



## Benefits of the Brother 2 Brother Program

Address to the Brethren and Visitors of Valley Lodge No. 100 on Feb 11, 2019 by R.W. Bro. Robin J. Colville – DDGM Hamilton District “C” on his Official Visit.

Good Evening Brethren!

Tonight I want to talk to about the benefits of the Brother 2 Brother program, and perhaps highlight some of the best parts of the program that you may not have been previously aware.

*Brother 2 Brother* is the “next regular step in masonry” to promote and encourage more involvement at the grass roots level - *Your Lodge!*

*Brother 2 Brother* is about people. It was developed by the grass roots, for the grass roots, to help Individual Lodges achieve success by using the resources of the program and enjoying the benefits.

It is aimed at better Lodge management, improved and more diversified programs in Lodge, increased participation by members, a greater sense of belonging to a fraternity, more activities with family and friends, and simply making all members feel that they belong and are an important part of the Lodge.

The *Brother 2 Brother* Program is designed to expand the interest generated in the individual Mason, and provide challenge, recognition and support in order to retain, revitalize and renew our membership.

It provides a series of tools and guidelines that can be used by the Lodge to encourage feedback from its members, and may be modified to address the specific needs of any Lodge, so that they can make their good Lodges better by enhancing the “Masonic Experience”, overcome the obstacles of declining membership and transform them into exciting and rewarding challenges.

The focus of “Brother 2 Brother” is to look internally at our fraternity, and is built on 3 guiding principles - **RETAIN, REVITALIZE, RENEW**.



**RETAIN** – focuses on the retention of new members who are less than 1 year in the Craft. First impressions are extremely important and are created very early in our new member's Masonic life. This is when we have planted the seed.

Every Lodge needs to realize that

- The candidate is the most important person and lifeblood of our organization.
- The candidate is not an interruption in our work - he is the very purpose of it.
- The candidate is a person who needs something from Masonry - it is our job to fill those needs.

**REVITALIZE** - The object of "Revitalize" in the Brother 2 Brother Program is to engage **ALL** members so that they feel they belong and are an integral part of the Lodge. The program outlines several topics for consideration with the goal that ALL members feel needed, wanted and welcomed.

**RENEW** – with a focus on the renewal of our inactive members !

Our Hamilton Districts had a membership of 10,000 Masons when District "C" was formed in 1974, but we have seen a steady decline over the years and more currently our Hamilton Districts have a combined membership of approximately 3000 Masons, a 70% decline over the past 44 years. Although this may be greatly attributed to the passing of brethren to the Grand Lodge above, losses due to demits and suspensions have surpassed the gains made by the initiation of new members.

We have the opportunity to RENEW our relationship with our demitted and suspended brethren.

Every Lodge should have Chairman representing each of the Grand Lodge Resource Programs, including B2B, F2F, Mentorship, P&E, & Officer Progression. Our District Chairman of Lodge Resources is W. Bro Bill Paul, who will be more



than happy to liaise with the Lodge Chairmen and provide any assistance required by leveraging his access to Grand Lodge resources !

The Lodge Chairman for the Brother 2 Brother Program should be a well respected leader in his Lodge, and will implement the program under the direction of the Worshipful Master, by consulting the WM and facilitating and guiding the implementation process. The B2B manual provides instruction and insight for the Lodge Chairman to follow to insure a positive outcome.

There are also Grand Lodge training programs for the Brother 2 Brother Chairmen, to assist them in a more thorough understanding of all the program has to offer, and how it can assist each Lodge in achieving increased membership and attendance.

The key focus of Brother 2 Brother is to **RETAIN, REVITALIZE, & RENEW**, so try to think of ONE thing you could do right away that might inspire someone to come back to Lodge ... then focus on that one idea. Do NOT try to implement several projects or approaches at once ... keep it simple and see what works for your Lodge !

When considering the big picture, the “Brother to Brother” program provides a model based on the following steps -

- ❑ **Assess** - assess the need to retain, revitalize and renew in your Lodge
- ❑ **Plan** - survey your Lodge, develop a strategy, & document your findings
- ❑ **Do** - implement your plans using the tools & guidelines available based upon your strategy
- ❑ **Verify** - was your goal achieved? build feedback into the model so it can be constantly improved.

There are three key segments of a Lodge meeting:



- The business or administration
- The Ritual or "The Work" , and
- The social period or time of fellowship

Let us remember that ***all are equally important*** and should be executed well... as every member derives some benefit from each segment in their own way.

Membership retention may be the single greatest challenge our Lodges will have over the next few years. All aspects of a Lodge's operation are dependent on the strength of its membership; whether it is financial, administrative, leadership or self-development. Understanding, in some detail, the expectations of Lodge members will help structure your programs for membership development and retention. Today, Lodge members evaluate whether the value they get is worth the time and money invested. If it is not, those members will seek out other avenues for their satisfaction. Lodges today must realize that they are in the Experience Business and providing value-added benefits for members will only strengthen our membership numbers

A great way for each of you to improve the environment in your Lodge is to lead by example. Make it a point to talk to your newer members and greet your visitors. It is so important to ensure that everyone attending a Lodge meeting feels like they were a part of the night. When we make the evening memorable, pleasant and special, we will have taken that step that will make the Brethren want to come again.

*Don't let a single man have the chance to say ...  
"Nobody ever cared that I went to Lodge".*

Brethren ... I thank you for your kind attention