



Lodge Profile Examples

This document is designed to aid you in completing the lodge profile form. This should be used to aid discussion with lodge members on various subjects that relate to the future of your lodge.

What defines your lodge or makes it different from others?	What are the Unique selling points of your lodge? Historic or traditional interests? Affiliations to clubs, sports or other special interests? Special workings or unique approach?
What does your Lodge do to encourage newer members to maintain their membership?	How are newer members supported to progress through the offices? Are they supported to step up into more senior roles? What does the lodge do to engage them outside of lodge meetings?
Does your Lodge have a Lodge Membership Officer (LMO) and Lodge Mentor (MTR)?	What process was used to identify the best people to hold the roles of LMO and MTR? What initiatives or schemes have they successfully implemented to help the lodge and its members?
Please give details of activities undertaken to assist in recruitment & retention during the past 12 months?	Which recruitment activity has been undertaken? What support has been offered by or requested of the Mentor? Is there a recruitment or retention plan in place? Which UGLE tools or schemes are being used to assist the lodge?
What process is in place at your Lodge for members who have not been seen at meetings for some time?	Do you use the prompts provided by Hermes? How do you stay in touch with Brethren who are unable to attend? Who is responsible for contacting members who do not attend? What do you do to encourage them back to the lodge?



What arrangement is in place to regularly communicate with all Lodge members?	Who sends out communications? Do you use group messaging services like whatsapp for the lodge? Does everyone get the provincial updates? Do you hold regular social meetings in person or virtually? Is there a lodge newsletter or circular?
What do you do to encourage suggestions and ideas from new and longer standing brethren in your lodge?	Do you meet to discuss ways of improving the Lodge? Are all members included in Lodge planning discussions? How are newer masons encouraged to give feedback and ideas? Are experienced Brethren encouraged to give advice and feedback?
What process do you adopt to enable brethren to visit other lodges and to encourage visitors to your lodge?	Are you part of a twinning scheme? Do you take new masons to other lodges? How do you promote your meetings? Do you subsidise visitor dining? Do you make regular lodge trips?
How do you encourage family members (sons, grandsons, brothers etc) linked to your Lodge to join Freemasonry?	What have you done to investigate potential family links? Do you hold events where family members can be invited? Are you aware of qualifying family members who could join?
What attracted the last 2 members to your Lodge that have successfully progressed to Master Mason?	Ask the last two members to join your lodge, what it was that attracted them? Is there a common theme? How can this be replicate to help the lodge membership grow?
What engagement does your lodge have with the local community?	Do you do regular donations to a specific charity? Do you have any sponsorships or relationships outside of Freemasonry? Do members regularly attend and support specific local events?