

# **MARKETING (Membership)** **ADVISOR**

Another of the key positions on the Advisory Council is that of the Membership Advisor. Actually, several Chapters have renamed this position to “Marketing Advisor” as that title more accurately describes this position. Please remember, these are tips only and if your chapter has a system set up that is working well for you, don’t change it unless you see some benefit into tweaking your current procedures.

**MARKETING ADVISOR:** Here are miscellaneous thoughts on the various duties associated with the position of **Marketing (Membership) Advisor.....**

\*\*\* The Marketing Advisor should be aware of the demographics of the chapter which means that he or she has an idea as to the age range of your members. If the majority of the active members are in the 17-20 age range, your chapter is basically programming itself to go out of business. To be fully successful, you should have a full range of members in the ages of 12 to 21.

\*\*\* Studies have shown that members in DeMolay are active for about three (3) years and that most of our members are in the 13-16 range. Therefore, it is important that activities and programs be planned with those age ranges in mind.

\*\*\* It is important that the Marketing Advisor have a supply of printed promotional materials. The NOR-CAL office (1-800-439-6232) can provide free copies of both promotional pamphlets and membership applications.

\*\*\* There have been several promotional videos developed. Check out uTube under “DeMolay” to see what is available for your use. Many of these were produced by members of Northern California DeMolay!

\*\*\* Northern California DeMolay has produced a Marketing Guide which provides lots of ideas on the marketing of DeMolay. This guide can be obtained by calling the NOR-CAL Jurisdictional office at 1-800-439-6232.

\*\*\* Based on studies at our Annual DeMolay Leadership Conference, many of our members are not always good at promoting their own organization. When called upon to explain DeMolay to a potential new member, they cannot always give an effective “sales pitch.” To resolve this, NOR-CAL DeMolay has produced material titled “Selling DeMolay.” Copies can be obtained from the NOR-CAL office at 1-800-439-6232 or by downloading the publication from our website at: [www.norcaldemolay/resources/membership.htm](http://www.norcaldemolay/resources/membership.htm)

\*\*\* It is vital that once an application for membership has been received that it be processed in a prompt and efficient manner. A young man who is excited about becoming a DeMolay will rapidly become less interested if the process drags on for a month or more. The Marketing Advisor should be aware of the proper method for handling the application and insist that it be processed effectively.

\*\*\* Most chapters charge in the range of \$50-\$75 for the Life Membership fee. If you have an applicant whose family cannot the fee, you can make alternate plans to see that his fee is covered by the chapter’s account, donations from Advisors or members of your Sponsoring Body, etc.

\*\*\* The Visitation process is important as it gives the potential member AND his family the opportunity to learn more about DeMolay and your chapter in particular. Don’ shortcut this process unless the candidate and his parents are already well known to the members and Advisors of the chapter.

\*\*\* Since we pride ourselves on being a premier youth organization, it is vital that the presentation of the two degrees be handled in a First Class manner. If your chapter is not able to perform the Initiatory or DeMolay effectively, use your resources by contacting your Divisional Officers and their Advisor to determine how they can provide assistance. The other option is to take your candidate(s) to a Divisional and/or N.C.D.A. Degrees Day such as Grand Master’s Class or Convention.

\*\*\* Another option for bringing in new members is to use the Vow Ceremony which has been authorized i cases where full degrees cannot be presented in a timely manner. Again, your Divisional Officers can assist in making the arrangements for a Vow Ceremony.

\*\*\* Prior to presenting Degrees or the Vow Ceremony, it is very important that a formal Orientation be presented so both the candidate and his parents are fully aware of what will occur at the ceremony. A suggested outline to conduct an Orientation program can be obtained by calling the NOR-CAL office at 1-800-439-6232.

\*\*\* It is always good to recognize our members for their efforts to insure the continued growth of their chapter. How about making a “Big Deal” about the First Line Signers for the membership applications processed by your chapter?

\*\*\* When you think about the number of new members that have become DeMolays in your chapter, how many are still active in the chapter? If you have “lost” one or more of your newer members, have you made any effort to determine the “why” that they are no longer active? Their answer may give you some ideas as to how your chapter could improve its overall membership program to insure that most, if not all of your new members become fully engaged in DeMolay.

\*\*\* It’s an age-old question! If a DeMolay Chapter has a great program of fun and well planned activities, is that enough to attract new members? It’s worth a discussion among your key youth and adult leaders when looking at the marketing efforts for your chapter.

**ADVISOR’S ROLE:** The role of the Marketing (Membership) Advisor will vary from Chapter-to-Chapter. In any case, it is hoped that the Advisor will assume the role of “Advisor” and work with the young men involved to teach, inform and mentor them so they are doing the actual work with the Advisor’s support.