



NOT JUST A MAN. A MASON.™

Be a Freemason **BeAFreemason.org**

A Freemason is committed to bettering himself, his community, and the world. He is on a journey of self-discovery believing in something greater than himself, a journey in which he will be supported by other good men.

Together, let us guide new Masons as they begin their journey. Let us help them answer the call.

Website Sponsors

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SHRINER'S INTERNATIONAL

SCOTTISH RITE, SJ



A Partnership for the Future

The Scottish Rite, Northern Masonic Jurisdiction (NMJ), Shriners International, and the Scottish Rite, Southern Jurisdiction announce the creation and launch of BeAFreemason.org.

More than just a website, BeAFreemason.org is emblematic of a historic partnership between the NMJ, SJ, and Shriners to support the growth of blue lodge Masonry. As we open our plans to you – Grand Lodges across North America – there is no doubt that, together, we can achieve the extraordinary and continue to share Freemasonry with the world.

Two years ago when the NMJ released the research and survey findings that triggered the marketing initiative known as The Path Forward, we learned some powerful truths. Freemasonry's values and tenets have resonance and appeal in the hearts and minds of men in society today. The foundation of our craft is as strong as at any time in our history.

Men want to join.

Men are looking to join.

But in many cases...

Men just don't know how to join.

BeAFreemason.org will serve as a guide for men looking to come into our Brotherhood. It is a place where information about our craft is accurate, visually compelling, and aspirational.

A central purpose of the site is its referral function. Men who inquire about joining will be referred to the specific Grand Lodge contact you provide. This data will only be used generically to analyze demographics for future enhancements and to gauge program success. All referrals from within your jurisdiction go to YOUR Grand Lodge exclusively.

As Masons, we know that Freemasonry exists to better our communities and ourselves. This project was started to help men in society today who share the same values and morals find a path to Freemasonry. Through these collective efforts, it is the goal to raise more men in blue lodge and allow them to find their own journey in Masonry. As Freemasonry grows, we create

stronger communities and sturdier bonds of Fraternal affection.

But think about this for a moment.

Above all else, this endeavor is for the good of the Craft. It is to support the growth of Freemasonry and its long-term sustainability. It is to welcome the man new to Masonry. Once part of our Brotherhood, it is up to that man to find his way to other Masonic bodies—or not, as his choice.

The partnership between the Scottish Rite, NMJ, Shriners International, and the Scottish Rite, Southern Jurisdiction speaks to the essence of Brotherhood. We are united in purpose and in service to our beloved Craft. The work we have embarked on circles us back to the place where we have always been strong. The noble place where we help a man declare to the world, “I am not just a man. I am a Mason.”



David A. Glattly, 33°
Sovereign Grand Commander
SCOTTISH RITE, NMJ

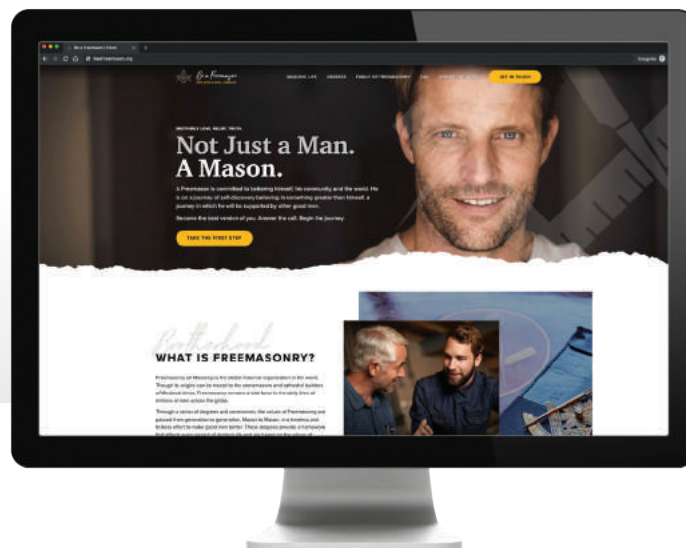


Jeffrey L. Sowder
Imperial Potentate
SHRINER'S INTERNATIONAL



James D. Cole, 33°
Sovereign Grand Commander
SCOTTISH RITE, SJ





BeAFreemason.org

The Right Message about Freemasonry for Men Today

The need for personal interaction in identity groups is elemental to the human spirit. Even in our hyper-connected world, men have come to realize that they need real institutions with real human connection. The Path Forward research done in 2017 proved again and again that Freemasonry is a resonant and viable fraternal membership option for men today.

BeAFreemason.org opens a front door to Freemasonry, if you will. It is carefully crafted

to guide a man on the first steps of his Masonic journey. The site is designed to be easily discoverable on the web and provide a visually compelling online experience. It is a place where men can discover the truths and rewards of Freemasonry. The referral system built into the site sends prospects to your Grand Lodge and the specific point of contact you provide.



A Data Driven Focus

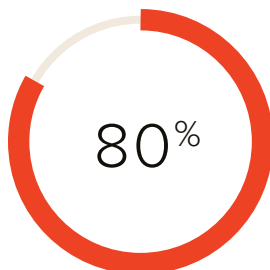
BeAFreemason.org reflects key Path Forward research results through its messaging and visual imagery. It controls the narrative about what Freemasonry is (and what it is not), and presents a consistent Masonic voice.

CORE VALUES

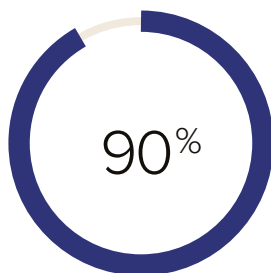
The site reflects what the data told us to clearly to highlight – the core values of Freemasonry and the drive inside men to be the best they can be. This is the promise of the craft, and it is the guidestar of **BeAFreemason.org**.

TRUE RELEVANCE

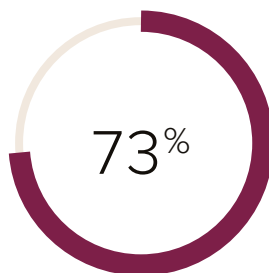
How to best engage men in society with all that Freemasonry has to offer? Values-based messages of honor, integrity, and fraternity that reflect the true spiritual center of the craft.

**GIVE-GET**

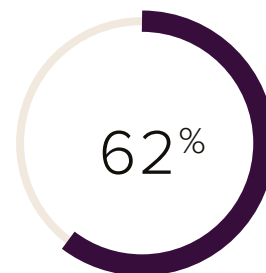
The research revealed that 80% of men from coast-to-coast want to associate with an organization that enables them to become a better person while improving the quality of life for others.

NICE GUYS

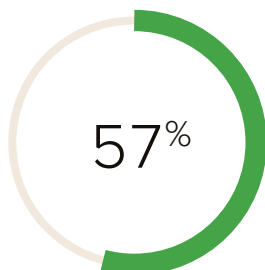
90% of men are interested in organizations built on the principles of integrity and justice.

LASTING FRIENDSHIPS


73% want to be part of an organization where deep and lasting friendships are formed regardless of race, religion, culture or geography.

DEEP CONNECTIONS

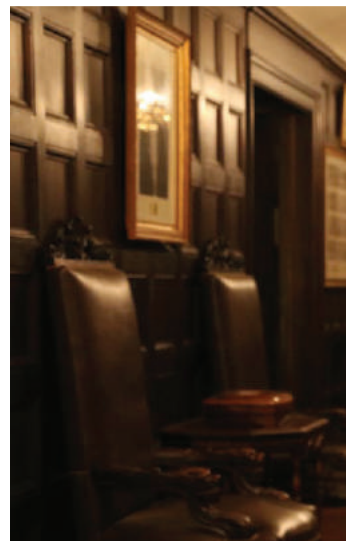
62% are looking for a bond of fraternity with ready support in times of need.

**THEY WILL JOIN**

When men are exposed to the authentic spiritual core of the craft through its values and tenets, 57% of research subjects said they would join or considering joining Freemasonry.

A photograph of two men standing in a mountainous landscape. The man on the left is older, with white hair and a mustache, wearing a red and grey plaid shirt. The man on the right is younger, with brown hair and a beard, wearing a green jacket. They are both smiling and looking at each other. The background shows a valley with a river and snow-capped mountains under a cloudy sky. A semi-transparent geometric pattern is overlaid on the image.

Blood is thicker
than water. But
nothing's thicker than
brotherhood.



We Know...

- If positioned authentically men today will join Freemasonry.
- A prospective member will not wait months, or even weeks, for a contact about his inquiry to join. Without timely follow-up, that prospect feels ignored, uncared for, and is likely lost.
- To the man looking to join, the craft is as full of promise today as it was to the veteran Mason years ago.
- The Lodge must treat prospects like valued customers, because they are.

We Must...

- Follow up on inquiries to join must be a priority. Response time should be near immediate as that is the norm in our tech savvy world. Automated email systems can help. Consider adopting such a platform to provide a timely, professional, and caring first point of contact.
- Send prospects to a blue lodge that is carefully selected. A man sent to a dead lodge that provides him no chance to experience our promise is as good as gone from our ranks.



THE FRATERNAL

PROMISE MUST

BE REAL.

The Prospect Engagement Process



STEP 1: PROSPECT VISITS BEAFREEMASON.ORG

The prospective Mason visits the BeAFreemason.org site and reviews our messaging and decides to inquire about how to join Freemasonry.

STEP 2: HE CLICKS THE “START YOUR JOURNEY” BUTTON

The prospect will then submit basic contact information, which identifies his Grand Lodge jurisdiction and will provide the Grand Lodge leadership the information needed to allow them to make initial contact.

STEP 3: THE PROSPECT’S DATA

The prospect’s information is transferred via email to the appropriate contact(s) which have been identified by the Grand Lodge of that particular jurisdiction. Up to 10 contacts for each Grand Lodge can be submitted.

STEP 4: THE BALL IS IN YOUR COURT

With the information submitted by the prospect, your Grand Lodge membership team will be able to make contact and engage your prospective new member towards the petitioning process.

STEP 5: YOU HAVE A “HOT LEAD”

A prospect who submits information in order to join is known in the marketing world as a “hot lead.” Proper and timely follow-up is in order. Local Lodge leaders work in conjunction with your own jurisdictional requirements to see that all processes surrounding the new membership are followed.

BROTHERLY LOVE. RELIEF. TRUTH.

Not Just a Man. A Mason.

A Freemason is committed to bettering himself, his community, and the world. He is on a journey of self-discovery believing in something greater than himself, a journey in which he will be supported by other good men.

Become the best version of you. Answer the call. Begin the journey.

TAKE THE FIRST STEP

WHAT DOES A GRAND LODGE NEED TO DO TO PARTICIPATE?

It is a simple process consisting of:

- Signing an agreement outlining the process, indemnity and responsibilities on both sides
- Providing the BeAFreemason.org with a contact (or list of contacts) within your Grand Jurisdiction to receive and manage these prospects.

We encourage you to brainstorm with your team to find the most effective and feasible manner of forwarding the prospect data to your local Lodge mentors and constituents.

We can all agree that a prospect who is ignored or who never receives a local contact in response to his inquiry is contrary to the mission and detrimental to the success of this project. It is imperative that team members at all levels be educated to the process and to their specific responsibilities regarding these leads.

To participate, please contact Admin@BeAFreemason.org.

Frequently Asked Questions

WHY WAS BEAFREEMASON.ORG CREATED?

The project was started at the Scottish Rite of Freemasonry, Northern Masonic Jurisdiction, as part of its ongoing Not Just a Man. A Mason. campaign. The site, like the campaign, is an effort to help Masonry at large build its ranks. When plans were shared with Shriners International, and the Scottish Rite's Southern Jurisdiction, both appendant bodies quickly joined in an effort to support and expand the Craft of Freemasonry.

HOW DO I GET MY GRAND LODGE CONNECTED TO RECEIVE INFORMATION FROM PROSPECTIVE MASONS IN MY STATE?

It is a simple process consisting of signing an agreement outlining the process, indemnity and responsibilities on both sides. A Grand Lodge is then able to provide a contact (or list of contacts) who will receive, directly via email, information for each man who inquires about joining. The information sent to the Grand Lodge will include the prospect's name, email, city and state, making the ability to follow-up simple and direct.

If a Grand Lodge chooses not to provide contacts, prospects will be directed to the Grand Lodge website's "join" page. There, visitors will follow the path and procedures for joining set up by each individual Grand Lodge.

WHAT IS THE BASIS OF THE PATH FORWARD AND NOT JUST A MAN. A MASON?

The Path Forward and Not Just a Man. A Mason was created through the findings of an exhaustive research study conducted by the Scottish Rite of Freemasonry, NMJ. The study showed that if positioned correctly, American men would be interested in joining Freemasonry. The campaign and all its many elements strictly follow the research findings. To date, the campaign is being successfully used in 47 states and in more than 10 countries internationally.

WILL SCOTTISH RITE, NMJ, SHRINERS AND SCOTTISH RITE, SJ CONTACT THE PROSPECTIVE MASONS THAT PROVIDE INFORMATION ON BEAFREEMASON.ORG?

No. There will be no communication between the appendant bodies – the Scottish Rite, Northern Masonic Jurisdiction, Shriners International, and the Scottish Rite, Southern Jurisdiction – and visitors to the site. BeAFreemason.org will direct all those interested to each Grand Lodge as described above. These appendant bodies are partnering in good faith to prove their dedication to growing Freemasonry.

WILL BEAFREEMASON.ORG HOUSE PERSONAL INFORMATION ON THE SITE?

No. All collected information will be saved in an offline database. Information will include name, state of residence and email address.

HOW WILL THE PERSONAL INFORMATION COLLECTED ON THE SITE BE USED?

The data collected on the site will only be used to enhance the user experience. The goal is to provide more relatable information to future users across all digital channels. Any and all data collected will not be leased, shared or distributed to third parties. The information provided by prospective Masons will be used for demographic analyses, to gauge the saturation of the campaign and its continued success so that future campaigns may be enhanced by real-life results.

WILL BEAFREEMASON.ORG SCREEN PROSPECTIVE MEMBERS?

No. Once directed to a Grand Lodge site, it will be the responsibility of that Grand Lodge to follow up and process prospective Masons according to its normal procedures.

WHO REVIEWED THE INFORMATION ON THE SITE?

Experts from the three appendant bodies – the Scottish Rite, NMJ, Shriners International and the Scottish Rite, SJ – meticulously reviewed all site content. Please note that because BeAFreemason.org is meant to serve all Grand Lodges, there may be some nuances in terminology, imagery or definitions that differ from an individual Grand Lodge. Every effort has been made to represent Freemasonry with accuracy, integrity and in accordance with the findings of the Path Forward national research study.

For more information on The Path Forward and the Not Just A Man. A Mason campaign, please contact Admin@BeAFreemason.org.





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