

THE MEMBERS' PATHWAY IN A NUTSHELL

A briefing for Rulers and Executive Leads

The Members' Pathway is a toolkit for Lodges to help them attract, introduce and retain members. It offers a planned approach in a series of Steps that a Lodge can follow to take a man who is interested in Freemasonry, but not yet a member, all the way through a journey to become a committed Master Mason.

It brings together best practice models from around our constitution into one integrated approach, designed to grow our membership and strengthen the health of our Lodges. It incorporates and encompasses the best approaches to mentoring developed over recent years and adds guidance to help Lodges attract and introduce new members.

Evidence from these Lodges indicates that there is good reason to be optimistic about our future. In addition, [research from outside of the Craft](#) indicates there are many suitable men who would be attracted to Freemasonry if they knew a little more about it. A [positive public image](#) and good local reputation is a necessary foundation upon which the Pathway is built but is not part of it.

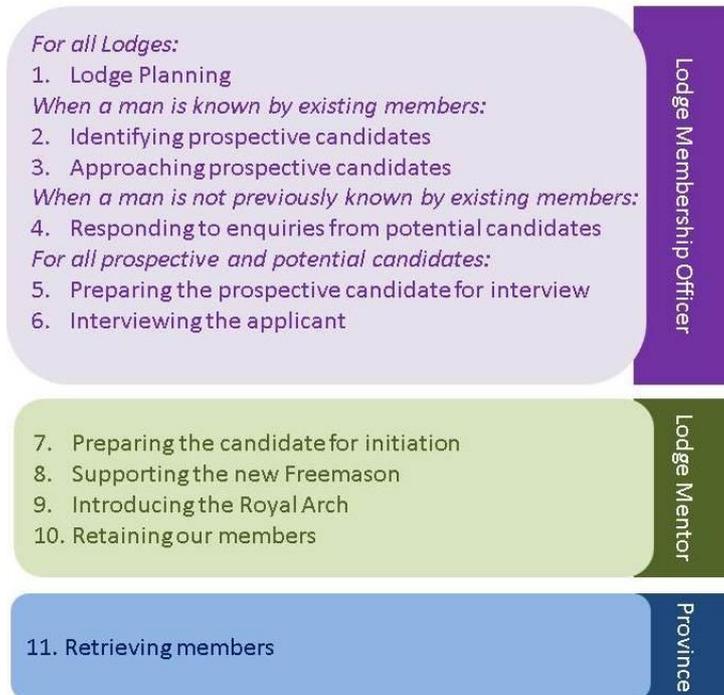
Evidence also demonstrates that lasting and committed membership is most likely to be achieved when:

- applicants and candidates are carefully screened to be sure they meet the qualifications for membership;
- both the Lodge and the candidate make their expectations clear to each other;
- there is a good match between the Lodge and the candidate; and
- both parties work at meeting each other's expectations.

BACKGROUND TO THE MEMBERS' PATHWAY

- In the years prior to the development of the Members' Pathway, the number of men joining the Craft had fallen. Of those who did join, 20% resigned before receiving their Grand Lodge Certificates. This resulted in smaller and weaker Lodges.
- UGLE's 2015-2020 strategy set an objective to improve the attraction and retention of members and defined the following measures of success:
 - a. Membership will remain over 200,000
 - b. Resignations before Grand Lodge certificate will have reduced from 20% to less than 10%.
- The purpose of the Members' Pathway is to increase and maintain long-term healthy membership of the Craft. It is concerned with both growth and improving the membership experience.
- It is aimed at and written for the use of Lodges. We ask Provinces to promote, facilitate, support and monitor its use in their Lodges, providing training and sharing best practice.
- The Members' Pathway was designed following *internal* research undertaken by UGLE's Membership Focus Group, and an *external* study that examined why people join and remain active in membership organisations.
- A pilot study undertaken in ten Provinces and 120 participating Lodges between April 2016 and March 2017 demonstrated widespread acceptance of the approach as well as its successful use.
- The Members' Pathway is not prescriptive. Lodges may adopt those elements they need and adapt the tools and techniques to suit their circumstances and the skills of their members.
- Nevertheless, the Members' Pathway is comprehensive and structured. Lodges that follow the 11 Steps will be able to implement a consistent and integrated approach to member development.
- The Members' Pathway is dynamic. It will evolve as new methods and better practices develop. This will ensure it remains relevant and applicable far into the future.

THE PATHWAY IN OVERVIEW



- Step 1. The Lodge prepares a plan comprising a review of its current practices, a Lodge profile, if appropriate a profile of its “ideal candidate”, how it will increase its visibility in its local community and the assignment of specific responsibilities related to the introduction of new members.
- Step 2. From a collated ‘long list’ of Family members, Work colleagues, Social club members, Friends, Fellow worshipers, etc, and using the profiles compiled in Step 1, Lodge members prepare a ‘short list’ of people who might be approached with a view to joining the Lodge.
- Step 3. A member or members approach a prospective candidate to find out whether he might be interested in Freemasonry and to help him learn enough about us to decide whether he wishes to pursue membership. *Note: this is not an invitation to join; the candidate must still ask to become a Freemason and acceptance will depend upon suitability.*
- Step 4. Alternatively a “potential candidate” approaches the Lodge, or is referred to the Lodge, with an expression of interest. Such approaches need to be validated and sponsors found.
- Step 5. Sponsors discuss Freemasonry and membership in detail, to screen the prospective candidate, to determine whether he meets the qualifications for membership.
- Step 6. If sponsors and candidate both wish to proceed, the prospective candidate is now an “applicant”. He completes a Grand Lodge Registration Form and goes to formal interview. A small permanent interview panel conducts the interview on behalf of the Lodge Committee.
- Step 7. If the Interview Panel recommends him as a suitable candidate then he is proposed, balloted for and prepared for initiation.
- Step 8. The Personal Mentor, whether he be a sponsor or another experienced Freemason, provides the new member with support tailored to his individual needs, as he goes through the ceremonies and experiences aspects of Freemasonry for the first time.

- Step 9. At an appropriate point after the new member has taken his Third Degree and has some understanding of the Craft, he is introduced to the Royal Arch and encouraged to consider membership.
- Step 10. Retention involves a series of positive activities a Lodge can undertake to help the new member gain enjoyment and satisfaction and to grow in his commitment, and preventive activities to respond to any signs of dissatisfaction.
- Step 11. In the regrettable event that a member submits his resignation, there are activities to retrieve his membership. This Step is co-ordinated by Metropolitan / Provincial / District Grand Lodges.

ACCESSING THE MEMBERS' PATHWAY AND SUPPORT

- It is currently available, in different formats and at different levels of detail, at b.UGLE.org.uk/membership.
- The complete package should be regarded as reference material, the detail of which is to be consulted as required rather than read from cover to cover.
- The Members' Pathway incorporates mentoring and integrates it within its structure. Mentoring is no longer a *stand-alone* process. It is an integral and vital component within the Members' Pathway.
- The MWP Sub-Group is the group within UGLE responsible for supporting Provinces as they promote and support the use of the Members' Pathway locally.