

## **Provincial Membership Officers report; May 2017**

Right Worshipful Provincial Grand Master

2016 was a busy year for the membership aspect of your Province; we were approached by around 150 gentlemen expressing an interest in Freemasonry. All of these have been contacted, sent a copy of the Becoming a Norfolk Mason booklet and introduced to a Lodge local to where they live. Of these we know at least 50 are in the pipeline or have already been initiated into Norfolk Lodges.

Great news, but what of the other 100! For one reason or another these Gentlemen have decided not to progress, I feel the more information we give them at the outset the better informed they are when it comes to decision time with regards to joining. The Becoming a Norfolk Mason booklets are fantastic for this and I urge all of your Lodges to hold a stock for their members to give to their friends. The booklet gives the prospective candidate the information he requires to make an informed decision on whether, or not to join. This I feel will improve retention rates going forward.

The Provincial Information Trailer travelled over 1100 miles in 2016 to 18 venues. Everywhere we went we were well received by the public who are surprised" to see "the secret society" out on show. The public have a great interest in learning of what we do with regards to charity and the fraternity in general. In 2016 the trailer received interest from 83 gentlemen, slightly down on last year. In 2017 we are looking at this to discover better ways to promote the Provincial Grand Lodge of Norfolk to the public.

The Provincial Gazebo with its 3 metre banner and two 4 metre high feather flags have been well received by our Lodges too; this was not introduced until the second half of the year. There were three bookings which went well. I am confident this will bring further successes in 2017.

The Provincial web site has received 35 applicants to the end of April 2017, in April alone we received 15 applications of interest via the UGLE and our own web site to date, a fantastic response! Although no one has as yet mentioned the television documentary on Sky TV I am sure this has done an immense amount of good in promoting the fraternity.

For 2017 I have changed the process I use to deal with those applicants who approach us. Every applicant who contacts us via the websites or visits one of our stands receives a welcome email from me, attached to this is a copy of the Becoming a Norfolk Mason booklet. He is asked to read the booklet, visit both the UGLE and our own website. When he has seen all the information at hand he is invited to get back to us, he is then introduced to one of the Norfolk Lodges. Those who do not respond within one month receive a follow up email from us to be sure they have decided not to progress.

On the admin front W Bro Keith Holden of Social Lodge has agreed to help, he will be contacting all applicants with a satisfaction survey we are developing, this will give us feedback on the quality of service they have received from the Membership Team and the response received from individual Lodges. From this we hope to build up a better picture of why so many who approach us decide not to progress.

Plans for 2017 are under way to promote the membership services to the Lodges, rebook successful sites for the trailer and gazebo whilst seeking new venues. To date the membership team has held introduction to Freemasonry evenings, one in Kings Lynn and one in Great Yarmouth, both of these were well attended by non-Masons, I am sure the majority of those who attended will go on and join a Lodge. In May the third event will be held in Norwich, we already have a large number booked in and I am sure this will attract results. These evenings have proved to be very successful and we are already planning for 2018 with improved presentation packages.

Finally with the imminent full launch of the Membership Program by Grand Lodge coupled by our own experience I am expecting a successful year ahead.

Yours sincerely and fraternally

W Bro Stephen Moore PProvSGD

Provincial Membership Officer