

The Path Forward

Strategic Marketing for Member Service and Membership Growth

The Scottish Rite, Northern Masonic Jurisdiction

Membership Survey • 2017–2018 • Synopsis of Major Findings

In 2016–2017, the Scottish Rite, NMJ undertook one of the most thorough and comprehensive, data-driven examinations of the state of Freemasonry in more than 20 years. The goal of the study was to create a fact-based, sustainable strategic plan to move the Scottish Rite forward in the following key areas:

- Scottish Rite Member retention and satisfaction—find out what the members want and need, and provide it for them
- Scottish Rite membership recruitment

Other goals of the study included:

- Adopting a data-driven marketing strategy creating future plans not based on opinion or anecdote.
- To drive the Scottish Rite outreach and communications forward in a tactical, planned, and sustainable manner

- Widespread sharing of the data with other fraternal bodies
- Creating collateral tools—video, print, online, strategic messaging—to promote the Scottish Rite and to share with other fraternal bodies who can benefit from their use

Survey details:

The study was devised by CerconeBrown Company (CBC) in consultation with Supreme Council staff. CBC is an independent research and marketing firm with national and international clients.

Two surveys were conducted:

1. Scottish Rite membership
2. Non-Mason American men at large

All questions were vetted in advance by a professional agency specializing in eliminating bias.

Scottish Rite Member Survey

The member survey was administered to more than 24,000 Scottish Rite Masons throughout the 15-state Northern Jurisdiction. It was designed to gain insight into the organization and to gather the most important concerns felt by current Brothers.

- More than 3,000 members responded
- The survey featured a number of open-response questions which generated more than 12,000 written opinions and suggestions. Every written answer was read, categorized, and analyzed in order to make the conclusions quantifiable.

Scottish Rite Next Steps

Based on survey results, the Scottish Rite is creating a strategic, ongoing program that better serves the current membership, reignites pride in the process, and will encourage additional Masons to join the Scottish Rite, NMJ. The Scottish Rite, NMJ is:

- Revamping its use of technology and social media to enhance connection between members
- Building a new, user-friendly interactive website
- Creating a robust online education program
- Utilizing webcasts and Livestream broadcasts regularly to connect leadership with members

- Examining internal issues that directly impact member service
- Continuing to survey the membership regularly to be responsive to their needs and concerns in an ongoing, organized, data-driven way

What will the Scottish Rite Messaging Emphasize?

1. Timeless Masonic values, the primary being taking care of our own
2. Strong brotherhood
3. Personal growth
4. Freemasonry as a values-based organization

What do we want our Brothers to feel?

Our messaging will be designed to feel inspiring. It will work to:

- Reignite the deep pride all members should feel to be a Freemason
- Reconnect members with the power of living a values-lead (read: Masonic) life.
- Educate members to the fact that men today are, in fact, drawn to this ideal, and that the rebirth of Masonry is entirely possible.

The Non-Mason Survey

The non-Mason survey was administered to a group of 1,000 men across the United States. The purpose of this survey was to gauge the interest of individuals in the values and lifestyle that the Scottish Rite and Freemasonry promotes.

The most compelling finding of the non-Mason survey:

The degree to which the core values of the organization resonate with American men. It proved the organization's message and identity is still timeless, and that there is a large population of men who would be willing to consider joining.

Freemasonry's target market:

The non-Mason survey unlocked crucial insights about Freemasonry's target market. Boomer men came across clearly as the prime target as they are searching for values-based organizations in which to become involved at this stage of their lives.

When presented with the right messages—that of fraternity, integrity, compassion, and becoming a better man—the survey revealed 57% of American men today would consider joining Freemasonry. BUT . . . the experience has to be real, ongoing, and genuine once they join.

Messaging that resonated MOST with non-Mason men across the US:

Messages of honor, integrity, charity, and becoming a better man resonated most with men of all ages. Likewise, these are the values and characteristics men most want when considering joining an organization.

- 79% of respondents would be interested in joining an organization that enables him to become a better person while helping to improve the quality of life for others
- 72% of respondents would be interested in an organization where men form deep and lasting friendships, regardless of race, religion, culture or geography

Messaging that resonated LEAST with non-Mason men across the US:

The messaging that had the least impact on non-Masons was the organization's historical ties and its relationship to the nation's Founding Fathers, which has been emphasized in outreach programs to non-Masons.

What about the Millennials?

Research shows the strongest values among Millennials are: Loyalty, Equality, and Responsibility

These values predispose this generation to finding and delving into Freemasonry as an option for fulfillment.

Obstacles to recruiting Millennials include:

- At this stage of life, Millennials have the least money and least amount of discretionary time of the existing generations.
- They are at the beginning of their family and professional journeys and are least likely to find the time to join organizations and stay active.
- Most are missing the paternal connection that was once so strong a draw for young men to join Freemasonry.

Boomers and Millennials

Focusing on the Boomer “target market,” in fact, aligns the organization with attracting Millennials as well. Research shows strong personal connections between the two generations. Boomers can once again rekindle the generational cycle of Freemasonry as Millennials learn of the craft from their Boomer relatives.

Research points to many similarities between the two generations:

- Both want to make a difference
- Both want to be heard and respected
- Both want a values-based life based on integrity, loyalty, responsibility, and equality

Access to Data and Marketing Materials

The book, ***Reclaiming the Soul of Freemasonry*** by former Sovereign Grand Commander John Wm. McNaughton provides a comprehensive overview of survey results. It is available in paperback at www.srnmj.org, or at Amazon for your Kindle.

Not Just a Man. A Mason. Masonic bodies interested in accessing the marketing materials recently developed including print, video, and digital ads may do so. They will be provided free of charge by the Scottish Rite, NMJ.

To access materials, to request a presentation, or for any other help in this area, please contact:

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