

PHASE 2



HERTS  
FUTURE



## **AGENDA:**

Phase One Debrief

Why Phase 2

Completing the Form

Questions



# DEBRIEF FROM PHASE 1



**Over 90% Lodge Participation**

**Certificate of Excellence Awarded to:**

Watford 404

Cecil 449

Salisbury Union 767

Walnut Tree 5192

Bodina 9121

**New Provincial Website Coming Sept 2024**

**Start Times:**

Lodges with start times of 5:30pm or later for weekday meetings facilitate attendance for working individuals.

**Point of Difference:**

Lodges with common or special interests beyond Freemasonry attract members seeking like-minded connections.

**Double Start:**

Lodges offering a double start, allowing a planned entry point into meetings after general business, enhance accessibility.

**Membership Officer:**

Appointment of a dedicated Membership Officer or establishment of a regular working group for improvement.

**Regular Lodge of Instruction:**

Lodges hosting regular Lodge of Instruction sessions coupled with informal discussions see increased engagement.

**Personal Mentorship:**

Lodges assigning each candidate a personal mentor experience higher member retention and increased enjoyment.

**Structured Social Calendar:**

Lodges with regular events and structured social calendars tend to boast larger and healthier memberships.

**Community Engagement:**

Active involvement in the local community creates camaraderie and solidarity among lodge members.

**Effective Management:**

Lodges appointing individuals for specific tasks and managing communication efficiently have much smoother operations.



# WHY PHASE 2?



## Why Phase 2?

Lodge Profiles told us about the present

The Action Plan is about the Future



Resignations

**78**

Deaths

**21**

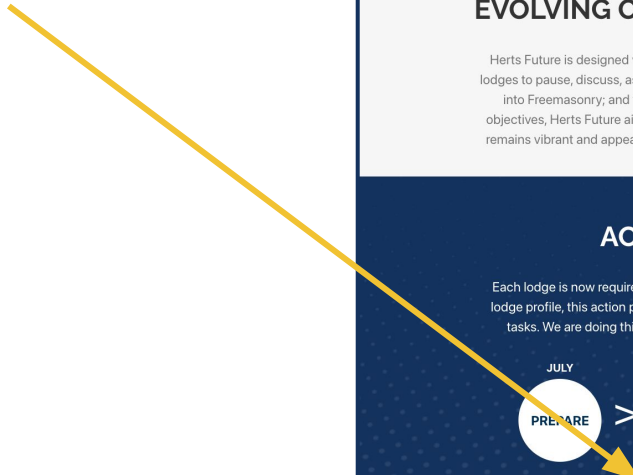
Initiates

**82**





# COMPLETING THE FORM



**EVOLVING OUR**

Herts Future is designed to  
 lodges to pause, discuss, and  
 into Freemasonry; and to  
 objectives, Herts Future aims  
 remains vibrant and appealing

**AC**

Each lodge is now required to  
 lodge profile, this action plan  
 tasks. We are doing this

**JULY**

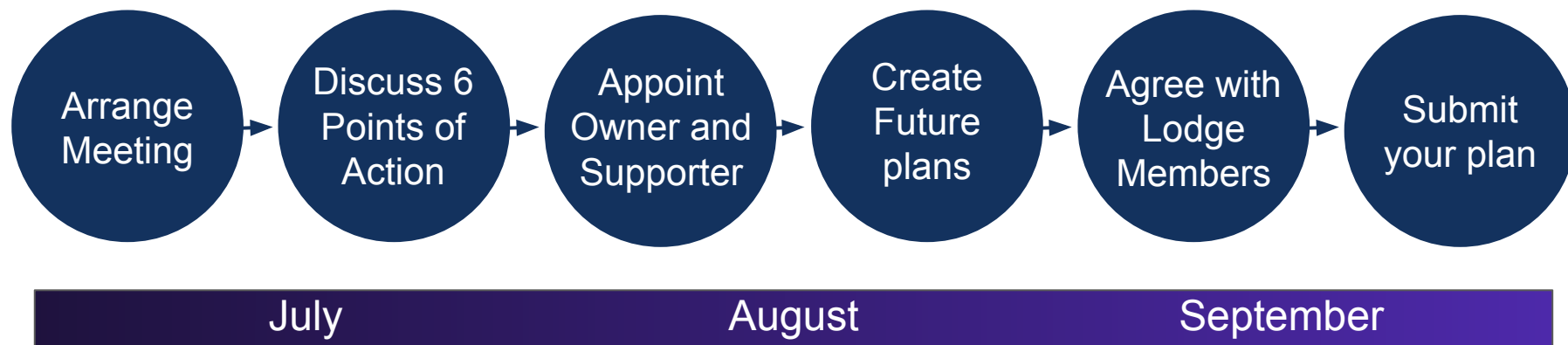
**PREPARE** >



**Visit:**  
[www.hertsfuture.co.uk](http://www.hertsfuture.co.uk)

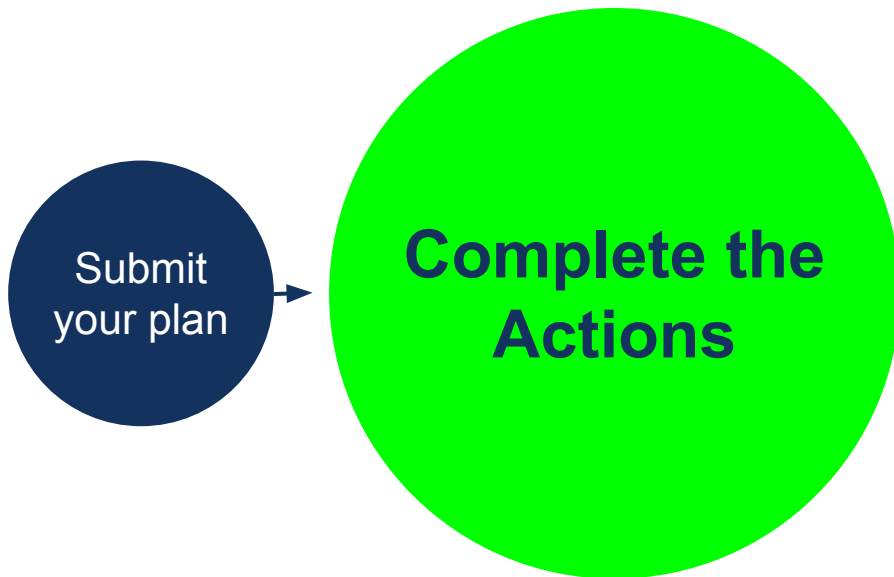


## Timeline





## Timeline





## **Lodge Action Plan**

This is the Lodge Action Plan, please complete each page, then submit to the province. We ask that you collaborate with members of your lodge. This document is designed to help you create plans for your lodge to address the categories identified, which will enhance our objective of engaging the Brethren, making Freemasonry in Hertfordshire more pleasurable and rewarding.

### **Lodge Name:**

Replace This Text with your Lodge name

### **Lodge Number:**

Replace This Text with your Lodge number

### **Completed by:**

Replace This Text with the name of the person who completed this form

### **Contact information:**

Replace This Text with your email address and telephone number

## **FRONT PAGE**

All **Highlighted** text needs to be replaced.

- **Lodge Name**
- **Lodge Number**
- **Completed By**
- **Contact Information**

**This is an internal document for your lodge and the Province.**



## Lodge Definition

Every lodge has its own unique characteristics that set it apart. To ensure these unique differentiators continue to thrive and evolve, it's important to recognise and plan around them. Reflect on the history and traditions of your lodge and what makes it special? Consider how you can highlight these aspects in your activities and engagements. If your lodge does not currently have distinct features, think about ways to develop some. This could involve revisiting historical events, adopting unique rituals, or creating signature activities that will define your lodge and attract new members. Your action plan should focus on maintaining and enhancing these elements to ensure your lodge stands out and remains vibrant and appealing.

### Owners Name:

Replace this text with the owners name

### Suggested Supporter:

Replace this text with the supporters name

### Date to be completed by:

Replace this text with a completion date

### Your Plan:

Replace this text and guidance questions below with your plan, this can be in bullet points or written form.

- If your lodge has unique differentiators and is different from other lodges, what are you planning to do to keep this alive and enhanced?
- If you do not have any unique features or specific differences, can you create them or revisit your history to identify them?

## LODGE DEFINITION

All **Highlighted** text needs to be replaced.

**THINK ABOUT:**  
Unique Differentiators  
Lodge Tradition  
Your History  
Different Workings  
Building Lodge Culture



### Lodge Definition

Every lodge has its own unique characteristics that set it apart. To ensure these unique differentiators continue to thrive and evolve, it's important to recognize and plan around them. Reflect on the history and traditions of your lodge and what makes it special? Consider how you can highlight these aspects in your activities and engagements. If your lodge does not currently have distinct features, think about ways to develop some. This could involve revisiting historical events, adopting unique rituals, or creating signature activities that will define your lodge and attract new members. Your action plan should focus on maintaining and enhancing these elements to ensure your lodge stands out and remains vibrant and appealing.

**Owners Name:**

Daniel O'Connell

**Suggested Supporter:**

Terry Pegg

**Date to be completed by:**

10/10/24 - Our Next GPC Meeting

**Your Plan:**

- Our Lodge has a history of carpenters. Seek out opportunities to address professional bodies, publications or groups of local carpenters.
- Brainstorm ideas to create lodge quirks that relate to the lodge history of carpentry.
- Our history tells us that we once had unique lodge furniture, check the feasibility of creating our own bespoke gavels. Report back the costs.
- Create a plan to offer our masonic centre woodworking services and furniture repair as our community engagement.

## LODGE DEFINITION

### Example

The highlighted area is just to give you some examples. You can take up as much space as you need.

### THINK ABOUT:

Unique Differentiators

Lodge Tradition

Your History

Different Workings

Building Lodge Culture



## Hospitality

Hospitality is a cornerstone of Freemasonry, fostering a sense of belonging and community among brethren. Reflect on what sets your lodge apart in terms of hospitality. Do you offer unique social events, exceptional meals, or a welcoming atmosphere that makes everyone feel at home? If so, consider how you can continue to enhance these aspects. Perhaps you could introduce new traditions, themed events, or guest speakers to keep things fresh and engaging. If your lodge lacks distinct hospitality features, look into your history for inspiration or brainstorm innovative ideas to create a warm and inviting environment. Your action plan should focus on strengthening these hospitality elements to ensure that all members, both current and prospective, feel valued and connected within the lodge.

### Owners Name:

Replace this text with the owners name

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### Date to be completed by:

Replace this text with a completion date

### Your Plan:

Replace this text and guidance questions below with your plan, this can be in bullet points or written form.

- The planning of activities for social events whether formal or informal:
- Annual ladies' night/weekend
- Meals in local restaurants or white table events.
- Joint social events with other lodges
- Informal drinks in pubs or bars.

# HOSPITALITY

All Highlighted text needs to be replaced.

**THINK ABOUT:**  
Social Calendar  
Social Events  
Informal Gatherings  
Visiting  
Keeping it Fun





## Communication & Engagement

Effective communication and engagement are vital to maintaining a strong lodge. Regularly reaching out to brethren who do not attend meetings or face health challenges to keep them connected. Keeping all members informed of Masonic information and meetings through various channels, enhancing the use of Summons to increase communication. Leverage platforms like Whatsapp to share updates, best practices, and lodge activities. This approach will keep current members engaged and attract new ones by showcasing the lodge's vibrant and active community.

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### Your Plan:

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- Contact strategies for brethren who do not attend meetings including those who have health challenges.
- How brethren are kept informed of masonic information and meetings.
- How to gather best practices and ideas, and how to share them.
- Uses of Summons and how this can increase communication.
- What is your plan around the use of Social Media?
- Do you promote your lodge by sharing news after events?

## COMMUNICATION & ENGAGEMENT

All **Highlighted** text needs to be replaced.

**THINK ABOUT:**  
Member Contact  
Summons Sharing  
Website, Social Media  
Sharing News  
Staying in Touch



## LEARNING AND DEVELOPMENT

To enhance learning and development, plan for brethren to visit other lodges and invite guests to yours, allowing for the exchange of knowledge and the experience of different rituals. Develop a robust schedule of educational activities, including workshops, lectures, and discussions on Masonic history, philosophy, and practices. Encourage engagement with other Masonic orders to broaden understanding and foster deeper connections. These initiatives not only enrich Masonic education but also improve retention by keeping members actively engaged and continually learning. Your action plan should prioritise these elements to create a dynamic and enriching environment for all members.

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**Suggested Supporter:**

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**Date to be completed by:**

Replace this text with a completion date

**Your Plan:**

Replace this text and guidance questions below with your plan, this can be in bullet points or written form.

- Include plans for brethren to visit other lodges
- Include plans for guests to visit your lodge
- What plans can your lodge create to improve masonic education?
- How do you promote the use of Solomon?
- How do you educate on other orders?

## LEARNING AND DEVELOPMENT

All **Highlighted** text needs to be replaced.

### THINK ABOUT:

Visiting  
Other Order Education  
Solomon  
Free Discussion  
Workshops & Lectures



## Community

Engaging with the community is essential for your lodge's visibility and impact. Develop a strategy for charity support and local sponsorships, identifying key causes to support financially or through volunteer efforts. Plan regular volunteering activities and encourage all brethren to participate in decision-making and physical efforts. Utilise communication channels to showcase your community work, and enhance your lodge's reputation. By actively involving all members and leveraging communications tools, your lodge can make a meaningful difference in the community and highlight the positive impact of Freemasonry.

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### Date to be completed by:

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### Your Plan:

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- What does your lodge plan to do to engage with the community?
- Create a strategy for charity support or local sponsorship.
- What plan is there for volunteering or time giving to causes?
- How will you include all brethren in decision making and physical activity?
- Social Media can be a fantastic way to communicate with local entities and for them to recognise work you have done in the community.

## COMMUNITY

All Highlighted text needs to be replaced.

### THINK ABOUT:

Impact Felt

Charity Support

Volunteering

Planning Bigger Projects

Sharing Success



## Attraction & Retention

Develop a strategy to attract new members. Plan activities and events that showcase the benefits of Freemasonry, creating a welcoming environment for potential members. To retain both recent and long-standing members, ensure regular, meaningful engagement through diverse activities and open communication. Do not overlook re-engaging brethren who have left or become inactive, reaching out to invite them back. Additionally, share lodge work and achievements more widely to keep all members involved and informed, fostering a stronger sense of community and belonging.

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### Your Plan:

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- Consider a strategy for gaining new members
- How to attract family and friends to freemasonry.
- What is the lodge plan to retain members both recent and long standing?
- Do not overlook the opportunity of 're-engagement' with brethren that have left freemasonry or are no longer actively involved.
- Consider lodge work that may be shared wider to engage everyone better.
- Create a mentoring plan or system to keep members engaged

## ATTRACTION & RETENTION

All **Highlighted** text needs to be replaced.

### THINK ABOUT:

Your Strategy

Demographic

Keeping Members Happy

Mentoring (Personal)

Recovering Lost Members



**QUESTIONS?**