

Friend – to – Friend One – on – One Membership Program

The one, absolutely, indubitably and undeniably proven successful membership program is this basic Masonic membership program for prospect solicitation.

Process – six week period

1. Event planning – what, when, where, how much will cost
2. Identify potential members
3. Divide the list of potential members among active and **willing** chapter members. Each members should have approximately five prospects.
4. Week one – Each member calls each of their prospects to let them know that a special event will be coming up and that they will receive an invitation.
5. Week two – Invitations are sent.
6. Week three – Each member calls each of their prospects to inquire if they got the invitation, and if the prospect might be able to come.
7. Week four – Follow up post card to remind prospects.
8. Week five – Each member calls each of their prospects to see if they need a ride. Even if the prospect said couldn't attend, prospect should be called to see if there are any changes that would allow attendance.
9. Week six – Event. Petition should be available.

After the event, be sure to sit down and evaluate what went well, what didn't and why; who came, who didn't and why; how much did it cost. Then set a date to do again. Place all of the names of those who were unable to make this event on the list to invite to the next event.

Enjoy your new or reactivated members!