



40 WAYS TO PROMOTE MEMBERSHIP



1. Develop and publish a membership roster
2. Divide membership and call members.
3. Have a meal at every meeting
4. Have educational opportunities at every other meeting
5. Have members provide entertainment activities
6. Participate in community events
7. Hold a brainstorming session to come up with a list of prospective members
8. Invite “prospects” to an informational/open meeting
9. Have a regularly published newsletter (email, postal, hand delivery, etc)
10. Send invitations to meeting/events to: other Star chapters, inactive & new members
11. Submit articles to local community newspapers
12. Arrange for members to visit “shut-in” members
13. Be sure your Star/Lodge building is kept in good repair and looks good to the public
14. Call members who have not come for a while to help with events, refreshments, etc
15. Invite friends and co-workers to your open installation
16. Have short-form or ante-room meetings to make time for some fun – a planned program
17. Send greeting cards to “shut-ins” or out-of-town members
18. Set up a ride committee – arrange for rides or carpool to meetings or events
19. Have an official greeter or host – different at each meeting
20. Have a family dinner evening
21. Establish a Communications team with a telephone and email tree
22. Invite youth groups (Masonic or community) to make a presentation at a meeting

23. Have Officer handbooks/duties. Is yours up to date?
24. Attend the open meetings or installations of other Masonic bodies to show support
25. Plan a bus trip or mystery trip
26. Plan outside social events – ball game, theater, community event
27. Provide a petition and a brochure for each member to carry
28. Wear nametags at your meetings
29. Institute a Mentor program
30. Talk with your members about what Eastern Star means to them.
31. Contact members of other Eastern Star Chapters who live in your area
32. Hold a children's party for the community or the Scottish Rite clinic clients at holiday times
33. Have food booth, a float, or info booth at community events
34. Ask your members to bring a friend to an activity.
35. Call or send a note to members when they miss a meeting. Tell them they were missed!
36. Send letters to prospective members or inactive members
37. Get involved. Volunteer in your own Chapter. Offer to chair a committee or event
38. Make a list of talking points about the positive personal growth benefits of membership
39. Be supportive and encouraging. Be willing to try something new instead of finding fault
40. Keep going – don't give up!