

# Technology to Attract, Retain & Increase Participation

2019 Masonic Symposium

# Quick Biography

Daniel Hanntula

*“The Masonic Tour Guide”* on Facebook

- Past Master

- Veritas Lodge No. 556  
(Most attended meeting in lodge history)
- Norman Lodge No. 38  
(Most attended meeting since May 12, 1973)

KSA Secretary who automated the membership system

Grand Lodge Technology Committee member



# Step 1: What's your metric?

- Checks in bank?
  - Lodge income
  - Fundraising
- Members in seats?
  - Existing members (recurring income; retention)
  - New members (new income; attraction)
  - Visiting Masons (1-time income; conversion?)
- You Must Improve:
  - Communication
    - In hands
    - In mailbox
    - In email box
  - Money processing

# My metrics for today

- At least 3 “oooooo, ahhhh” moments
- 10 things you can do in 10 minutes or less
  - Most are free
  - All of them will increase one of these:
    - Participation
    - Membership
    - Retention



# Thanks for coming to elections...

## NORMAN LODGE NO. 38

ANCIENT FREE & ACCEPTED MASONS

### MEETINGS

#### Stated Business:

1st/3rd Mondays @ 7:30pm

#### Degrees:

2nd/4th Mondays @ 6pm

### TO BE DETERMINED...

Student/Teacher Award Ceremony:

District Meeting @ Norman Lodge:

CHIP Program Event:

#### Saint John's Day Observance

December 19, 2011 @ 7:30pm

#### Wives & Widows Dinner

April 30th, 2012 @ 6pm

#### Saint John's Day Feast

June 18th, 2012 @ 6pm

#### Open House

July 30th, 2012 @ 6pm

#### 50 Year Pin Presentations

October 29th, 2012 @ 6pm

#### Elections

December 3rd, 2012 @ 7:30pm

No. 38, A.F. & A.M.

2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

S	M	T	W	T	F	S
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

S	M	T	W	T	F	S
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22	23	24	25	26	27	28
29	30	31				

S	M	T	W	T	F	S
					1	2
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29	30					

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S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# Postcards

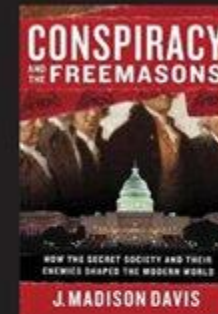
- Highest Readability
  - 52.5% read postcards
  - 23.4% respond
- Highest Expense
  - \$.76/member @ 100



You're invited to the Rusty Nail Degree

A special degree, available to all members of Norman Lodge No. 38

Please join us for a meal, awards, and this special event:  
September 30, 2013 at 6pm



Join us for a special speaker!

All Entered Apprentices, Fellowcrafts, Master Masons AND THE PUBLIC are welcome!

Monday, August 6th at 7:30pm  
at Norman Lodge No. 38



## You're invited to the Rusty Nail Degree

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A special degree, available to all members of Norman Lodge No. 38

Please join us for a meal, awards, and this special event  
September 30, 2013 at 6pm

## The Rusty Nail Degree 2x Attend.

- *Average Attendance 2013: 12.3*
- *September 30, 2013: 24 Attendees*

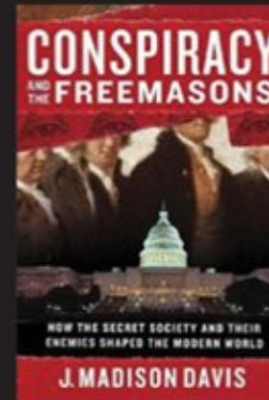


# Truly Special Education: +2.4x Attdn.

- *Average Attendance 2012: 13.7*
- *August 6, 2012: 33 Attendees*



CONTRIBUT



Join us for a special speaker!

All Entered Apprentices, Fellowcrafts, Master Masons AND THE PUBLIC are welcome!

Monday, August 6th at 7:30pm  
at Norman Lodge No. 38

Members of the Joseph A. Kemp Masonic Lodge gather at Norman, Okla., Lodge 38 after a presentation by author and University of Oklahoma professor J. Madison Davis about his upcoming book, "Conspiracy and the Freemasons: How the Secret Society and Their Enemies Shaped the Modern World." From left are George Schwartu, Bob Hampton, Don Van Meter, Davis, Norman Lodge member W.M. Dan Hanttula and Freddy Johle.

© Dan Hanttula 2012



Have you considered Freemasonry?

# New Members

- Open house
- Steak & cigars night
- Special speaker
- Community award presentation
- Bring a friend to lodge night
- ...



See what it's all about!

Open House: October 1, 2019



Have you considered Freemasonry?

**Address Line 1**

pocasset

73079

1



mile radius

1

5

10

20



**See what it's all about!**

Open House: October 1, 2019



**OR** Select Your Own Criteria

**● Custom Options**

(Choose the income, age range and other demographics you want to consider)

Refine your list by:

**Income Range**

**Age Range**

**Homeowner / Renter**

**Dwelling Square Footage**

**Dwelling Unit Size**

**Gender**



☐ Gender - Female

☒ Gender - Male

masonry?





OR

Select Your Own Criteria

☒ **Custom Options**

(Choose the income, age range and other demographics you want to consider)

Refine your list by:

Income Range

Age Range

Homeowner / Renter

Dwelling Square Footage

Dwelling Unit Size



☐ Age under 20

☒ Age 20 - 30

☒ Age 30 - 40

☒ Age 40 - 50

☒ Age 50 - 60

☐ Age 60 or older

Have you considered Freemasonry?

# New Members

## Pocasset lodge No. 403

- Every male of age
- Within 1 mile
- Only costs \$130.59

Vista Print will

Print/Address/Stamp/Mail postcards

– 10 minutes



See what it's all about!

Open House: October 1, 2019



Have you considered Freemasonry?



See what it's all about!

Open House: October 1, 2019

# New Members

Norman, OK

(Densely populated):

5,891 records=\$2,856.40

Choose Quantity

Total Records Available: **5891**

Enter the number of records you would like:

**Update**



Do not include records purchased in the last 6 months





# New Members

Use the pricing calculator to estimate costs to propose to lodge.

- Standard size
- B&W backside
- Buy a list
- First class
- ***15 seconds***

## Get a Price Quote

Postcard Size:

Standard (5.47" x 4.21")

Back Side:

Black & White

Mailing List:

Buy a List



Discounted Postage:

First Class (5 - 12 Business

Enter Quantity:

250

Addressing and Handling Fee:

\$19.99

**Estimated Total:**

**\$170.49**

Cancel

# Postcard Pro Tips

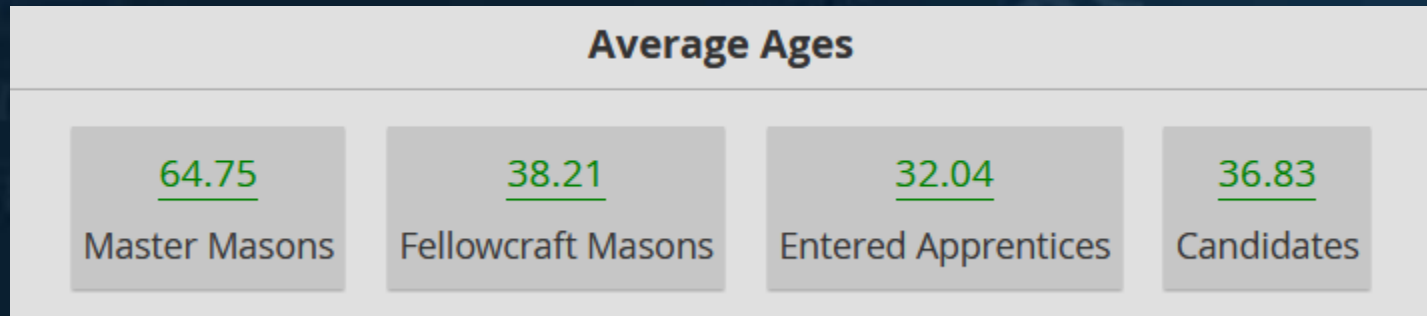
- Leave a little space on back of the postcard.
- Order 100 extra without addresses, mailed to lodge.
- At a meeting, ask members to bring in 5 addresses of protentional candidates.
- Have each member hand-write their friends' address and a brief note signed with their full name. (i.e. "I hope you can stop by my lodge! –Daniel Hanttula")
- *Buy them on sale! (Vistaprint offers coupons)*



See what it's all about!

Open House: October 1, 2019

# Welcome, Grand View



## Norman No. 38 - Communications Dashboard

[Return to Dashboard](#)

Overview

Preferences

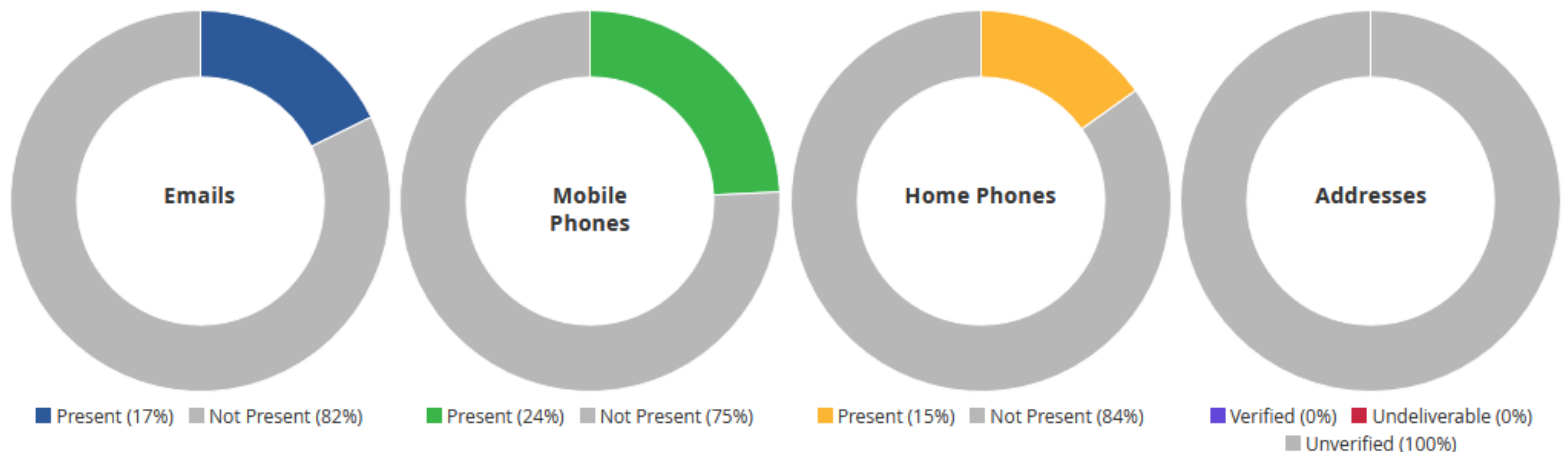
Posts

Events

### Overview

#### Member Contact Info

Tip: Click on chart to download an Excel report for each group.





# Day 1: Grand View – Fix Addresses



Grand Lodge Of Oklahoma, AF & AM

[My Portal](#)

**Lodge**

[Help Desk](#)

[Members](#)

[Sign out](#)

## Norman No. 38 - Dashboard

Active

Members

Overview

Officers

Lodge Info

History

Accounting

Posts

Events

Communications

Minutes

Documents

Resources/Forms

Inactive &

Deceased

Reports & Labels

Report Cards

### Members [Add](#)



#### 8 - Pending Affiliations

Name	Member #

#### 1 - Candidate

Name	Member #	Petitioned	180 Day Countdown
	225342	No Date	No Data

#### GL Posts

[View All](#)

#### Seminars

No upcoming seminar scheduled.

#### Actionable Items

[231 Bad Addresses](#)

= Home Lodge

= Plural Lodge

= Honorary

= Birthday

= Masonic Birthday

# Day 1: Grand View – Fix Addresses



Grand Lodge Of Oklahoma, AF & AM

[My Portal](#)

[Lodge](#)

[Help Desk](#)

[Members](#)

[Sign out](#)

## Norman No. 38 - Dashboard

Active

[Members](#)

[Overview](#)

[Officers](#)

[Lodge Info](#)

[History](#)

[Accounting](#)

[Posts](#)

[Events](#)

[Communications](#)

[Minutes](#)

[Documents](#)

[Resources/Forms](#)

[Inactive &](#)

[Deceased](#)

[Reports & Labels](#)

[Report Queue](#)

### Members [Add](#)



### 8 - Pending Affiliations

Name

## Actionable Items



231 Bad Addresses

### GL Posts

[View All](#)

### Seminars

No upcoming seminar scheduled.

### Actionable Items

231 Bad Addresses

### 1 - Communications

Name

Member #

Petitioned

180 Day  
Countdown

225342

No Date

No Data



= Home Lodge

P = Plural Lodge

H = Honorary

= Birthday

= Masonic Birthday

# Day 2: Grand View

- Easy and instant communication

## Add Post for Norman No. 38












[Back to Dashboard](#)









\* Subject


































### Select Audience










- ☐ My Entered Apprentices
- ☐ My Fellowcraft Masons
- ☐ My Master Masons

Message Text

 Source          

 Styles  Normal  Font  Size  A  A    ?



# Day 3: Grand View

Details

\* Event Type

- Select an Event Type -

\* Event Attire

- Select an Event Attire -

Description / Instructions / Agenda

Rich text editor toolbar with various icons for text formatting, alignment, and insertion.

Large text area for entering the event description, instructions, or agenda.

☒ This event is not free

Price

Price input field with a dropdown arrow.

Couple

Each

Person

Plate

Table

Person

Create Event

Cancel

# Charging a fee for Masonic events

## \$20 vs. Free

The FBI InfraGard program has statistically proven that you will have a 20% increase in attendance of RSVPs when you charge a \$20 fee.

☒ This event is not free

Price

How do we charge Millennials?

Toastmasters Oklahoma:

Young people have problems  
registering for statewide  
events because  
they don't have checks!

# How do we charge Millennials?



## Questions to ask:

Secretary's office card reader?

Web site payments?

Send invoices via email?

How do we audit?



# How do we charge Millennials?

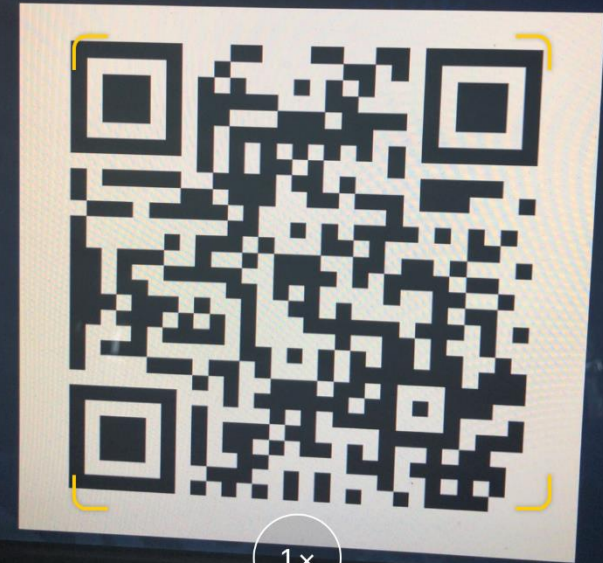
[www.tipt.me](http://www.tipt.me) – FREE



# How do we charge www.tipt.me – FREE QR Code

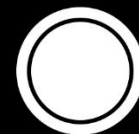
WEBSITE QR CODE  
Open "tipt.me" in Safari

How do we charge Millennials  
www.tipt.me – FREE



1x

SLO-MO VIDEO PHOTO PORTRAIT SQU



# How do we charge www.tipt.me – FREE Digital Tip Jar



## DarkDan's Digital Tip Jar

@darkdan | by First Last



Leave a comment

Start a private chat

Type a comment here...

GIVE A TIP

# How do we charge [www.tipt.me](http://www.tipt.me) Digital Tip Jar



Select your  
tip amount

\$4

\$7

\$10

Continue

A 10% fee will be deducted to keep Tipt running.  
[We give all profits to local music & arts programs.](#)





## Enter your payment info

Send Payment

Or use a card from your wallet

 Pay

A 10% fee will be deducted to keep Tipt running

How do we charge  
[www.tipt.me](http://www.tipt.me)

Credit Cards

ApplePay

G Pay

(Stripe)

# How do we ch www.tipt.me - Split fees With other orders

## Tip Jar Settings



Enable tips



Pay it forward



Norman Rainbow Girls



Choose a % to pay forward

50%



0%

100%

Set location



Update your jar description



# How do we charge Millennials?



**Support Norman Rainbow Assembly!**

© Daniel Hanntula, 2019



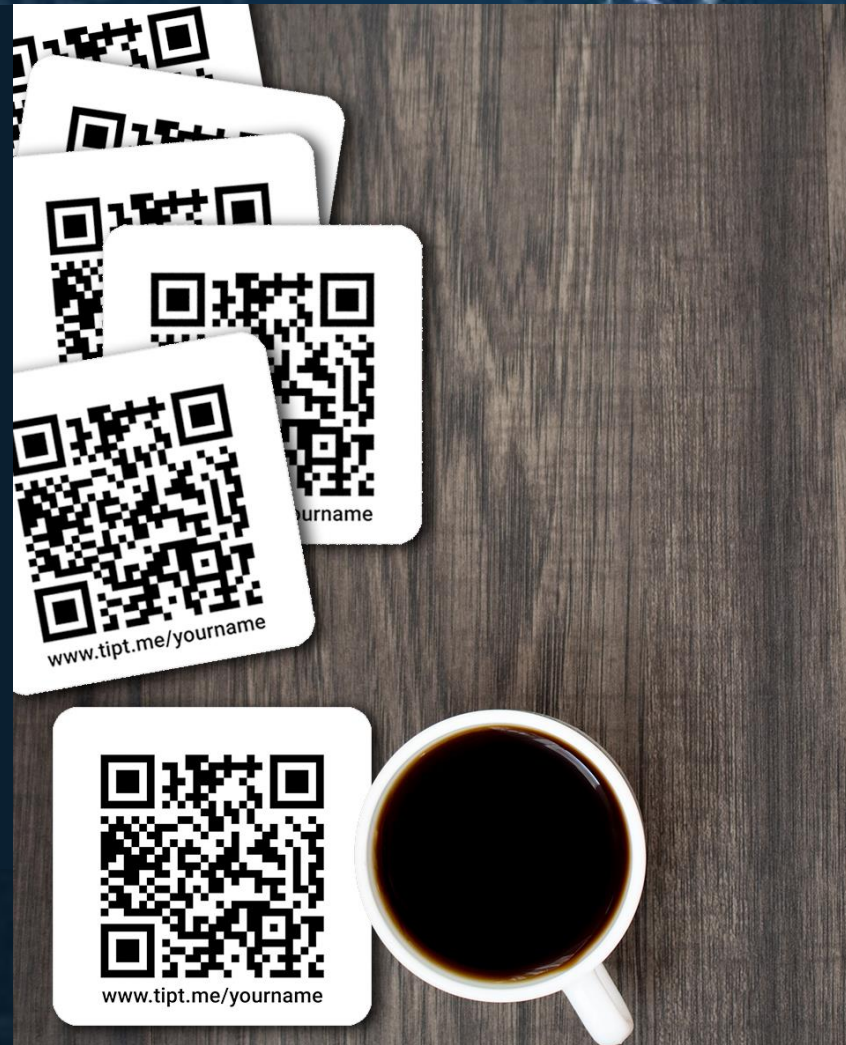
**Support Norman DeMolay!**

# How do we charge Millennials?

[www.tipt.me](http://www.tipt.me)

What I mean by “free”

- No cost to create
- No monthly fees
- 10% transaction fee





# How do we charge Millennials?

dipjar.com \$5-\$1000 per “dip”



# How do we engage Masons?

## 2ENGAGE1ASK1

SurveyMonkey – Basic Plan (FREE!)

Number of Surveys: Unlimited

Number of questions per survey: 10

Number of responses: Up to 100

# How do we engage Masons?

## 2ENGAGE1ASK1

### Open-ended Questions

- What do you hope to gain from Freemasonry?
- How has Freemasonry improved your life?
- Describe your best Masonic experience:

2. I joined Freemasonry because:

# How do we engage Masons?

## 2ENGAGE1ASK1

### Lodge Activity Interest Assessment

3. I am interested in

- ☐ Participating on a degree team
- ☐ Serving in the officer line
- ☐ Volunteering at our charity events
- ☐ Helping visit our Brothers in the VA hospital
- ☐ Other (please specify)



# How do we engage Masons?

## 2ENGAGE1ASK1

### Lodge Loyalty Assessment

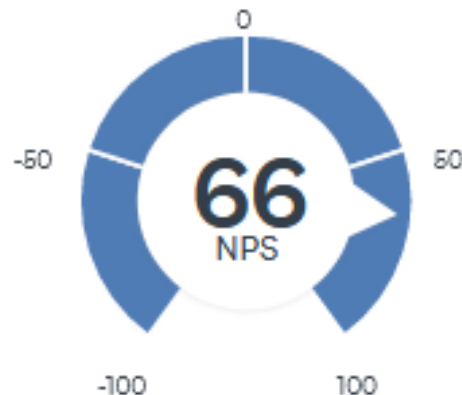
Q3

Hide Benchmark

Chart Type ▼

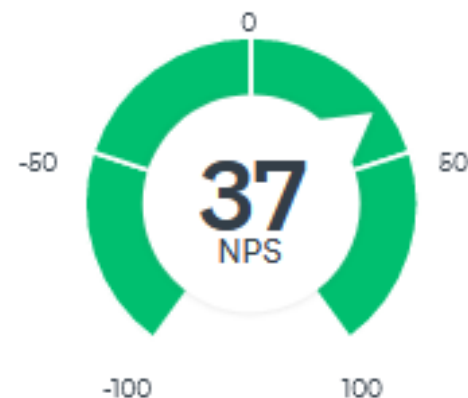
How likely is it that you would recommend us to a friend or colleague?

Your Net Promoter® Score



Answered: 58 Skipped: 2

SurveyMonkey Global Benchmark ▼



Average from 162,268 Organizations

7/1/2018 - 6/30/2019



# How do we engage Masons?

## 2ENGAGE1ASK1

### Degree Proficiency Interest Assessment

4. I know/would like to learn:

	Currently proficient	Need to brush up	Would like to learn	N/A
Entered Apprentice: Worshipful Master	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entered Apprentice: Senior Warden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entered Apprentice: Junior Warden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entered Apprentice: Senior Deacon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entered Apprentice: Junior Deacon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entered Apprentice: Senior Steward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# How do we engage Masons?

## 2ENGAGE1ASK1

### Additional Ideas:

- Exit Surveys  
(Why didn't you make MM? Why have you asked to withdraw/transfer...)
- Event  
(How was the speaker/food/location?  
How much value did you get for the \$?)
- Visitor Surveys  
Are you interested in joining our lodge?

# How do we engage Masons?

## 2ENGAGE1ASK1



Grand Lodge Of Oklahoma, AF & AM

[My Portal](#)

[Lodge](#)

[Help Desk](#)

[Members](#)

[Sign out](#)

## Edit Post for Norman No. 38

[Back to Dashboard](#)

\* Subject

Please take our 2019 membership survey

Message Text

Source

Norman Lodge has created a membership survey to find out more about you. The survey will take less than 2 minutes.

<https://www.surveymonkey.com/r/GLV6RJT>

### Current Audiences

My Master Masons (33)



Select Audience

### Communications

❗ Emails have not yet been sent for this post.

Send Emails

Print Letters (Only My Members)

Delete Posting

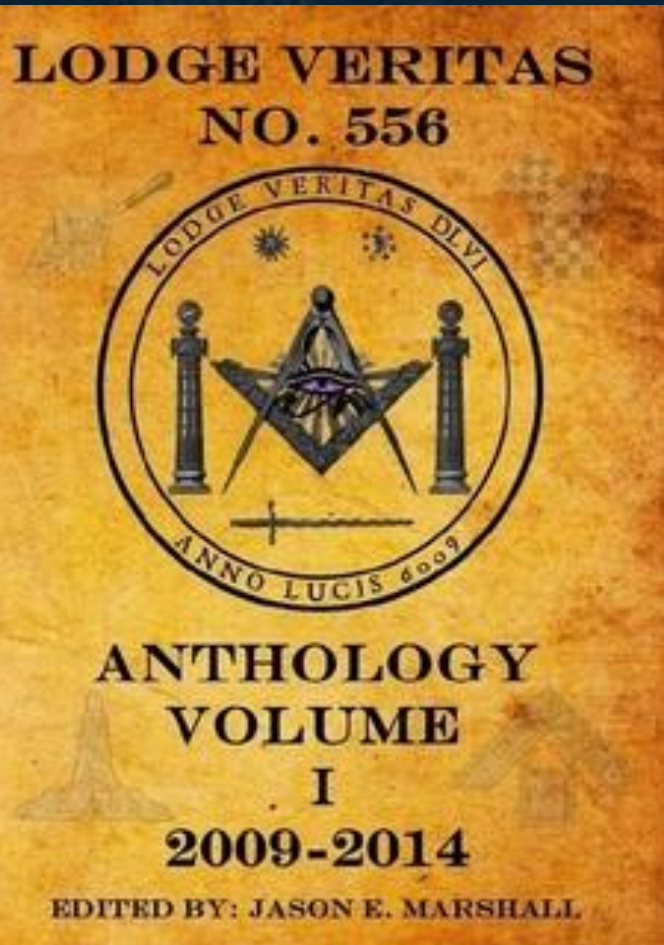
# How do we engage Masons?

## 2ENGAGE1ASK1

1. Sign up at [surveymonkey.com](https://surveyMonkey.com)
2. Create a survey
3. On the “Collect Responses” stage, select “Get Web Link.”
4. Open Grand View and create new post
5. View post and click Send Emails

# How do we engage Masons? Digital Publishing

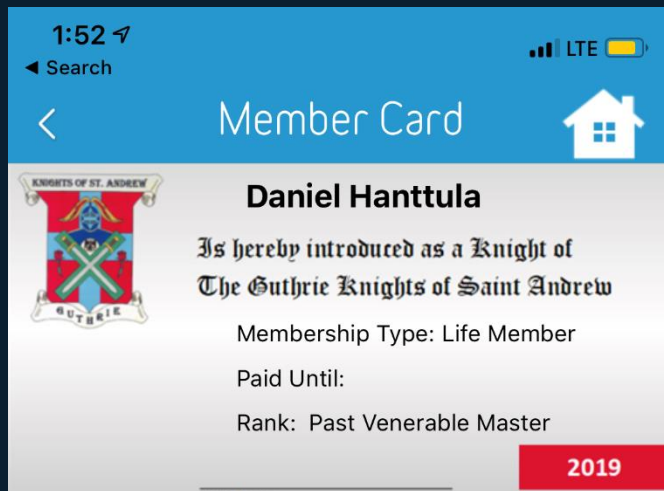
Grand Lodge of Oklahoma  
Oklahoma Lodge of Research  
Oklahoma York Rite





# Putting it all together

## Guthrie Knights of St. Andrew



*Mobile app with  
electronic dues cards!*

*Instantly updated when the  
member pays their dues*

Accepts Credit Cards

Single member record:

- All payment records  
(Dues, donations, store, etc.)
- Membership interests,  
surveys

# How do we engage Masons?

Rusty Nail Degree 2x attendance

Unique Education 2.4x attendance

*What event constantly brings out  
higher numbers than education?*

# Unique Ritual +3.5x Attendance!

Low-twelve (Midnight) Master Mason Degree

Texas Master Mason Degree team (49!)

Royal Order of Zanzibar

Ancient and Heroic Order of the Gordian Knot



# Questions?

Copy of the slide deck?

