Provincial Members' Pathway Team

Actions for 2023 to meet the Membership Challenge

PLAN

- The Futures Group (delivering the 7-Year Strategy)
- The Members' Pathway Charter Lodge Scheme
  - Lodge Profile
  - Lodge Succession Plan
  - Understanding & Planning Good Practice
- Lodge Action Planning
- Members' Pathway Team Lodge Lodge Action Plan Support
- Signposting to bUGLE

Embedding the principles and practice of planning in every Lodge.

ATTRACT

- Social Media Campaign
- 'Ambassador for Freemasonry' Workshop & Campaign
- Hyper-Local Engagement Campaigns
- Expanding Community Engagement Team Events
- Website and Social Media Communications
- Publishing our Member's Case Studies
- Developing our Specialist Lodges
- Managing our Brand Identity
- Streamline our enquiry response process

A thriving organisation that people aspire to join.

ENGAGE

- Appealing activities for young Masons and their families
- Review of our Light Blues offer
- Building capacity in our Lodge Mentor Team
- 'Understanding our Members' Campaign
- Two-Way Member Communications
- 'Get Involved' Campaign
- A structured approach to celebrating & sharing success
- Lodge Pathway Officers Handbook
- Attracting our members to the Chapter (Archway)
- 'Ritual 101' Workshop

Inspiring and challenging our members to practise the core values that we celebrate.

RETRIEVE

- Inactive Members Survey
- Inactive Members Campaign
- Retention Referral Process
- Unattached Masons Strategy
- Unattached Masons Campaign

A data-driven organisation that learns from the things that go wrong and plans to put those things right.