

JAMES L. NICHELSON
Grand Exalted Ruler
P.O. Box 97
MARTINS FERRY, OH 43935-1313

BRYAN R. KLATT
Grand Secretary
2750 N. Lakeview Avenue
CHICAGO, IL 60614-1889



A Fraternal Organization

GRAND LODGE
MEMBERSHIP COMMITTEE

G. STEPHEN CLARKE
Chairman

3002 Latta Drive
SUMMERFIELD, NC 27358-9274
(336) 643-6201 Home
gsclarke@aol.com

The Recruiter Watch Program follows the Grand Exalted Ruler's term. Watches may be earned and requested each time a combined total of 11 new and reinstated Members are recruited between July 1, 2009-June 30, 2010. Receipt of a request automatically earns entry in the drawing for a trip for two to the Grand Lodge Convention. While a Member is limited to two watch awards each year, a request should be sent each time a Member qualifies as entries in the drawing for the trip to Grand Lodge are not limited.

APPLICATION FOR RECRUITER'S WATCH

(PRINT OR TYPE)

Recruiter's Name & Membership Number: _____

Lodge Name and Number _____

List Member names and membership numbers. Indicate (N)ew or (R)einstatement.

- | | |
|--------------|---------------|
| 1. _____ () | 7. _____ () |
| 2. _____ () | 8. _____ () |
| 3. _____ () | 9. _____ () |
| 4. _____ () | 10. _____ () |
| 5. _____ () | 11. _____ () |
| 6. _____ () | |

[WATCH STYLE REQUESTED:
Man's _____ Woman's _____]

MAIL TO: (Print or type)
Name _____
Address _____
City/State/Zip _____

Send Request to:
G. Stephen Clarke, Chairman
Grand Lodge Membership Committee
3002 Latta Drive
Summerfield, NC 27358-9274

Or by e-mail attachment:
gsclarke@aol.com

Attest:

Lodge Secretary _____

Thank you for participating in the Grand Lodge Membership Incentives Program.

Fraternally,

G. Stephen Clarke, Chairman
G/L Membership Committee

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TO: Exalted Rulers, Lodge Secretaries and State Membership Chairpersons
FROM: G. Stephen Clarke, Chairman, Grand Lodge Membership Committee
SUBJECT: *Successfully Addressing the Membership Challenge*

The Order's 30-year decline in membership is affecting its ability to continue its 140-year record of unparalleled service. To ensure our record of service continues, we must work together to reverse the decline and increase membership by:

1. Renewing our commitment to sharing the opportunities that membership in the Order offers.
2. Directing the focus of all Lodge activities on supporting recruitment, activation and retention.

The +1 Program outlined in the 2009–2010 Membership Program brochure provides a template for developing a team-based, locally-led membership program that:

- Is implemented by a Lodge – State Association – Grand Lodge partnership.
- Results in at least a +1 membership gain in each Lodge by year's end.

The program encourages Lodges to address lapsation using activities that:

- Instill pride in membership.
- Build a positive Member-Lodge relationship.
- Include mentoring to activate new and reactivate existing Members.

To succeed as a strategy to increase membership, the +1 Program requires that local and State Association leaders provide Lodge Members with a vision of why we must increase membership and service capacity, the tools to accomplish the task and the motivation to take action. The Grand Lodge membership team is committed to forming area-based partnerships that support Lodge and State Association membership team program activities.

May our efforts to increase membership result in at least a +1 membership gain this year. Contact your area Grand Lodge Membership Committeeman for additional information or assistance to develop and implement a program that attains the +1 goal.

Fraternally,

A handwritten signature in cursive script that reads 'G. Stephen Clarke'.

G. Stephen Clarke, *Chairman*
Grand Lodge Membership Committee