

## How to Create a Successful Sweethearts Committee

### Starting a Sweethearts Committee

- Include seasoned Masons, new Masons, and lodge ladies on the committee.
- Assign all committee members a set number of widows to call and visit, and ask them to establish a monthly or quarterly call schedule.
- Have committee members keep a log of their phone calls and visits, including notes about follow-up tasks and any concerns.
- Instruct committee members to update the secretary and master monthly on their outreach efforts, and to share appropriate announcements at the stated meeting or in the Trestleboard.
- Refer the committee to the Education and Resources page on [masonichome.org](http://masonichome.org) for resources such as Frequently Asked Questions About Masonic Senior Outreach and a Sweetheart Survey.

### Outreach ideas and tips

The Sweethearts Committee should consider these simple gestures to engage lodge widows.

- Send flowers or candy at holidays.
- Send personalized cards.
- Call as a reminder of important events, such as Daylight Savings time and voting days.
- Extend a special invitation to stated meeting dinners.
- Provide rides to lodge events.
- Introduce widows to other lodge ladies.
- Encourage widows to form their own sweethearts social group with the support of the lodge.

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- Host sweetheart events: Invite interesting speakers; offer favorite activities such as bingo, games, and crafts; or simply provide breakfast or another meal.
  - Offer handyman services, such as yard clean-ups and household repairs. Encourage Entered Apprentices and Fellow Crafts to help, and invite youth orders when appropriate.
  - Educate widows about the support services of the Masonic Homes and Masonic Outreach Services.
  - When a brother passes away, make sure that his widow's information is correctly entered in the Member Center so that she will continue to receive important information from Grand Lodge about her Masonic benefits.

**Call (888) 466-3642** for information on all of the support services of Masonic Assistance.