

Provincial Grand Membership Officer

Report for Provincial Grand Lodge – November 2025

The Provincial Digital Marketing Campaign (PDMC) continued to serve throughout the last year as the main strand of our strategy to attract members, other than those known to lodges by personal connection. Each PDMC has run as a distinct entity with tightly focused geographic targeting around either one, or in some cases two neighbouring Halls. Provincial resource in the form of both team members and finance has been combined with Area-level resource to support targeting through social media, processing/screening, facilitation of enhanced 'white table'-style events and attachment to individual lodges. More recently, a series of Open Days have been added alongside these individual campaigns. In terms of initial throughput, the results of the respective campaigns have ranged from highly successful to modest. However, in all cases the level of co-operation between participating lodges, halls, the ELLC, and members of the Provincial and Area-level teams has delivered a whole range of positive outcomes and connections with each of the events being an enjoyable and memorable occasion for all taking part.

The mid-to-long-term aim is for the model to become part of business as usual for each Area. With this in mind, we have recently trialled running two campaigns at the same time with most of the initial administration/screening being done at the Area level. Initial results have been very encouraging with each Hall hosting one or more successful associated event. Looking behind the initial headline figures, there are indications that we are generating more accurate targeting i.e. better-quality referrals coming through that are more likely to progress to initiation and ultimately be retained by lodges. This also represents better value for money for our advertising spend.

Attracting new members has proved challenging in the last year with an economic background leading many from our target demographics to 'tighten their belts'. However, against this background, we have largely held our own, with our Areas that have the most developed business as usual processes proving to be the most resilient, indeed in some cases showing net growth. Detailed analysis from one of our neighbouring Provinces has shown that Lodges offering monthly payment options for fees are more attractive to new members and consequently have better retention. Lodges are advised to consider offering this option, if they don't already do so. Other challenges come from having to stay up to date with social media as prospective 'leads' engage with new platforms in ever changing ways. Additionally, AI has led to an increase in spurious enquiries or 'lazy' enquiries with applications clearly written by ChatGPT or similar. The support of Provincial and Areas Communication Teams has been first class in this regard. Also, of note has been Paul Wood's technical expertise with the online campaigns themselves and targeting, along with support from Nick Druce, assisting in many facets of the Provincial Website.

The Area Membership Officers (AMOs) have done sterling work during the last year and thanks are due to Chris Thompson, Ric Beehan, Richard Sykes, Michael Porter, John Clayton, David Mills, Sean Cullen and Andrew Foster, along with their various Deputies, Assistants, Hall Leads and Lodge Membership Officers (LMOs) for continuing to diligently process new leads and support Lodges.

We are currently developing easy to digest role summaries for both the AMO and LMO role which hopefully can serve alongside the more detailed full role descriptions that exist. It is hoped that these summaries will be launched shortly.

Looking forward to the next 12 months, we will be embedding the "One Journey, One Organisation" principle into all marketing and messaging, to set expectations for new members of the four stages of their journey. Finally, we are looking at a PDMC variation which encompasses the whole Province in a not dissimilar way to which the National Digital Marketing Campaign administered by UGLE currently works.

Bill Spiby

Provincial Grand Membership Officer