

*The values and activities of the Order of the Eastern Star need to be effectively and consistently communicated to family, friends, business associates and the public at large. If each of us reaches out to members and help them feel the strength of friendship and the importance of working together, we will continue to grow and do our good work.*

#### **POSSIBLE AVENUES FOR ATTRACTING NEW MEMBERS**

1. Ask someone to become a member. The most often used reason people do not join an organization is because no one ever asked them. Always have a petition and an "OES – A Way of Life Brochure" available. Ask members to bring a friend to an activity
2. Work with our Masonic Brothers in putting on dinners together, inviting Masonic brothers and their wives to our Installations and other open functions so that they can observe the good we do. We need our Masonic brothers as members and many wives do not know about Eastern Star.
3. Annually hold one event focused on securing new members. Hold an "Open Meeting Ceremony" that provides an overview of the order, its charities and projects. Invite past Rainbow Girls, wives of new Blue Lodge members with their husbands to the open meeting or to a brunch or dinner to introduce them to the Order of the Eastern Star.
4. Appoint a Publicity Chairperson so that all functions and charitable works receive as much publicity as possible so that the name of the Order of the Eastern Star is in the public's mind as much as possible. Submit articles to the local newspaper.
5. Work closely with the town to encourage working together at town-sponsored functions, for example Community Day programs, fairs, parades, dinners for the homeless, gathering food for the food pantry, add a OES pamphlet to the town's 'Welcome Wagon' or keep on the table at a bake sale. Advertise OES day trips in the newspaper and welcome others to attend. Don't be afraid to talk about Eastern Star to those you interact with, for example the hairdresser, banker and neighbor. Place an Eastern Star sign at entrance to town. Hold a special informational meeting for Masonic wives when the Masons meet. Form joint ventures with other Masonic bodies in your building. All expose the good of the Order of the Eastern Star to the community.

#### **POSSIBLE AVENUES FOR INCREASING ATTENDANCE**

1. Review your list of inactive members who could potentially be active and consider why they are not active. Develop a plan to contact them; determine a primary contact that will help with their recruitment.
2. Annually conduct an activity with the purpose of re-activating non-active members.
3. Annually conduct a family oriented event that is geared to increase active membership.
4. Evaluate recent initiates – are they coming? If not, contact them and stay in touch. Offer to meet and review the initiation if they felt overwhelmed by the evening.
5. Emphasize the importance of assigning a long standing member to a new member to acquaint them with protocol, to introduce them to other members, to sit with them, all to help them feel accepted, comfortable and wanted. Review the secret work and how meetings are conducted with new members so they are comfortable. Set up a mentor program. Give a new member the New Member Guidebook developed by the Grand Chapter Membership Committee. Remember you have a window of 6 weeks to 3 months to "activate" a new member or most likely they will be lost.
6. Form an active Calling Tree within each Chapter to get members involved. Call a member that missed your last meeting and let them know you noticed and were thinking of them, call to ask if you can give a member a ride to Chapter meeting or a social event, or call to ask if they could help at the next meeting, for example be a greeter.
7. Develop and publish a Chapter membership roster and make it available to all chapter members.
8. Be cordial and warm to each member at Chapter meetings. A warm greeting sets the tone for a wonderful evening.
9. Send a newsletter with your monthly notice to keep members informed. Communication is very important.
10. Provide attendance recognition for coming to meetings. Everyone likes to be recognized. All attending the meeting get a ticket for a mystery prize.
11. Offer dinner or dessert / coffee before meetings to increase friendship and hospitality. Pot luck dinners are easy great.
12. Keep Chapter meetings well organized with a planned agenda and know parliamentary procedure to make meetings precise.
13. Hold a meeting in the afternoon, earlier in the evening or on a Saturday. Provide transportation to encourage the older members to attend Chapter.
14. Invite new members of our Order as guests at our Distinguished Guest Luncheon at Grand Chapter to increase their interest.
15. Stimulate interest in each others Chapters and increase traveling by holding Chapter Exchange Nights. Go in search of the traveling gavel in each area.
16. Honor our loyal members who attend our meetings and help our chapter in ways other than being an officer.
17. Ask your local youth groups to present a ceremony (mother's degree) or participate in a fun event.
18. Have special collations with a theme or planned activities following the meetings to increase interest in coming to Chapter meetings. Ask members for ideas that would interest them. These could be special and/or fun events such as:  
A local speaker from the community/ Police / Fire / Safety, demonstration of a hobby or craft, craft project with small fee for materials, a Grand Chapter Board Member, an educational event, a Roll Call Night where members tell who was their W.M. and W.P. when they were initiated. a genealogy talk, a review of Parliamentary Procedure, a CPR / First Aid course, bingo/ games, or a mystery auction.

**REMEMBER TO: PLAN YOUR WORK AND WORK YOUR PLAN!**