**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

Please return completed forms to: [comms@hertfordshirefreemasons.org.uk](mailto:comms@hertfordshirefreemasons.org.uk)

**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.

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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?

**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.

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* 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.

**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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* 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**

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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* 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?

**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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* 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.

**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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* 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