



Rite Notes
Membership and Recruiting
Grand York Rite Bodies of Florida
15 February 2011



Companions and Sir Knights,

As we begin our new period of growth within the Florida Grand York Rite, I look forward to having the best year ever. This goal is achievable if the Officers of each York Rite Body begin to plan now for developing interest in what we do and what we stand for. We cannot achieve this goal if members in all three Bodies do not participate. Yes, many Officers and Sir Knights possess good leadership and planning skills to methodically organize and coordinate the conferral of our degrees and Orders on single and multiple candidates. What can we learn from them, and how do they effectively organize their activities.

A Positive Attitude

Many are in agreement that the success of any project begins with a positive attitude. Some refer to this as a “Can do” spirit. Leaders in any organization possess this trait, and display it frequently. It is a contagious spirit, and usually becomes a virtue of the entire leadership team.

If the Officers or members of a York Rite Body believe they may not be able to contribute to the goal then a reminder of an age-old quote might be appropriate:

*“If you keep on doing the things that you have been doing,
Then you will continue to get exactly what you’ve been getting.”*

Take Advantage of the Skills Available

We know that each YRB has Companions and Sir Knights possessing great skills and talents. Ask them to become part of this great Crusade even if they may not have attended a Stated Conclave recently. The use of their talents will make a significant difference. Don’t forget to include the ladies in the event planning, as they too will contribute to the overall success. In particular, the Chapters of the Social Order of the Beauceant have always supported the Knight Templars, and can always be counted on. Invite the Companions of local Chapters and Councils as the entire York Rite benefits from the effort.

An Effective Implementation Plan

Develop a new list of all the activities than will be needed to make the event a success. Start with reserving the Asylum for the event. A suggested “check List” is included as a reminder, but please remember that this will be a “big event” requiring “Big Planning”.

Successful leaders experience goal attainment for a variety of reasons. One reason is that they have challenged and elevated their Officer team thinking and prepared a plan that emphasizes effectiveness more than efficiency. The following ideas, if implemented will help each Commander, High Priest and Ill. Master, ensure that his plan will increase in effectiveness.

Have you considered any of these things?

1. Send a letter on your Commandery stationary to each Officer expressing your support for the membership Crusade, and enlist his support. Tell him you are proud of him. Add a sense of urgency to your request.
2. During your next Officers Meeting secure a commitment from each of your elected and appointed Officers to get at least one petition. This sets a good example for other members. Encourage them to do the same. It also displays commitment to a common purpose among the leadership.
3. Write regular personal endorsements of the Crusade in your monthly newsletter. Request the chapter and council leaders do the same.
4. Consider establishing a unique Award for the Crusade, i.e., Most Knightings in Home Commandery, Highest Membership Gain, Most Restorations, etc. Offer special incentives, like free meals for two. Be creative.
5. Get more Committees involved! Review your Committee list, and get some inactive committees active. This spreads the leadership around and offers a chance for other Officers to show what they are made of.
6. Consider writing a letter to all of your Past Commanders. Share your plans with them, and enlist their support, and participation. They will assist you.
7. Meet regularly with your Chapter and Council leadership. Working together within the “Family of Masonry” increases cooperation exponentially.
8. Call or meet with the Deputy or Actives of the Scottish Rite, and seek their support. They might be willing to support a direct mail campaign for the Crusade, and encourage “Non-York Rite” Scottish Rite Masons to join. Perhaps you could arrange a York Rite conferral at their next Convocation in their auditorium?
9. Call or meet with the leadership of the Shrine Temples in your state. Request consideration for a joint “Cold Sands” event with your York Rite Crusade Festivals. Request the Shrine help to sell the benefits of York Rite just as the York Rite should sell the benefits of Shrine membership.
10. Consider a York Rite Festival to honor the Grand Master of the Grand Lodge. Perhaps his junior Officers would join too if they were Non-York Rite Masons.
11. Assign each of your elected and appointed Officers of the Commandery, to become a “Crusade Speakers Bureau”. Request that they arrange invitations to Blue Lodges to present

“York Rite Overview Programs” to promote our Christian Masonry heritage. Suggest three programs per month each.

Begin to Target New Members and Restorations

The “Crusade” targets both new Members and restorations. We know that the Symbolic Lodges provide us with the primary source for new Christian Masons. Templar membership committees should consider targeting Masons with current brochures that summarize Templary and its philanthropies.

Acquire a list of non-York Rite Masons from the Symbolic Lodge or even better (as a couple Districts have already done) Contact Grand Lodge, and in particular, MW Richard Lynn, Grand Secretary, and request a list of address labels for your Masonic District. I sent out 342 letters last week to all Masons raised in the last 3 years in our District(that were not York Rite). This will work. Ask for volunteers from the Chapters and Councils to assist, and try to include Masons that you personally know on your list.

Selling York Rite

The “One-on-One” sales technique has historically been the most effective. Prepare an updated membership roster, a description of its activities, family involvement, community projects, and the benefits of joining our Christian Masonic Order. Know something about our philanthropies. What were the benefits that inspired you to join? Share them. Also, provide recognition to the Sir Knights that are successful in gaining new members and restorations.

Today’s Relevance

A nationally known religious leader once said that if you put God first, everything else falls into place. How simple, and yet how profound. This is the spirit of Knight Templars today! There are many Masons that will enjoy and appreciate membership in this great Order. All you have to do is tell them what we stand for and ask them to join. Lets show everyone that we are as good as we say we are!

Note: If any York Rite Bodies plan weekend festivals, Short of Time or Slow Classes, please let me know, with the date, time, location and contact person, and I will put it in the next newsletter, and on the website. Remember, Membership and Retention is everyone’s business. Let me know the 2011 dates for future inclusion.

District	Date	Location	Knighted
1	19 Mar, 2011	Miami Chap/Council	
2	8 Feb, 8 Mar, 12 Apr 10 May, 7 June 13 Sep, 11 & 25 Oct	Ft Myers YRB Chap/Council	
3	5 & 12 Mar 1 & 8 Oct	Tampa Tampa	

4	12 Feb, 12 Mar 30 Apr	Bartow, Lakeland- Winter Haven YRB
5	12 Mar 18 Mar	Sanford (Chapter / Council Eola [Orders]
6	1-2 Apr 7-8 Oct	Fort Pierce YRB Melbourne YRB
7	28-30 Apr	Jacksonville YRB
8	1,5,15,25,26 Feb	Gainesville
9	12Feb(Chap/Council) 26 Feb(Orders)	Mariana Tallahassee
10	2 & 30 Apr 17 & 24 Sep	Pensacola Pensacola
Total 2010 Knightings		165
Total 2011 Knightings		

If any of the above dates are incorrect OR if you have dates or numbers that should be changed, please let me know.

Henry A Adams

HENRY A. ADAMS
Eminent Grand Captain General
Chairman, Membership Committee

“Every Christian Mason Should Be A Knight Templar”

*some excerpts, from Guidelines for Membership, published by the Grand Encampment of Knights Templar of the United States, p13-14, 15 and Grand Commandery of Florida., Beaderstadt, Jon L. Making Members, And from the Grand Commanders Handbook given to the Grand Line Officers. Membership Development, Grand Encampment, 2003-2006

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