

# THE ART OF MEMBERSHIP

How to Attract,  
Retain, and Cement  
Member Loyalty

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## ATTRACT AND RETAIN MEMBERS

1. Attract by knowing what Masonry is.
2. Who are we and what are we doing
3. What is our purpose

# EDUCATION

- ▶ Make your own research
- ▶ Use Grand View programs
- ▶ Use the Speaker bureau
- ▶ Use LEO Workbook
- ▶ Make them participate in lodge
- ▶ Questions and Answers
- ▶ Programs in open Lodge
- ▶ Not a necessity to be Masonic

# HOW TO KEEP THEM



- ▶ Make the meeting interesting
- ▶ Put your Members to work

# CEMENT THEM

- ▶ Planning the All year of Education Program
- ▶ Delegate Education to Any Member
- ▶ Education Beside the Regular Proficiency

