



Provincial Grand Lodge of Staffordshire



The Lodge Membership Officer
Interactive Information Resource.

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Foreword by the Provincial Grand Master RW Bro John Lockley

Welcome to The Lodge Membership Officer Booklet. In it you will find a well-researched document which is designed to help you fulfil this important role within your Lodge. Too much emphasis cannot be put upon the importance of a strong and happy Lodge. Your appointment as LMO is vital in ensuring our Lodges and indeed the Province continues in the preservation of Freemasonry in Staffordshire. Our strength is in our members, and our membership is in your hands. You are not alone in this task as the Provincial Membership Officer is there to support you.

Congratulations on being appointed to this role, and I wish you every success in growing our Province.

John Lockley

Provincial Grand Master

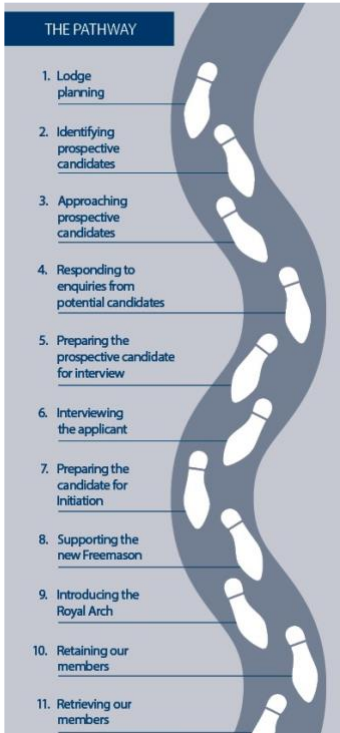
Welcome By The Provincial Membership Officer W.Bro Ralph Ritchey

If you are reading this booklet then you will have been appointed to the new office of Lodge Membership Officer and I heartily welcome you to the role. This is one of the most important appointments within Freemasonry at this time and will ensure our continued success in recruiting and retaining members for now and the foreseeable future. I look forward to working with you in these exciting times whilst we develop and deliver resources across the Province that will meet the expectations of our members.

Ralph Ritchey

Provincial Membership Officer

A Brief History of The Membership Officers Role



Following the United Grand Lodge of England Strategy in 2015 the Membership Pathway was developed and deployed.

The original document was very in depth and succeeded in covering a multitude of areas that could impact on Masonry in general but particularly our ever-decreasing membership.

Many users have found the Pathway to be very 'intense' and difficult to navigate. As a consequence of this the Pathway has been re-vamped and this is why the Province are re-rolling the LMO initiative out to Lodges and Chapters.



Delivery Structure

So How Do You Fit into the Provincial Picture?

The Province is divided into eight areas with equitable numbers of Lodges in each 'Area'. This may mean that one 'Area' may be only one Masonic Centre, whilst another 'Area' may be made up of a number of smaller locations within a geographical area.

Delivery Hierarchy

The Provincial Membership Officer (PMO) is the lead for the Province and will develop and distribute resources using the Membership Strategy Group and other key stakeholders within the Province. These resources will then be distributed to Area Membership Officers (AMO's) and Lodge Membership Officers (LMO's).

Each AMO will work with LMO's within a pre-determined 'Area' and will have a key role in developing localised resources and enable the individual LMO's to maximise the use of the resources available within the re-vamped Membership Pathway.

The AMO's will also take responsibility for the delivery of any training within their 'Area' and provide a 'gateway' or 'sign posting service' to the resources that can best be used to promote membership initiatives.

This will include both Craft LMO's and the Royal Arch Ambassadors working together in order to promote best practice and where necessary to upskill and inform those who are participating.

The AMO will offer local support to each Masonic Hall, to help develop and adopt successful growth strategies and to facilitate individual Lodges' use of the Members' Pathway.

They will help Lodges in each Hall identify the best people to become Lodge Membership Officers and to help, support and guide these new and existing LMO's to produce successful strategies for growth.



It is anticipated that this 'flat' structure will mean that information and resources can be passed from UGLE to the end user in a timely and efficient manner.

What Activities Will You Need To Do?

As can be seen by our Membership Demographics below we need to address the matter of falling membership as soon as possible.

Staffordshire Members Average Ages as of 20th Jan 2021

Age Range	Number	Percentage
18<30	83	3.7
31<40	154	6.9
41<50	265	11.8
51<60	445	19.8
61<70	339	20.0
71<80	601	26.8
80+	247	11.0
Total	2244	100.0
below 40	226	
above 80	247	
61+	1297	57.8

Almost three fifths of our membership (57.8%) are drawing or are very close to drawing their old age pension!

We have reduced our membership by 319 since 2017 i.e. 100 per year on average!

Please note that for a large proportion of this time Covid 19 restrictions were in place and there was little opportunity to initiate new members!

It is envisaged that LMO's will be active Masons with a high degree of credibility within their Lodge.

LMO's will need to be diplomatic, tactful and willing to try and adapt different ways of working to address the needs of our current and intended members. There will also be opportunities to talk and interact with other LMO's during their term of office and to promote change within the Province.

There is a fuller job description at the end of this booklet.

Activities will reflect the priorities identified within our Aims and Objectives.

Our Aims And Objectives



Our Aims and Objectives have been identified after consultation with the executive and following a period of implementation of the existing Membership Pathway.

The interactive Aims and Objectives are linked to the re-vamped Membership Pathway and localised resources which have been produced by the Provincial Membership Strategy Group. **They are accessible by clicking on each of the segments above.**

It is hoped that the simplified access to the Membership Pathway will enable Lodges, Chapters and Individuals to identify and use resources that relate to their needs in a logical and supportive manner.

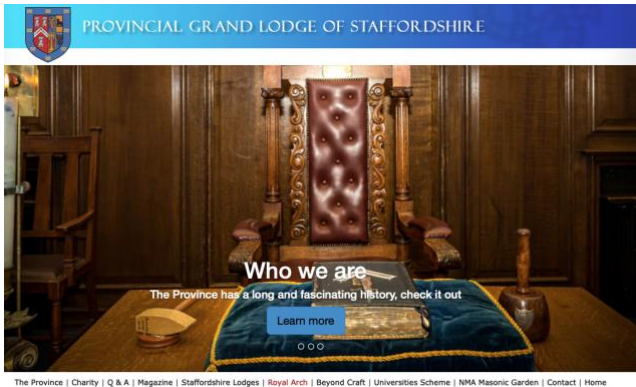
Any feedback and suggestions for improvement will be greatly appreciated.

Lodge Membership Officers E-Resources

As the pace of Masonry adapts and re-creates itself the ongoing use of technology, particularly the internet, web sites and the use of 'Apps' is gaining momentum.

Within the Province of Staffordshire this use of technology has been embraced and built upon in order to present and promote resources in a user friendly manner for our existing and potential members.

The Provincial Grand Lodge of Staffordshire website can be accessed by clicking on the image of the website or scanning the QR code below.



The Provincial Grand Chapter of Staffordshire website can be accessed by clicking on the image of the website or scanning the QR code below.



The Provincial Vault which is a **member only** resource for the use of Staffordshire members can be accessed by clicking on the image of the website or scanning the QR code below.



Within the vault you will be able to gain access to UGLE, b.UGLE, Solomon, Membership, Mentoring, Premises, Almoner, Charity, Orator, Light Blues Club, Administration Forms, Media and Websites. The site is regularly updated and is a 'one

members.pglstaffordshire.co.uk

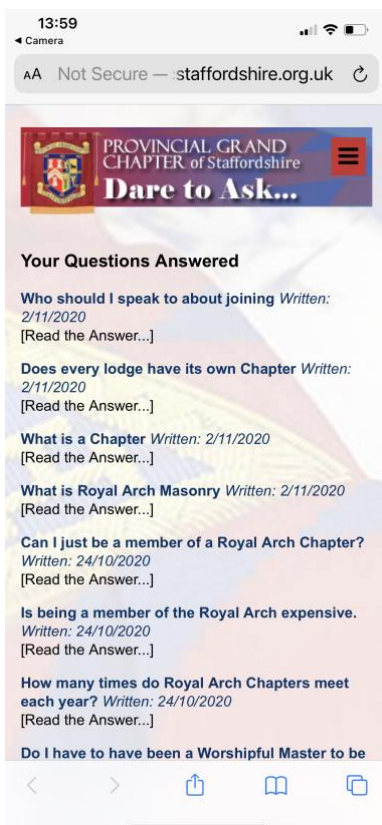
stop shop' for all of your Masonic Craft and Royal Arch needs. You will also find resources to promote the Craft and Royal Arch as well as a number of 'what if' question and answer sheets that focus on many of the issues that Lodges and Chapters face on a regular basis.

The Province has produced two mobile telephone apps for both the Craft and the Royal Arch. The intention of these apps is to provide potential Candidates to Freemasonry and Initiates to the Royal Arch with frequently asked questions and their answers. There is also a facility to write a question that will be responded to.



The Craft App can be accessed by clicking on the image to the left or by scanning the QR code.

It is intended that this information can be freely given to potential candidates to enable them to make an informed choice about joining the Craft.



The Royal Arch App can be accessed by clicking on the image to the left or by scanning the QR code.

It is intended that this information can be freely given to potential initiates to enable them to make an informed choice about joining the Royal Arch.

Useful Contacts

Although LMO's will be acting independently within their own Lodge there is always help and advice readily available. As a first course of action look into the Provincial Vault to see if your answer is available, if not then identify who may be best suited to helping you from the list below.

Provincial Grand Membership Officer
members@staffordshirefreemasons.org.uk

Provincial Grand Mentor
mentor@staffordshirefreemasons.org.uk

Provincial Grand Almoner
almoner@staffordshirefreemasons.org.uk

Provincial Grand Superintendent of Works
supt.works@staffordshirefreemasons.org.uk

Provincial Grand Orator
orator@staffordshirefreemasons.org.uk

Provincial Grand Secretary
secretary@staffordshirefreemasons.org.uk

Lodge Membership Officer Job Description.

Introduction:

Grand Lodge (UGLE) has formalised the Office of Membership Officer following its quarterly communications as follows:

The office of Membership Officer at Metropolitan, Provincial and District level, as well as in Private Lodges is seen as increasingly important in the attraction of new members as well as in the retention of those who are already Freemasons.

Despite the pivotal role of the office in relation to the Membership Pathway, the Working Party and the Board are concerned that because it is not a formal office (in the way that that of Mentor is) it is regarded as inherently less important than those where the holder is entitled to wear a distinctive collar and jewel. The Board considers that the significance of the role needs to be clearly understood and the office given appropriate standing.

The Board accordingly recommends that a formal office be introduced, to rank in a Metropolitan Area, Province or District before the Metropolitan, Provincial or District Grand Mentor, and in a Lodge before the Mentor.

Consequently the role of Lodge Membership Officer is now a 'collared' office and will sit after the Charity Steward and before the Lodge Mentor in terms of the Summons.

What does the role entail?

Within each Lodge there will undoubtedly be minor differences. Broadly speaking each Lodge Membership Officer (LMO) should engage with the Membership Pathway, and have close liaison with the Lodge Mentor, and Lodge Almoner so that effective communication can take place aligned with the initiatives being developed by UGLE.

Liaison with the Lodge Secretary and Almoner will also be an important element, particularly where a Brother decides the Lodge no longer fulfils his needs or he has to relocate due to work or family related issues.

Responsibilities:

- The LMO should be able to lead a small Lodge Membership Committee who are responsible for ensuring the process of a Candidate's application is followed and to coordinate the Candidate's interview.
- Work alongside the Lodge Webmaster to ensure the Lodge Profile, website and social media remain up to date and consistent with the overall ethos of UGLE, Province and the Lodge itself. Promoting the activities of the Lodge within the media following the guidelines laid down by UGLE and Province.
- Membership matters is not confined to new members. The existing membership needs to be re-engaged in the process and monitored for their own attendance, interest, and development.
- An important area for the LMO will be the possible retrieval of past members returning to the Lodge, understanding why they left in the first instance, and promoting the ways the Lodge has changed to accommodate and re-enthuse Brethren.
- Brethren are transient in their business lives. A key area for the LMO will be to assist that Brother in his relocation to a new Lodge. In doing so, it widens the opportunities for visiting and promotes new alliances. Promote the opportunity to visit Lodges whilst away on business as a means of developing new friendships within Freemasonry and learning new or best practice witnessed whilst visiting.
- Attending seminars and/or webinars organised by the PMO Strategy Team and being alert to Guidance issued by Grand Lodge.

Who is eligible for the role?

Any enthusiastic member of the Lodge is the ideal candidate for this role. He may not have been through the Master's Chair, but his enthusiasm for the role will lead him to encourage the rest of the Brethren and those who express an interest in joining. Whether they be new to Freemasonry, currently an unattached Mason, or seeking a further outlet in Masonic terms by joining another Lodge.

The LMO should have some experience of Masonic matters, but in the main, he should be willing to learn and engage in the initiatives generated by both UGLE and the Province.

When will the role commence?

The role is now effective and for most Lodges, the first appointment is likely to be at the Installation Meetings taking place in 2021.

How long will the appointment be for?

Most roles within an active Lodge should be considered for change every five years to maintain a fresh outlook. Succession planning of a role is key to ensuring consistent success. In leading the role, where will the successor come from? Within the membership committee or someone else within the Lodge? Has someone who has joined recently shown an aptitude to take on the role in the future?

Where can I find support if I need it?

The Provincial Membership Officer will be the key person to turn to. He will be able to signpost you to resources, other members of the Provincial team, and be a sounding board for ideas before launching them into a Lodge Committee meeting for approval.

How do I apply?

By submitting your name to the Lodge Secretary.