	October or November 2016 (TBD)	EO and State Membership Director

Note: The “Responsible Party” does not indicate that they should be acting alone, only that they are responsible for making sure it gets done.

As can be seen here, there is a need for each chapter to designate a Local Membership Director that is willing and able to put in some significant time over the next few months to make this a success!!

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## 4 Step Process

- I. Obtain Prospect Information**
  - a. Select School(s) to obtain lists of male students.
  - b. Contact the appropriate person to provide the students' names, addresses, and telephone numbers. It is helpful to get this in an Excel spreadsheet.
  - c. Obtain prospects from members, advisors, parents, friends, Masonic organizations, other local youth groups, etc.
- II. Prepare for Event, Contact and Invite Prospects through their Parents**
  - a. Obtain site location. Advertise the event.
  - b. Set date (Sundays at 2pm or later work well) – plan this date to be within 2 weeks of the date the Parents receive the letter.
  - c. Prepare Prospect letter to Parents. See Sample letter and modify as needed.
  - d. Mail letters and informational brochures to Prospects' Parents.
  - e. Follow up with Parents with phone calls four days before the event and again one day before the event. There is a sample message provided for follow up calls that can be modified as needed.
  - f. Provide transportation, if needed, for Parents and Prospects.
- III. Joining Ceremony and Implementation**
  - a. Prepare the facility for the event and arrive at least one hour before the start time. Have plenty of seats for everyone.
  - b. Provide light snacks for everyone.
  - c. Play a slide show of DeMolay events, with appropriate music, as Prospects and Parents arrive.
  - d. Greet everyone and make them feel welcome and comfortable.
  - e. Have Prospects and Parents complete a Membership Application for DeMolay before the Joining Ceremony begins. Make sure to obtain email addresses for the Prospects and Parents.
  - f. START ON TIME!
  - g. Conduct Informational Program and Joining Ceremony (see Outline)
- IV. Follow Up with New Members**
  - a. Contact all new members and their parents within one week of joining about upcoming events in the chapter and state.
  - b. Continue contacting new members and their parents at least monthly for the first six months after joining to encourage involvement in the chapter.
  - c. Complete Form 10's online for all new members.
  - d. Encourage Parents to complete the online Advisor Training, regardless of whether or not they are planning to become advisors.

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## Joining Ceremony Program Outline

- I. Welcome
- II. Introduction of Speakers and Program
- III. Explain the Order of DeMolay and Opportunities (a Powerpoint and Photos on a Big Screen make for a better presentation)
  - a. Eligibility
  - b. Wholesome and Fun Organization for the entire Family
  - c. Opportunities for Parent Involvement
  - d. History of the Order of DeMolay
  - e. Specific Chapter History
  - f. Job's Daughters and Rainbow for Girls
  - g. Chapter Meeting Dates
  - h. Scholarships for DeMolays
  - i. Leadership Opportunities for DeMolays
  - j. Community and Charity Involvement
  - k. Meetings/Initiations/Installations
  - l. State Conclave
  - m. DeMolay Leadership Camp
  - n. Frank Marshall Ritual Competition
  - o. Fundraisers/Finances/Budgeting
  - p. Character Building
  - q. DeMolay Makes a Young Man Better
- IV. Questions and Answers
- V. Short Break to Setup and/or Move to Room for Ceremony
- VI. Joining Ceremony – It is preferred that both degrees be done in full, but it is better to do impressive work than to do too much. The short form “Procedure for Obligating New Members” may be done, if needed, with the full degrees performed at a later date.
- VII. Reception – Provide rituals and written materials including Chapter Rosters, Meeting Information, and Calendar for the new DeMolays to take with them. Also, consider providing a chapter shirt, if available. Make sure that the new DeMolays are involved in the chapter immediately, and that they have a role (ritual, office, committee) to work on in the chapter.

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## Sample Phone Messages

### Sample Reminder Message about Joining Ceremony:

"This message is a reminder about the Kansas DeMolay Joining Ceremony at the \_\_\_\_\_ on Sunday, \_\_\_\_\_. Please arrive by 2:00 p.m. We look forward to sharing this great opportunity with you. For further information, please call \_\_\_\_\_ at ( ) - \_\_\_\_\_. Kansas DeMolay.....Building tomorrow's leaders with character and integrity today. See you there."

### Sample Follow Up Message for New Members:

"Welcome to Kansas DeMolay and \_\_\_\_\_ Chapter. We are so glad that you have decided to become a part of the Order of DeMolay, and we hope that you will find your involvement to be rewarding. I would like to remind you that we have an upcoming meeting/event on \_\_\_\_\_ (date) at \_\_\_\_\_ (time and location). I look forward to seeing you there."



Dear <Parent Name>,

Your son, <Prospect Name>, has been invited by our organization for membership in the Order of DeMolay.

DeMolay is a wholesome youth fraternity designed to help young men learn business and social skills while having lots of fun and building lasting friendships. In DeMolay your son will learn things like budgeting, organization, public speaking, and communication skills. Integrity, responsibility, honesty, patriotism, respect for parents and diligence are all traits that are nurtured, encouraged and held in high esteem in DeMolay.

You and your son are invited to our “DeMolay Joining Ceremony” on Sunday, \_\_\_\_\_, 20\_\_\_\_, beginning at 2:00 p.m., where you will learn about DeMolay and have an opportunity to become a part of this premier International Youth Organization.

Membership in Kansas DeMolay is an honor, as we require that a young man be recommended and of good morals and character.

Warmest regards,

Chapter Advisor

(123) 456-7890

advisor@ksdemolay.org