



## What to say if someone asks you “What is Free Masonry?”

Address to the Brethren and Visitors of The Buchanan Lodge No. 550 on Dec 6, 2018  
by R.W. Bro. Robin J. Colville – DDGM Hamilton District “C” on his Official Visit.

Good evening Brethren:

Have you considered what to say if someone asks you the question ..“What is Masonry?” We know there are men in society who are interested in Masonry, but have not taken steps to submit an application, or just don’t know where to start. These men usually know little about Free Masonry, with the exception of whatever information they may have heard from friends and co-workers, what they see on Television, read in books or find on the internet. Let’s face it, there is a lot of information about Free Masonry that is available to the general public ... some true ... some false .... some positive impressions and descriptions of what we represent, but perhaps even more negative depictions circulated by those who are ignorant of our true meaning.

Masonry is a journey .... In fact it is an endless journey of learning and personal growth that shall never fade away but shall continue until time shall be no more. As you work at the learning process that is Masonry you will find that every aspect of your life will benefit from it ... but you need to work at it ... you need to work at being a Mason ... and being part of Free Masonry. In fact you will only benefit from Masonry at a rate proportional to the effort applied and the investment that you make in the Craft !

But a very BIG question still remains .... What do YOU say to a man if and when he asks you the question!

- I understand you are a Mason and I am interested in knowing more about it?
- I am thinking about joining Masonry but I don’t know a lot about it and I am not sure if it is for me?
- You’re a Mason?? .....I have heard you are a bunch of Devil worshippers who abuse goats?

How do you respond to such inquiries from men who have no idea what Masonry is really about?

Well this is exactly what I want you all to consider tonight .... What if tomorrow a man approaches you because he knows you are a Mason, and he asks you what Masonry is all about? You have 30-45 seconds to give him an initial answer that will either impress



him, or leave him thinking that Masonry is not worth pursuing. So please understand that it is very important to BE PREPARED to address such a question should it be presented to you.

A fast thinker might recall the Grand Lodge Motto that Masonry “takes good men and makes them better” ..... but what does that mean to a stranger to the Craft ?

Others might say .. “ Masons are very charitable and support good work in our communities by supporting worthy causes like Children’s Hospitals, Local Food Banks. Canadian Blood Services, Mission Services, and many other worthy causes .... But are we not much more than that ?

Another brother might say .... “ this is my connection to like minded brothers, a social network with men who do not judge me or my past .... but support me now as I try to improve myself as a person and member of society. “

R.W Bro Geoff Allen recently told me that if asked such a question, the immediate answer he might give is “joining Masonry was the best decision I ever made! “

My point is .... As Masons we are representatives of the Craft to the general public .... We live and breath enthusiasm for the Craft .... We all know why we joined and why we continue to attend regular Lodge meetings. We know what we benefit from through membership in the Craft. But ... when approached by a new prospective member who wants to know why YOU joined Masonry .... Are you properly prepared to answer the question in a manner that will be impressive to the prospective candidate?

We must take back control of our message and not leave it to the Internet.

Consider these points and try to prepare what we call in business an elevator speech .... you have less than a minute to concisely tell a person what Masonry is about and why you are excited to be a part of it.

We should all develop and rehearse an “elevator speech” so when asked what we do as Masons, we can immediately give a good answer. To prepare, you may ask yourself: “Who are we?” “Why am I a Mason?” “How does Freemasonry benefit society as a whole?”

An elevator speech a message intended to spur decision makers to action. An elevator speech must be short, specific, and memorable. It is important to have your elevator speech rehearsed and ready because you never know when you'll have an opportunity to use it!



The Deputy Grand Master's most recent message breaks down the preparation of the elevator pitch into 3 parts .... The message, the story & the ask, which are then blended together to form the elevator speech.

- The Message – are the key points you wish to convey
- The Story – relay these key points in a relevant way, such as recounting a personal experience
- The Ask – is the question you leave with the person at the end of the speech.

Perhaps the question should not be as blatant as “would like to join Masonry?”, or “can I get you an application ? “ ,but something more subtle that still leaves the other person with a choice to respond – such as “are you interested in getting more information about Masonry ?”

Here is a working draft of how I might reply if a man asked me about Masonry ....

“Well (name), I am happy you asked me about my involvement in Free Masonry! Joining and getting involved has been one of the best decisions I have ever made, and I believe has helped make me a better person, by providing me with moral guidance and a set of principles to live by. It is not a religion, but is only for men who believe in the existence of a supreme being, and each Mason is guided by the teachings of the book of his faith. Masonry is found everywhere in the world, and there is an instant bond of friendship with all brother Masons I meet wherever I travel. I joined a fraternity of men who have become my good friends, who stand by me and who I can count on if I need assistance and who I can help when assistance is needed elsewhere. We also strive to assist those less fortunate through charity and benevolence, and to make a daily advancement to become a better person.

I would be happy to get you more information about Masonry if you are interested? “

In closing, I want to leave you with this message .... think and consider what Masonry really means to you and be prepared to share your experience with a prospective candidate if asked. The future of the Craft relies on new men joining our fraternity, and YOU are the face of Masonry to the public at large ... so act accordingly and set the example that will prompt new prospects to ask you about Masonry. Being properly prepared with a short rehearsed elevator speech will insure you are relaying a meaningful message, and increase the chances of a prospect becoming a brother !

Thank you for your kind attention.