

# **EFFICIENCY PROGRAM**



## **DESCRIPTION AND ACHIEVEMENT GUIDE**

**2011-2012**

# EFFICIENCY PROGRAM

## WHAT IS THE EFFICIENCY PROGRAM?

The efficiency program is a guide designed to encourage chapters to complete the necessary forms and functions required by DeMolay International. It also rewards points for attendance of State-sponsored events and activities.

- A chapter is considered “**efficient**” if it has successfully completed a minimum of 7,000 points in this program.
- **Inefficient** chapters are those who:
  - Fail to participate in the efficiency program.
  - Receive fewer than 7,000 points in the efficiency program.
  - Do not turn in term plans for their chapter.



## HOW TO PARTICIPATE

Once a month, your chapter will submit the corresponding monthly form found in the back of this book. They can be submitted by email, mail, or the preferred method: a quick form located on the Michigan DeMolay website!

- The internet form can be found by going to [www.michiganDeMolay.org](http://www.michiganDeMolay.org), clicking on **RESOURCES** and then click on **EFFICIENCY PROGRAM**.
- Your chapter should be able to turn in all required paperwork regardless of the size of your membership!
- Your chapter should be able to earn the necessary 7,000 point minimum simply by turning in advisory council meeting minutes for 10 months, submitting yearly Health Information and Release Forms, and by attending 40% of the state sponsored functions.
- The state requires a minimum of 3 DeMolays and 2 advisers for the purpose of travel safety and adherence to the DeMolay insurance program. The efficiency program requires 1 DeMolay and 1 Adviser to earn points for any event unless otherwise specified.
- **Points will be deducted for forms that are turned in late!** There is a 25% deduction for late submissions. The late submission date will be listed on the forms for each month. If you are submitting your forms by mail, the envelope must be postmarked by the due date.
- **BETTER LATE THAN NEVER!** If you miss the deadline, you should still submit your forms for partial credit.

Points for your chapter will be updated on a monthly basis and displayed on the front page of the Michigan DeMolay website ([www.michiganDeMolay.org](http://www.michiganDeMolay.org)).

# **VISITATION PROGRAM**



## **DESCRIPTION AND ACHIEVEMENT GUIDE**

**2011-2012**

# VISITATION PROGRAM

## WHAT IS THE VISITATION PROGRAM?

The visitation program is a guide designed to encourage chapters to visit one another for meetings, degrees, and general brotherhood. It awards points for each visit to a chapter and allows chapters to compete to collect chapter gavels from those chapters!

The new visitation program also brings back the illustrious and much-desired **STATE GALLOPING GAVEL!**

## HOW ARE POINTS AWARDED?

The point sheets are listed by month in the back of this binder. They are submitted once a month by the date listed on the sheet. Points are given for visiting business meetings, degree nights, and installations. Additional points are awarded for the first visit per program year to a chapter. This was added to encourage each chapter to visit every other chapter at least once from August until September.

- Points are awarded for visitations based on miles traveled. On page 6 is the mileage sheet used for scoring. Points are awarded based on temple to temple travel; not according to the actual path you traveled. Your total points for a visit is equal to twice the mileage (to represent travel there and back again).
- At Conclave 2011, each chapter will be awarded a plaque or “gavel” for their chapter. On the 1st of every month, you add points equal to 250 times the number of gavels currently in your possession. Your own gavel counts towards these points. The **State Galloping Gavel** is worth 500 points.
- To capture a gavel, your chapter must have 3 DeMolays and 1 adviser present at the meeting. If more than one chapter qualifies to capture a gavel, the chapter who traveled the longest gets first choice of which gavel to take. A chapter can only take one gavel per visit.
- To capture the State Galloping Gavel a chapter must have a minimum of 5 DeMolays and 1 adviser. The chapter visiting with the most members takes the gavel. If there is a tie in the number of DeMolays, then use the number of advisers to break the tie. If those are matched, distance traveled will determine the winner.
- The **State Galloping Gavel** MUST be present at EVERY visitation your chapter performs if your chapter has control of the gavel.
- Failure to have the **State Galloping Gavel** present at a meeting while it is in your possession forfeits you points for that visit. If you are the home chapter and the gavel is not present, you will receive a –25% deduction of your visitation points for the month. **IT IS IMPORTANT THAT YOUR CHAPTER HAS THE STATE GALLOPING GAVEL PRESENT AT EVERY MEETING, INSTALLATION, OR DEGREE!**


# VISITATION PROGRAM

## Program Description Continued:

- Points are awarded for performing parts for certain degree works. Page 7 has a list of parts and what point values are given for performing them.
- If your chapter shows up for a visitation and the meeting is canceled, you still get points for the visitation and can take a gavel if you have the necessary number of people.
- **\*\*\* CALL BEFORE YOU VISIT A CHAPTER TO MAKE SURE THEY HAVE A MEETING!\*\*\*** If you show up on a day where there is no meeting or on a day that the chapter has announced their meeting was canceled, you get nothing for the visit.
- Damaging or losing a gavel will result in your chapter paying for its replacement! Take good care of these gavels. They should be kept safe when not in use. Do not allow your chapter members to take turns taking home the State Galloping Gavel. It is expensive to replace!
- The chapter who has the most visitation points by Conclave 2012 wins the State Visitation program for the year! Your chapter will receive the **State Visitation Trophy**; an award of epic proportions; that you can take back and proudly display at your chapter! In addition, your chapter will be given the State Galloping Gavel to take back home to your chapter making you the potential target for visitation, envy, and opportunities for **brotherhood and fellowship!**
- If your chapter has possession of the State Visitation Trophy or the State Galloping Gavel, it is **YOUR RESPONSIBILITY** to ensure both arrive at Conclave. If unforeseen circumstances prevents your chapter from attending Conclave, you must make arrangements for the trophy or gavel to arrive at Conclave. **\*\*\* Failure to do so will result in the forfeit of all Visitation points for your chapter for the year\*\*\*.**
- The internet submission form can be found by going to [www.michiganDeMolay.org](http://www.michiganDeMolay.org), clicking on **RESOURCES** and then click on **VISITATION PROGRAM**.
- The state requires a minimum of 3 DeMolays and 2 advisers for the purpose of travel safety and adherence to the DeMolay insurance program. The efficiency program requires 1 DeMolay and 1 Adviser to earn points for any event unless otherwise specified.
- **Points will be deducted for forms that are turned in late!** There is a 25% deduction for late submissions. The late submission date will be listed on the forms for each month. If you are submitting your forms by mail, the envelope must be postmarked by the due date.
- **BETTER LATE THAN NEVER!** If you miss the deadline, you should still submit your forms for partial credit.

Points for your chapter will be updated on a monthly basis and displayed on the front page of the Michigan DeMolay website ([www.michiganDeMolay.org](http://www.michiganDeMolay.org)).

# MICHIGAN DEMOLAY MILEAGE CHART

	C.C.R.	CLIO	DAVISON	DEARBORN	LANSING	LIV CO*	PHOENIX	ROSEVILLE	WALT DISNEY
C.C.R.		92	73	9	87	58	26	27	28
CLIO	92		23	86	60	52	74	82	72
DAVISON	73	23		72	56	48	55	62	69
DEARBORN	9	86	72		83	53	20	26	24
LANSING	87	60	56	83		31	73	85	64
LIV CO*	58	52	48	53	31		42	56	34
PHOENIX	26	74	55	20	73	42		15	21
ROSEVILLE	27	82	62	26	85	56	15		33
WALT DISNEY	28	72	69	24	64	34	21	33	

\*Chapter may meet at different locations. Same point system applies. Call ahead to find out meeting time and location.

**C.C. REEVES CHAPTER**  
1561 Southfield Rd  
Lincoln Park, MI 48146

1st and 3rd Weds  
@ 7pm

**LIV CO CHAPTER**  
401 W. Grand River  
Howell, MI 48843

2nd and 4th Weds  
@ 7pm  
**Lodge Number**  
(517) 546-1460

**CLIO CHAPTER**  
714 N. Mill St  
Clio, MI 48420

1st and 3rd Thurs  
@ 7pm  
**Lodge Number**  
(810) 686-6270

**PHOENIX CHAPTER**  
2290 11 Mile Rd  
Berkley, MI 48072

1st and 3rd Fri  
@ 7:30pm  
**Lodge Number**  
(248) 544-9802

**DAVISON CHAPTER**  
9108 Davison Rd  
Davison, MI 48423

1st and 3rd Tues  
@ 7pm

**ROSEVILLE CHAPTER**  
27151 Gratiot Ave  
Roseville, MI 48066

1st and 3rd Mon  
@ 7pm  
**Lodge Number**  
(586) 776-9888

**DEARBORN CHAPTER**  
1170 Mason St.  
Dearborn, MI 48124

1st and 3rd Tues  
@ 7pm

**WALT DISNEY CHAPTER**  
106 E. Main St.  
Northville, MI 48167

2nd Thurs  
@ 7pm

**LANSING CHAPTER**  
2175 Hamilton  
Okemos, MI 48864

1st and 3rd Mon  
@ 7pm  
**Lodge Number**  
(517) 999-3089



# RITUAL PARTS POINTS LIST

Your chapter may be asked to help other chapters to fill in for various ritual parts in degrees, installations, and opening and closing. Below is a guide to which parts are worth what value. In order to claim points, the member filling in the position **MUST KNOW THE PART!** Reading the part does not count.

## OPENING, CLOSING, NINE O’CLOCK INTERPOLATION

- |                    |        |                   |        |
|--------------------|--------|-------------------|--------|
| • Master Councilor | 50 pts | • Chaplain        | 20 pts |
| • Senior Councilor | 25 pts | • Senior Steward  | 5 pts  |
| • Junior Councilor | 25 pts | • Junior Steward  | 5 pts  |
| • Senior Deacon    | 15 pts | • Sentinel        | 5 pts  |
| • Junior Deacon    | 10 pts | • Standard Bearer | 3 pts  |
| • Marshal          | 10 pts |                   |        |

## INITIATORY DEGREE

- |                    |         |                    |        |
|--------------------|---------|--------------------|--------|
| • Master Councilor | 150 pts | • Marshal          | 50 pts |
| • Senior Councilor | 50 pts  | • Preceptors (All) | 35 pts |
| • Junior Councilor | 50 pts  | • Scribe           | 5 pts  |
| • Senior Deacon    | 60 pts  |                    |        |

## DEMOLAY DEGREE AND FOURTH SECTION

- |                     |         |                             |        |
|---------------------|---------|-----------------------------|--------|
| • Jacques DeMolay   | 130 pts | • Marshal of the Commission | 20 pts |
| • Master Inquisitor | 130 pts | • Guy of Auvergne           | 35 pts |
| • Senior Inquisitor | 50 pts  | • Senior Guard              | 15 pts |
| • Junior Inquisitor | 75 pts  | • Guards and Prisoners      | 5 pts  |
| • Orator            | 130 pts | • Senior Deacon             | 10 pts |
| • Master Councilor  | 150 pts | • Junior Deacon             | 5 pts  |

## INSTALLATION OF OFFICERS\*

- |                               |         |                            |         |
|-------------------------------|---------|----------------------------|---------|
| • Installing Officer          | 150 pts | • Installing Senior Deacon | 10 pts  |
| • Installing Senior Councilor | 50 pts  |                            |         |
| • Installing Junior Councilor | 50 pts  | • Flower Talk **           | 100 pts |
| • Installing Chaplain         | 35 pts  | • Ceremony of Light        | 100 pts |
| • Installing Marshal          | 70 pts  |                            |         |

\* Current STATE COUNCILORS cannot receive points for performing installation parts. They CAN still receive points for other parts.

\*\* It is encouraged that your chapter performs the Flower Talk for new members after an initiatory degree. You may earn points for doing so.



# **CHAPTER MERIT PROGRAM**



## **DESCRIPTION AND ACHIEVEMENT GUIDE**

**2011-2012**

# CHAPTER MERIT PROGRAM

## WHAT IS THE CHAPTER MERIT PROGRAM?

The Chapter Merit Program (CHAMP) rewards chapters who round out their chapter by participating in the many different aspects that DeMolay has to offer. The largest and most diverse of the 3 programs, CHAMP embodies the SPIRIT of DeMolay by letting chapters show their creative sides for the betterment of themselves and Michigan DeMolay as a whole!

## THE NINE PARTS OF THE CHAMP PROGRAM

- **CIVIC SERVICE** - Every chapter should have a Civic Service project every term that benefits the local community and puts DeMolay in the spotlight as a leader of excellence in that community.
- **MASONIC SERVICE** - Your sponsoring body and the Michigan Masonic lodges and associations help make DeMolay possible with their continued support. Your chapter should work to maintain positive ties and thank them for their services.
- **EDUCATION AND SCHOLASTIC SERVICE** - Rewards for education both in and out of DeMolay are awarded to the chapters whose knowledge about DeMolay and whose personal studies are both above average!
- **RITUAL** - Through our ceremonies and ritual works, DeMolays continue a long tradition of keeping the Spirit of DeMolay alive.
- **MEMBERSHIP** - Members are the lifeblood and foundation of DeMolay. Without growth and youth to receive the benefits of DeMolay, the rest of our principles are lost.
- **FUNDRAISING** - To keep chapter activity alive (and the bills paid) a chapter must have a vibrant fundraising initiative that keeps the balance in the black.
- **CHARITY** - DeMolay pays the good deeds forward by helping those in need and giving hope and inspiration back to the community.
- **OBLIGATION** - DeMolay month requires the chapters to honor the virtues we teach with Days of Obligation.
- **LEISURE** - It can't be all work and no play, right? We work hard, we play hard.

Monthly forms for the CHAMP program are submitted by the due date at the bottom of that form. A -25% deduction of points will be applied to forms submitted late. IT IS BETTER TO SUBMIT FORMS LATE THAN NOT AT ALL!

Submissions can be done by email, mail, or the ever-handy **INTERNET FORM!** To access the form, go to [www.michiganDeMolay.org](http://www.michiganDeMolay.org) and click on **RESOURCES** followed by **CHAMP**. The form is easy to fill out and will take 5 minutes a month.

***“The only yardstick for success our society has is being a champion. No one remembers anything else.”***

*- John Madden*

## **CIVIC SERVICE: COMMUNITY FOUNDATION**

*“Never doubt that a small group of thoughtful, committed citizens can change the world.” - Margaret Mead, Anthropologist*

*“Plant a thought, harvest an act, harvest a habit, harvest a character. Plant a character, harvest a destiny” - Sacagewea*

Civic service projects showcase that DeMolay is a vibrant part of the community’s health and welfare. DeMolay regards civic service as integral to teaching young men the benefits of giving back to society something productive. In return, the community is aware of the existence of DeMolay, who we are, and what we stand for.

DeMolays earn merit bars for performing acts of civic service. The *Past Master Councilor Meritorial Service Award* (PMC MSA) also requires civic service for completion.

### **WHAT CONSTITUTES CIVIC SERVICE?**

At the beginning of a term, the Master Councilor should choose a single civic service project that will last the duration of his term. This can be a one time event or a recurring act. In many cases, a chapter will perform the same civic service project for many years.

- Ultimately, a civic service project should be **NON-PROFIT**. You should not be doing this as a fundraiser or to make money for any particular group. Should a group donate money to the chapter of their own volition, them gladly accept the money. However, money should never be ASKED for.
- The civic service project should benefit the community in some way; not a specific individual or another group.
- Some civic service projects may require permits or permission from city officials. Notify your local city hall before you begin any civic service project and make sure that what you want to do is legal and that you will not be fined later.
- Advertise to the rest of Michigan DeMolay when you are planning to perform civic service. This will count towards their merit badges and having more members around to help will speed things up and lessen the workload for everyone!

*“One generation plants the tree. Another gets the shade.”  
- Chinese Proverb*

## 11 GREAT CIVIC SERVICE PROJECTS

- **Adopt a Local Highway** - The Michigan Department of Transportation allows groups to reserve a 1 mile stretch of road for cleaning and trash removal.
- **River Cleanup** - If you live near a major river (Huron, Rouge, Clinton, etc) there is a good chance that a local river watch association sponsors a river cleanup! In addition, the Michigan DNR sponsors a yearly frog and turtle count where they look for volunteers to hike and count these creatures.
- **Graffiti and Lot Cleanup** - With the down housing market, local governments are turning to volunteer groups to help with basic maintenance and vandalism removal on empty properties.
- **Park Cleanup** - Many local municipalities are experiencing budget woes and have had to lay off parks and recreation workers. Because of this, cities with an abundance of parks are looking for volunteers for trash removal and, in some cases, grass and weed removal.
- **Voter Registration Drive** - With 2012 being an election year, local voting districts are going to be looking for volunteers to help with registration drives and to help operate voting facilities during the primary elections.
- **Community Garden** - Local community gardens are popping up all over. Often they are built on abandoned properties to help grow fruits and vegetables for local food pantries.
- **Flu Shot / Vaccine Drive** - If your sponsoring body will allow you use of the building, you could easily host a flu shot clinic. This is a great opportunity to have an information booth about Demolay set up!
- **Eldery Outreach** - For many elderly citizens living on their own, services such as meals on wheels fills an important need in the community.
- **Flag Ceremonies and Collection** - Team up with a local VFW hall to host a drive to collect old flags so they may be disposed of properly and in accordance with United States tradition.
- **Veterans Memorial** - Team up with a local VFW or veterans group on Memorial Day, Veteran's Day, Flag Day, Independence Day, or VE day to go to a local cemetery and place flags on the headstones of deceased veterans.
- **Blood Drive** - The Red Cross looks for locations to hold blood drives. If your lodge building is large enough, consider hosting one! A great opportunity for a Demolay information booth!

## **MASONIC SERVICE: OUR BENEFACTORS**

*“It is every man’s obligation to put back into the world at least the equivalent of what he takes out.” - Albert Einstein*

*“No act of kindness, however small, is ever wasted.” - Aesop*

DeMolay is innately lucky in that we have a group of people who sponsor, support, fund, and champion us; the Masonic family. Unlike many other youth organizations, we don’t receive federal or state funding. Our sponsoring bodies keep DeMolay going by providing us a place to meet, potential members from their families and friends, and it is important that we give back to our benefactors.

### **WHAT CONSTITUTES CIVIC SERVICE?**

Masonic Service is any project, activity, fundraiser, or help that your chapter performs to the benefit of their sponsoring body, local lodge, or associated Masonic body. Though performing the act of service for the lodge, you will find both groups equally benefit in some way.

- It is important to maintain a relationship with your sponsoring body. If they don’t know who and what they support, they may not be so inclined to continue their support.
- Your sponsoring body can easily be a great source for advisers and potential prospects. Remember, Masons have sons, grandsons, nephews, brothers, and more. Why not offer to introduce those young men to our awesome organization?
- Observing a lodge in action is a phenomenal way to see how another similar organization works or “does things”. We all have great ideas and by sharing those with each other we better our organizations.

### **FIVE GREAT MASONIC SERVICE IDEAS**

- Host an “Honor’s Night” where you give HATS OFF awards to worth Masons!
- Offer to clean the temple or perform occasional maintenance services like painting!
- Offer to act as servers for your lodge’s next Senior Warden or Mason of the Year dinner!
- Ask for a list of elderly members from your sponsoring body who could use some work around the house or with yard work!
- Host a BBQ where you invite your lodge for food, fellowship, and fun. Host a raffle and play a game of softball, volleyball, horseshoes, or cards! Everybody loves Euchre!

*“The time is always right to do what is right.”  
- Martin Luther King Jr.*

## **EDUCATION: A FOUNDATION FOR OUR FUTURE**

*“Learning is not attained by chance, it must be sought for with ardor and diligence.” - Abigail Adams*

*“Leadership and learning are indispensable to each other.”  
- John F. Kennedy*

Education and continuing education is vital both in and outside of the Chapter room. Good grades and positive school performance should be encouraged by the advisers just as much as the parents. Not every DeMolay will go to college but education is not limited to the classroom. Encouraging betterment through knowledge is vital to the growth of youth and adviser alike.

### **WHAT DO YOU MEAN BY EDUCATION?**

Education in this program is divided into two categories; education at school and college and DeMolay education.

- Getting good grades will provide DeMolay with the necessary skills to succeed later in life. Regardless of whether they choose to attend college, the ability study, problem solve, and learn new material is important at any age.
- Young DeMolay whose grades are high are more likely to keep out of trouble and be allowed to attend DeMolay event. Discourage parents from using DeMolay when deciding punishments. It hurts all parties involved. In exchange, offer to guide and tutor their son until the grades are back to acceptable levels.
- The Leadership Correspondence Courses (LCC) are a great way to advance a DeMolay's knowledge of our organization. DeMolay University, Schools of Instruction, and Adviser training are all great ways of expanding DeMolay knowledge!

### **FIVE GREAT EDUCATION SUGGESTIONS**

- Hold a game night where you fill out LCC and then have fun. This will associate DeMolay education with fun.
- Offer to pay part of a DeMolay's way to Winterfest or Conclave if they get all A's!
- Be sure to send your advisers to the regular Adviser Training Courses that we offer!
- Don't forget to have a School of Instruction every term. In addition to DeMolay's learning more about their ritual parts, you could cover DeMolay history and education!
- Offer to tailgate up to college when one of your youths leaves home for the first time!

*“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”*

*- Henry Ford*

## **RITUAL: OUR IDENTITY IN OUR CEREMONIES**

Ritual; the ceremonies and honors we perform; are ingrained in our sense of tradition. They ARE what separates us from other youth groups. They make us stand out, unique in a way that is not easily replicated outside of the Masonic world. They are not just words we memorize; they are the oral tradition of what DeMolay stands for. Ritual gives DeMolay a special identity that, if lost, cannot be replaced through other means.

### **RITUAL IS IMPORTANT**

Ritual acts as the instruction manual for DeMolay. It tells the young man what we are all about. Though it is up to that youth to practice these teachings on his own, he should always be able to look back to the ritual as a guide.

- Encourage your DeMolays to take PRIDE in the ritual. This binds us together as brothers. A Senior DeMolay at age 76 has spoken the same words as the newest member at age 12. This should be emphasized.
- Ritual cannot and should not be made to seem a chore. The state awards titles through the use of the Ritualist Program but the individual chapter must make an effort for their DeMolays to pursue this avenue.
- DO NOT ACCEPT THE BARE MINIMUM! It is VERY unimpressive for an initiatory degree candidate to walk into a chapter room, lights on, and watching DeMolays stumble through their parts or, worse yet, to read them from the book. Ritual takes time and effort. PERFECT PRACTICE MAKES PERFECT! You cannot learn ritual simply by memorizing the words. Floorwork and performance are an important part of the process.

### **SUGGESTIONS FOR RITUAL USE IN YOUR CHAPTER**

- In order for a candidate to run for Master Councilor, it should be encouraged that he has, at the very least, obtained the Junior Ritualist title. This will allow him to be a better leader of ritual by knowing all the parts, when to prompt or correct someone, and what to expect of his officers.
- Have ONE person; preferably an adviser; act as prompter any time ritual is being performed. It is embarrassing and disheartening to a youth to have an entire chapter yell out when he pauses momentarily. Having a single person in charge of prompts will help.
- Your chapter should have a SCHOOL OF INSTRUCTION at the first meeting following your installation of officers. By this point, the new officers will have at least a 6 weeks preparation to learn their parts. For most parts, this is plenty of time.
- Endeavor to send at LEAST ONE DEMOLAY to compete for the Heartland Ritual Tournament and qualifier every year. It reflects well on your chapter and on Michigan!

## MEMBERSHIP: THE CHAPTER FOUNDATION



The welfare of your chapter depends almost entirely upon membership. Fundraising, event planning, civic and Masonic service, ritual; none of this is possible without a robust membership. Bringing in new members is not enough. Member retention is a vital part of any membership plan as is advisor recruitment and training.

This section of the Chapter Merit Program will give you helpful advice on how to talk about Demolay, who to talk to, and how to create a membership base that will sustain your chapter for years to come!

### **BRAND BUILDING MICHIGAN DEMOLAY**

Brand building is the art of establishing an item, group, or person as a “brand”. When you think of blue jeans, you might think of Levis. When you think of soda, you might think of Coca Cola. When people think of a community youth group, we want them to think of MICHIGAN DEMOLAY! And just as having a well-established brand helps Nike sell more shoes, so too will brand building help us improve (“sell”) membership. But how do we do this?

- Establish a target demographic. WHO do we want in our organization and WHERE do we find these people?
- Market Demolay to the target demographic. Different groups want to hear different things. Determine what Demolay has to offer that market and focus your membership pitch utilizing that information!
- Refocus internal marketing by defining our membership needs with the sponsoring bodies. Does your sponsoring body help you with membership? How can they help? Help them by educating them on the needs of your chapter!
- Utilize social networking opportunities for marketing, Demolay education, and communication. Does your chapter have a facebook page? A twitter account? Or are you still relying solely on telephone communication?

Recruitment and membership is the responsibility of your ENTIRE chapter. Every member, advisor, parent, and even prospects are responsible for the growth and health of Demolay!

## MEMBERSHIP: THE CHAPTER FOUNDATION

Any young man between the ages of 12 and 21 are eligible for membership in Demolay. However, not every youth in that age group is interested in the same things and thus must be marketed to differently. Demolays can be divided into 3 main age categories:

- **Ages 9 to 11** - Though not yet eligible for membership, this age is easily Prospect potential. Getting a youth sold on Demolay at a younger age will yield a higher success and retention rate as he ages. Companies spend billions of dollars a year advertising to the youth demographic for a reason; it works!
- **Ages 12 - 14** - Demolay International considers this age range to be of particular importance since they are able to experience the full range of opportunities Demolay offers. No longer children, this group is transitioning as teenagers and will have an interest in a wide variety of activities, events, media, and opportunities.
- **Ages 15 - 17** - Youth at this age will be able to benefit from the advice and experience from advisors at a more adult level as well as the activities, leadership training, and scholarship opportunities that Demolay offers. Though the rate of retention decreases the older that a Demolay is recruited, this in no way decreases the importance of recruiting youth of all ages.

Membership and recruitment is ultimately about selling a product that we have faith and confidence in. Different groups of people are looking for different things from Demolay. Because of this, the way you approach potential membership sources should be different from group to group. The task can seem overwhelming but there are certain steps can be taken to make recruitment easier:

- **Selling Demolay to parents is just as important as selling it to the young men themselves!** Particularly at younger ages, the parents make a majority of the decisions; where their son goes, how they will get there, why they go, how much money they get to spend on activities, and when they are allowed to attend. While the enthusiasm of their son's experience in Demolay may cement their support of our organization, having a good working and informative relationship with the parents is vital!
- **Talk about who we ARE and not about what we ARE NOT!** Demolay is such a unique organization that one of the biggest obstacles for many in recruitment is explaining what Demolay IS! Don't use other organizations. If you tell a parent "we are like the Boy Scouts/Boys and Girls Club/etc but different" they will be left wondering what those differences are and why they shouldn't just put their child in the other group. Figure out your talking points, stick to those when describing who we are, be concise, and be prepared to answer follow-up questions.
- **Follow-through is vital to recruitment!** If a parent or prospect has shown interest in joining, KEEP IN COMMUNICATION WITH THEM until you get a firm answer about their decision to join! The more interest you show in them as candidates, the more important they will feel and impressed they will be!

## **SOURCES FOR POTENTIAL MEMBERSHIP**

Many of our young men find that a majority of friendships they develop and maintain are within the organization. In some cases, most of a Demolay's friends are already IN Demolay! What does this mean? Demolay has used classmates as a staple of membership for close to a century but if a young man's friends from school are already members, that avenue for membership may not be as vibrant as we'd like it to be. Luckily for us, there are numerous sources for Demolays out there!

### **MICHIGAN HOME SCHOOLING GROUPS**

Many parents opt to home school their children. Many of those same parents are looking for social outlets for their kids that may be missing from the lack of a formal school environment. Parents of home schooled children have formed numerous support groups and communities to share advice and insight on home education. These groups are easy to reach out to and building a relationship in this community can help garner candidates and prospects for years to come!

- [http://www.homeschoolcentral.com/support/michigan\\_homeschool.htm](http://www.homeschoolcentral.com/support/michigan_homeschool.htm)
- <http://homeschoolingmichigan.com/>
- <http://www.home-school.com/groups/MI.html>

### **CHARTER AND PRIVATE SCHOOLS**

Local charter and private schools often contain students whose parents are well aware that the future success of their sons and daughters as adults depends largely on many of the opportunities Demolay offers; leadership building, social ties, extracurricular activity, and a well-rounded outlook. Contact a local charter and private school and see if they have a parents club who would be willing to listen to a membership pitch from an advisor and several Demolays from your chapter!

### **FOSTER HOMES, GROUP HOMES, AND ORPHANAGES**

When Demolay was founded in 1919, many young men were orphaned after losing much of their family to World War I as well as the Spanish Flu. These young men NEEDED Demolay to fill a void left by tragedy. There are still many young men out there who could benefit greatly from the guidance our great organization offers!

The Michigan Department of Human Services can put you in contact with foster families that have young men who may be interested in Demolay!

- <http://www.michigan.gov/dhs/>
- <http://www.adoptuskids.org/resourcecenter/rtrtpackets/michigan.aspx>

### **BUSINESS AND SOCIAL ORGANIZATIONS**

Groups such as the Rotary, Elk, Moose, and Eagle lodges as well as other youth organizations such as the Boys and Girls clubs are excellent sources of potential members AND advisers! Some of these organizations have active youth groups and may politely decline but others may be looking for a social outlet for their sons. Demolay can be that outlet!

## **SOURCES FOR POTENTIAL MEMBERSHIP CONT.**

### **JUNIOR SPORTS LEAGUES**

Sports leagues for youth range from 4 to 17 years old. Football, basketball, baseball, and soccer leagues in particular are very common across the state. Many of these leagues also have parents clubs that tailgate and help organize team events. Contact the manager of a local junior sports league and see if they will let you set up an information booth at some of their events (a refreshment booth that doubles as an information booth would be even better!).

Be polite and be ready to explain to them what Demolay is all about! Have Demolays wear our logo on matching shirts and hats and have printed flyers and pamphlets easily available.

### **VETERANS GROUPS AND VFW HALLS**

Patriotism is a core tenet of Demolay and many of our youth have served admirably and heroically for our country. Contacting local VFW halls and veterans groups could easily become an opportunity for your chapter for candidates as well as potential civil service.

Veterans who fought in Vietnam are at the age where they have grandchildren in our age range. Veterans who were 18 years old fighting in Operation Desert Storm/Shield have teenage children in the middle of our demographic. And soldiers who have fought in Afghanistan and Iraq are quickly reaching the age where they could have children in our age range over the next 5 to 7 years.

Contacting the head of the local VFW hall can be quick and vastly rewarded!

### **DISABILITY ORGANIZATIONS FOR YOUTHS**

There are tens of thousands of disabled Americans and many of them are youth. A young man who is blind, deaf, or otherwise handicapped may find it difficult to expand his social circle and make new friends. While there may be certain logistical obstacles to contend with in some cases, the mutual benefit of courting the disabled could be a boon for all parties involved! Support groups for the blind and deaf are easily googled.

### **MASONIC AND SPONSORING BODY RELATIONS**

Does your chapter have an adviser dedicated to lobbying for Demolay in your own sponsoring body? Is your sponsoring body active in helping you recruit? How many other lodges are in your area? Do they help you with membership?

It can often be forgotten that Freemasonry and Demolay work well together for purposes of membership. Many Demolays were brought in at the recommendation of someone from their sponsoring body and many Demolays go on to join their local lodge and give back to the Masonic community. This relationship requires constant nurturing. If your chapter is out of sight, they are out of mind. Remind your lodges regularly that you are looking for new members and keep communication open! Don't limit this to local blue lodges. Scottish Rite and Shriner groups are excellent sources and don't forget, Jobs Daughters and Rainbows often have brothers!

## **10 MAJOR DEMOLAY TALKING POINTS**

***DEMOLAY builds leaders for the future by setting a solid foundation with proven methods for building leadership and a long track record of success!***

- Target Audience: Parents, Grandparents

***DEMOLAY accepts young men of any race, religion, creed, or color and we are a haven against bullying and ridicule that exists elsewhere in the youth community!***

- Target Audience: Youth, Parents, Teachers

***DEMOLAY offers a wide range of recreational activities, conceived, planned, funded, and implemented by the young men!***

- Target Audience: Youth, Parents

***DEMOLAYS often go on to join their local Masonic lodges, furthering themselves as men, and lending valuable insight and leadership skills learned as Demolays!***

- Target Audience: Sponsoring Bodies, Masonic Lodges, Appendant Bodies

***DEMOLAYS have served bravely and valiantly in every branch of the armed services and in every war since the organization was founded in 1919!***

- Target Audience: Veterans Groups

***DEMOLAY is a youth group where older brothers and younger brothers can work side by side, on even ground, in a positive growth-oriented environment!***

- Target Audience: Parents, Youth

***DEMOLAY protects its youth by performing background checks on adult volunteers, vetting potential advisers, and insuring every youth who joins against harm!***

- Target Audience: Parents, Teachers

***DEMOLAY encourages young men to go on toward higher education by awarding academic integrity and prowess and offering scholarship opportunities!***

- Target Audience: Parents, Teachers, Youth

***DEMOLAYS actively make their communities better by performing acts of charity and participating in civil service!***

- Target Audience: Parents, Schools, Churches

***DEMOLAY is one of the oldest and most successful non-profit youth organizations in the world!***

- Target Audience: Parents, Press Releases, Chamber of Commerce

## FUNDRAISING: BANK ROLLING A CHAPTER

Your chapter needs money to operate. Though your sponsoring body may pay your rent and utilities, numerous chapter functions require money to succeed. Installations, honors nights, adviser and DeMolay insurance, supplementing costs for travel to events such as Conclave, merit bars and paraphernalia; all these have costs that won't be met without a vibrant fundraising program.

### USES FOR FUNDRAISING IN YOUR CHAPTER

Fundraising benefits extend beyond basic financial obligations. Financial times are tight for many people. Fundraising could easily help to increase the activity level of your chapter by allowing attendance at events that have a cost associated with them.

- Consider earmarking funds raised by individual DeMolays for their "account". This would allow DeMolays to raise money that they can spend at a particular DeMolay event and will take the burden off their parents.
- Youth that are 16 years or older have the ability to get a job but those ages 12 to 15 will rely on other forms of income to supply their needs (including parental support). Fundraising should be tailored to allow young DeMolays to participate. This will encourage fiscal and personal responsibility. Remind the young men that managers who hire teenagers will look favorably on such measurements.
- DeMolay Conclave, Winterfest, and Heartland Ritual tournament all have costs associated with them. Fundraising should be done with this in mind. Encourage the young men to vote to allocate some funds towards attendance at these vital events.
- Having a "food budget" goes a long way for teenage boys. If your chapter can afford to have at least one decent meal (preferably made by advisers or your parents club) paid for after a meeting during the month will increase attendance. You will find that DeMolays who stay after a meeting for food will increase brotherhood! Have them invite their parents in for the meal so that they can witness DeMolay in action!

### FUNDRAISING IDEAS

- A can and bottle drive is an easy way to bring in money to your chapter. First, choose a neighborhood. Have flyers made up explaining that DeMolays will be by in the neighborhood on a certain date to collect cans and bottles for donations. An adviser with a truck, van, or trailer will be very handy for this. Have 4 DeMolays (2 per side of the street) collect the cans and bottles. Call your local Meijer or Kroger and see if they will let you turn in more cans than normal. Most businesses are willing to help you in this endeavor. Performing this fundraiser 3 times a year can result in over \$1,000 in profit.
- <http://www.fundraising-ideas.org/DIY/candrive.htm>

## **FUNDRAISING IDEAS BRAINSTORMING, CONT.**

- **HOST A COOK-OFF** - If your lodge building has a large hall or a large parking lot, hosting a cook-off competition is a great way to make money. Two personal favorites are a Pie/Cake/Baked goods competition or a BBQ competition. People pay an entry fee. Have a set of dedicated judges and be sure to have awards and trophies ready to hand out. Making this an annual event will ensure a steady source of revenue. Be sure to check with your city or municipality about permitting requirements!
- **SMASH UP A CAR** - A “car smash” is a fun and easy way to make some money. You need to obtain an old car from a junk yard (or one that will be heading that way). Paint chapter logos and slogans all over the car. Be sure to have safety equipment for eyes. You charge a person a fee per swing at the car with a sledge hammer or wrecking bar. Turn it into a fun event by having music playing and selling refreshments!
- **WASH A CAR** - A car wash is a tried and true way to bring in some money for the chapter. Expand the idea though. Have shop vacs and upholstery wipes prepared to clean the inside of cars. Sell a variety of car scents and potpourris so their cars smell good. This is also a great time to sell refreshments and assorted merchandise.
- **T-SHIRTS AND MORE** - This is a great way to make money within the Masonic family. Demolay-specific t-shirts, polos, hats, bracelets, stickers, and other merchandise can sell well and has a long shelf life (unlike food fundraisers like pretzels and candy). Have someone clever and artistic come up with designs. DOUBLE CHECK TO MAKE SURE YOUR PRODUCT DOES NOT INFRINGE ON ANY COPYRIGHTS! The initial cost for this merchandise may cost several hundred dollars but with a 30-40% markup, you will recoup costs quickly.
- **LOCAL EVENTS PARTICIPATION** - DeMolay has a long history of participating in local events for cash fundraising and donation. Livingston County Chapter participates in Howell’s balloonfest. Dearborn Chapter has had a dippin dots booth at the Dearborn Homecoming Festival for many years. CCR Chapter has assisted the Taylor Shrine Club in selling pizza at the Taylor Days festival. Check with your city for local festivals held in your area. Ask for the contact information of the person who heads the event. Contact them and see what options are available for making money!
- **YARD / LOT SALE** - If your lodge building has a large parking lot, consider hosting a yearly Yard sale. Measure the parking lot and divide it into lots. Place flyers selectively in local establishments (with their permission of course) advertising the event. People will buy lots according to size and set up shop to sell stuff similar to how a garage sale works. Offer refreshments at the event and set up a membership booth with information about DeMolay!

The ideas don’t need to stop here! Euchre and game tournaments, installation ad books, hosting a silent auction, dinners, dances; use your imagination to the chapter’s benefit!

## **CHARITY: DO UNTO OTHERS**

*“Charity begins at home but should not end there.” - Thomas Fuller*

*“If you haven’t got any charity in your heart then you have the worst kind of heart trouble.” - Bob Hope*

Charity exemplifies one of the better qualities of DeMolay; that we empathize with mankind and seek to make sure the needs of society are met for the betterment of all. Teaching DeMolays at a young age to perform acts of charity will last into adulthood and make them better men.

### **WHAT DO YOU MEAN BY CHARITY?**

Charity does not simply mean to give money blindly to those in need. It is giving of ourselves to make things better; not to make ourselves feel better.

- Monetary donations, while helpful, are often lost in the fray. Consider performing acts of charity that require the DeMolays to work and actually SEE the good they are doing.
- Charity work puts DeMolay in the public spotlight as a purveyor of kindness and social responsibility. There is no profit to be made in the form of money but public knowledge of our organization is always a boon for DeMolay.
- Diversify the charitable functions you perform. For the same reason as Civic Service, you will find that by switching things up from time to time you will get more DeMolay participation.

### **IDEAS FOR ACTS OF CHARITY**

- Set up a canned food drive in your lodge building starting at your September installation. Collect canned goods and food products with long shelf lives (or cash donations to buy these items) until the 2nd week of November. Be sure to have information out so your lodge knows what you are collecting for. Consider volunteering for a day or two at the food pantry or soup kitchen you donate your product too.
- Contact a local military recruiting office and tell them you’d like to start sending care packages to soldiers in Afghanistan. Ask for a list of items for the care packages.
- A “giving tree” is a great way to get gifts for needy children.
- If your fundraising program has been particularly successful, consider donating or “tithing” 10% of your funds to a charity of the chapter’s choosing!

## **OBLIGATORY DAYS AND DEMOLAY MONTH**

March is DeMolay Month in honor of the founding of DeMolay on March 18, 1919. The focus of DeMolay month is two-fold: to become more involved in your local community and to promote DeMolay. In addition to DeMolay month, the I.S.C. Statutes, Article 53 outlines 7 “obligatory days” to be honored throughout the year to keep the focus of our precepts in the forefront of our actions.

### **WHAT CAN WE DO FOR DEMOLAY MONTH?**

DeMolay International has done a good job outlining a list of ideas for DeMolay month. Whatever activities your chapter chooses to participate in, you should consider a press release with a local media outlet.

- A press release is a statement; usually less than 500 words; written by your chapter and submitted to a local newspaper or media outlet about who we are, what we do, and why we do it. DeMolay month should act as the catalyst for this meaning you should use your DeMolay month activity as an example in the press release.
- The difference between a press release and a news interview is that YOU have control over the information being presented. The newspaper may call and ask you a few follow-up questions. Guide the direction of the conversation. Don't let a positive press release about DeMolays and Civic commitment turn into a barrage of questions about Masonic-related conspiracy theory.
- Consider submitting a picture of your chapter with the press release. **DO NOT RELEASE NAMES OF THE YOUTH IN THE PICTURE.** This is against the youth protection initiative to guard our young men against danger. Also, do not submit pictures of DeMolays in robes or other ritual regalia. Taken out of context, these types of pictures will harm DeMolay more than help.
- The resource guide for DeMolay month can be found at: <http://www.demolay.org/resources/forms/>

### **OBLIGATORY DAYS**

The DeMolay obligatory days are held throughout the year and are required to be observed. How you do so is up to the individual chapter. Your Master Councilor should list all obligatory days in his term calendar along with plans on how to observe them. This is a requirement for the PMCMSA and should rank as a very important part of his term.

A full list of the obligatory days, their months and observance days, and suggestions on how to do so can be found at: <http://www.demolay.org/resources/forms>

## **LEISURE ACTIVITIES: TIME FOR A BREAK!**

Sometimes throughout all the civic and Masonic service, charity, ritual, and fundraising we forget one of the most important functions of DeMolay; to get together and have fun! Without the ability to kick back and relax, DeMolay will quickly become more of a chore and less of a positive experience! Go ahead, get out, and have some fun! You deserve it!

### **A FEW PIECES OF ADVICE ON FUN EVENTS**

What is fun to an adult isn't always fun to a DeMolay. And more often than this, what is fun to one DeMolay isn't always fun to another. Encouraging the DeMolays to open up and plan their leisure events will be more helpful than planning those events for them. Brainstorm with them. Give them ideas. Don't discourage their ideas from the point of view what you find fun. Give them advice and insight on what it will take; time, effort, money; to make the event happen.

- Cost is always a concern. Don't take this as the opportunity to lecture them on how they should be doing more fundraising. Instead, set up a plan and timeline on how to obtain the money and then make it happen.
- Teenagers can be fickle. What seems fun one day may not be fun next month. Be prepared for them to change their minds midway through the planning process but keep them focused on the idea that having a fun event is IMPORTANT.
- Don't always try to plan events that will cater to every age group. What a 12 year old wants to do is often different than what a 17 year old enjoys. There will be times where everyone gets together for fun but be sure to make an effort that makes the different age groups feel satisfied. This may mean attendance at the event is smaller than others, but this is a time where quality can easily trump quantity.
- Aim to have at least one fun event a month. Youth who perceive DeMolay as a chore are less likely to come back. They will neglect to tell their parents about events and they will stop showing up. Trying to get a DeMolay to come back can be difficult. Fun events are a good way to keep them from leaving in the first place.
- Try to have at least one "big ticket" fun event a year that benefits the entire chapter. Camping and fishing trips, a trip to Cedar Point, a large sporting event; all great examples of events that anyone can enjoy but require proper planning.
- Fun events should double as prospect parties. This is a chance to get the DeMolays to bring friends around and show them that DeMolay is fun. Keep the "DeMolay talk" light and to the point. Don't ruin the fun by being the membership equivalent of a used car salesman.
- Get the girls involved! Contact your local Bethel or Assembly and see if any of their members would be interested in coming along. Nothing does a better job at getting young men to come out to events than the inclusion of young ladies!