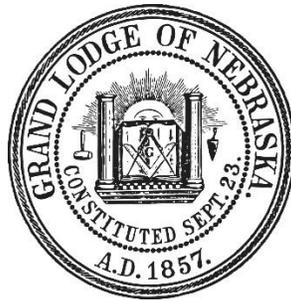


Grand Lodge of Nebraska



Lodge Membership Survey

Developed by the Membership Committee of the Grand Lodge of Nebraska
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INTRODUCTION

This survey was developed as a tool to be used by Nebraska Lodges and their membership retention committees to evaluate why a brother joined the lodge and hopefully gain valuable information to get him more involved. Whether used on its own or together with other resources available on the Grand Lodge Website it can be a valuable tool to see if there are areas where a lodge can improve itself and/or its processes. While this survey is targeted at brothers who are not attending lodge, it could be of value to survey those who do participate.

Before you contact the brother to conduct this survey there are a number of steps that you should take to ensure that you are properly prepared to have this conversation.

- Obtain the brother's contact information either from the lodge secretary or Debbie at the Grand Lodge Office at 402-475-4736.
- Look into the brother's Masonic History. When and where was he Initiated/Raised? How active has he been? Is he involved with other lodges? Does he participate in Appendant Bodies? The brother's Blue Lodge Masonic History can be obtained by contacting Debbie at the Grand Lodge Office at (402) 475-4736.
- Was there an incident/event/crisis that occurred for the brother around the time that he became inactive?
- Every situation and every lodge is different, so do not stop with only the suggestions listed here. Gather as much relevant information as you can so you go into the conversation prepared.
- Repeated attempts may be needed to contact a brother. Do not give up after one attempt-- try to contact the brother via phone, email, and snail mail, if necessary.

Finally, keep in mind that the brother may have some frustrations and that the conversation could turn unpleasant unexpectedly. It is important that you approach the conversation with patience, understanding, and friendship. Letting him drag you into an unpleasant exchange will not help anything. If he is overly confrontational, or unable to participate in a civil conversation, it may be best to thank him for his time and bid him a good day. However, a smile in your voice, a friendly and empathetic rapport, and a genuine desire to listen to the brother's concerns can often turn a tense conversation into a constructive and positive discussion.

SURVEY QUESTIONS

The Greeting

At the beginning of the conversation you'll want to set the tone and handle matters of etiquette, for example

- Give a friendly greeting
- Tell him why you are calling and ask him if he has time to talk with you
- Introduce yourself, if you've not well acquainted
- Thank the brother for taking the time to talk with you

Getting the Conversation Started

Use the following questions to open up the conversation and encourage the brother to share his story. Feel free to adjust the wording to fit with the situation.

Questions and Answers

Question: How long have you been a member of the lodge? YOU SHOULD ALREADY HAVE THIS INFORMATION

Response:

Question: Why did you join?

Response:

Question: What have you gained from your membership?

Response:

Question: How often do you attend meetings/events?

Response:

Follow up Question: What do you currently like most about your lodge?

Response:

Follow up Question: What do you currently like least about your lodge?

Response:

Follow up Question: What would make your membership more beneficial?

Response:

Question: Are/were you involved as an officer or committee member? SHOULD ALREADY HAVE THIS INFORMATION

Response:

Question: Have you attended any of our events in the past year? If so, which ones?

Response:

Follow up question: Of our current events, which ones are your favorite? YOU NEED TO KNOW WHAT YOUR EVENTS ARE

Response:

Question: What types of events would you like to see us host in the future?

Response:

Question: Do you receive/read the lodge trestleboard/newsletter? ONLY ASK IF THE LODGE HAS ONE

Response:

Follow up question: What type of content would you like to see in the trestleboard/newsletter?

Response:

Question: Do you currently follow the lodge on social media?

Response:

Which ones?

Follow up Question: What would you like to see posted on social media?

(Events, volunteer opportunities, member spotlights, masonic-related news, etc.)

Response:

Question: How do you prefer to receive news/announcements from the lodge? (Via snail mail, email, social media, newsletters, etc.)

Response:

Question: Do you feel comfortable approaching members of the elected leadership team? Why or why not?

Response:

SUMMARY

The Grand Lodge Membership Committee encourages lodges to use this document any time they need to evaluate the lodge and its processes. Identifying what causes brothers to not attend meetings/events is crucial to the lodge's long-term welfare as well as the Grand Lodge. If used effectively this document can provide vital information to help the lodge improve and prosper.

Do not lose sight of the fact that knowing why is not the end of the survey. If there are areas for improvement the lodge must act on them and reduce the reasons a Brother may be reluctant to attend lodge events or, worse yet, leave Masonry. Knowledge without action is a waste of time and resources.

Information gained from this survey may not only help your lodge, but if the information is shared other lodges could learn from the experiences of your lodge. Find ways to share your experience, both positive and negative, with the survey via Grand Lodge Area Meetings, lodge visitations, articles in the "Nebraska Mason", during visits by Grand Lodge Officers to your lodge, or reach out to the Grand Master or one of the Grand Lodge Officers.