

Provincial Grand Membership Officer
Report for Provincial Grand Lodge – November 2024

It's a privilege to be able to present my first report as Provincial Grand Membership Officer for East Lancashire. Firstly, I would like to thank my predecessor WBro Chris Halford and his immediate predecessor WBro Mo Afsa, both of whom have remained invaluable sources of support and advice. We have made great strides this year in terms of membership, but it is only made possible through the solid foundations laid down by them both.

Given the understandable importance placed on growing the membership by the senior leaders within the Province, my initial focus on taking up the role was on consolidating existing resources and bringing in additional support. In practice, this has meant putting in place shared communication channels, reporting structures and 'lead' management processes for the Team of Area Membership Officers (AMOs) as well as encouraging them to appoint both Assistant Membership Officers and Hall specific leads. We are now using shared datasets and standardised processes across each Area. This is giving us better insight into what is most effective and where there is room for improvement.

A strategy document focusing on initiatives to attract new members was produced by myself and the AMO Team. The "big ticket item" sitting at the centre of the Strategy is the Provincial Digital Marketing Campaign (PDMC) and the associated 'Attraction Events' that support it. The PDMC is essentially a social-media driven advertising campaign tightly focused towards a 5-mile radius around an individual Hall, with the 'Attraction Event' (think of it in terms of an enhanced white table) being a hosted evening which serves as the culmination of the campaign. The strategy was approved at a senior level and an initial budget secured from the Province to cover the PDMC related costs.

A pilot PDMC and event was run for Bolton Masonic Hall last month. The leads are still being worked through but the initial sense is that it was a very successful campaign and event, in terms of new Candidates for Bolton Lodges, Joining Members, referrals to surrounding Halls as well as a great sense of camaraderie and cooperation from all 11 participating Lodges.

The intention is now for this initiative to be rolled out across the Province, ultimately with every Hall involved at some point. The next event (PDMC2) is scheduled for Colne on 2nd December 2024 with a PDMC3 pencilled in for late Feb/early March in a Hall still to be determined.

Of course attracting new members is nothing if we are not able to retain them. To this end we have started to forge stronger ties with the Mentoring Team across the Province with the Provincial Grand Mentor WBro Rob Ashton offering the support of his Team to the attraction events and facilitating joint meetings between our respective Teams. Additionally, the newly formed East Lancashire Level Club are to have a formal slot within the events as well as generally offering support. **Underpinning all elements of attraction and engagement is of course the Members' Pathway, which is an invaluable resource for all Lodges with their planning, along with recruiting and retaining of both new and existing Members.**

Bill Spiby PProvGSwdB
Provincial Grand Membership Officer