

HOW TO DO OUTREACH

Lodge Leadership guide to contacting Members

Step 1: Reasons to Call

- Member no longer comes to lodge or lodge events
- Someone expressed concern over a member
- Member themselves expressed concern or having needs
- Member appears to be in need
- New member to the lodge
- Recent widow/er

Step 2: Know who you are talking to

- Research member information
 - Are they married?
 - Where do they work?
 - How long have they been in the fraternity?
- Talk with a member/widow/er who knows the member you're reaching out to
 - What has their interaction been like?
 - Does the member seem to be shy or out going?
- Introduce yourself
- State the purpose of your call
- Other suggestions:

Step 3: Create an Opportunity

- Ask when they have last been to lodge or an event
- Ask if they receive and/or read the Trestleboard
- State that you want to share news and relevant information
- Ask what they know about the programs and the homes
 - Make sure they are informed about current Masonic Outreach Services programs (make it interesting, exciting and relevant, and mail out information as needed)
- Be able to follow-up with them and perhaps make a home visit
- Other suggestions: