

Ancient Accepted Scottish Rite Northern Masonic Jurisdiction

Valley of New Castle

Ambassador's Handbook



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Introduction

The Ancient Accepted Scottish Rite of Free Masonry

A “rite” is a progressive series of degrees conferred by various Masonic organizations or bodies, each of which operates under the control of its own central authority. In the Scottish Rite, the central authority is called the **Supreme Council**.

The Scottish Rite builds upon the ethical teachings and philosophy offered in the Blue Lodge, through dramatic presentations of the individual degrees.

The United States is divided into two (2) Supreme Councils or jurisdictions, each having particular characteristics that make them different: one headquartered in Lexington, Massachusetts, called the Northern Masonic Jurisdiction (NMJ) and has jurisdiction over the fifteen (15) states in the northeastern portion of the U.S., essentially the old North, east of the Mississippi river. The second is headquartered in Washington D.C., and controls the Southern Jurisdiction (SJ). The SJ consists of the remaining 35 states. For purposes of this discussion we will concentrate on our jurisdiction, the Northern Masonic Jurisdiction.

Each state is then divided into individual Valleys. Illinois, for instance has nine (9) separate Valleys: Bloomington, Chicago, Danville, Freeport, Moline, Peoria, Quincy, Southern Illinois and Springfield. Within each Valley there are four (4) Coordinate Bodies: the Lodge of Perfection, the Council Princes of Jerusalem, the Chapter of Rose Croix and the Consistory.

Traits of a “Good” Ambassador

What are we looking for in an Ambassador?

An Ambassador should be an active Blue Lodge Mason. If you are not active **IN** your Blue Lodge, how can you be an effective Ambassador **TO** your Blue Lodge? An Ambassador should also be knowledgeable about Scottish Rite Masonry, its history, jurisdictional makeup, etc. Scottish Rite DVDs, printed material and websites can be a great help in this area. It’s important to remember, you don’t have to know all the answers. If asked a question you are uncertain of just say, *“I don’t know, but I will find out and get back with you.”* Then do so – keeping your word is the Masonic thing to do.

An Ambassador should be friendly and approachable. While it is expected that Ambassadors will announce Valley activities at all Stated and Special Meetings and activities of their Blue Lodges, they must also make themselves available at other times as well. You should be knowledgeable of every type of assistance to the Lodge that your Valley can offer. (Degree teams, Speakers, Candidate dinners, DVDs etc.)

An Ambassador should be a proud Scottish Rite Mason. If you are not excited about Scottish Rite Masonry and what it offers our Brethren, how can you explain all the benefits of Scottish Rite to the Lodge and its members?

As an ambassador you should know how your Valley Almoners fund operates and any restrictions and/or limits your Valley has about its use for the needs of Valley members. You should be the first line contact if a brother is in need so you can provide him the contact information for assistance. In cases of illness or urgent needs of a Brother, you should be the one contacting him and determine the type of assistance he might need. The Ambassador should have some basic information about the Supreme Council Almoners Fund in cases where a Valley cannot provide the needed assistance for a Brother.

An Ambassador should be bold and tactful. As part of your duties as a Scottish Rite Ambassador, you will have to get up in front of your Lodge, be recognized by the Worshipful Master, and announce Scottish Rite activities and/or present awards from the Valley to the Brethren of the Blue Lodge. You must be knowledgeable and confident enough to do this. There may be some resistance from certain Lodge Brothers. You will have to overcome this resistance with tact and cunning. Asking, *“Worshipful Master may I announce upcoming Scottish Rite activities,”* is a very effective means of overcoming such resistance. Your regular attendance and assistance at your Blue Lodge will show by example that, though you are a proud and active Scottish Rite Mason, you are also a proud and active Blue Lodge Mason and that you intend to contribute to your Blue Lodge.

An Ambassador’s Responsibilities

Assuming he has been assigned more than one (1) Blue Lodge, know which Lodges he has been assigned and have him submit a schedule of when he plans on attending each Lodge. He should then report his progress to his designated leader for a combined report at each Scottish Rite Stated Meeting and/or the Executive Board Meeting.

He should be keeping records of his Lodge visits and progress by using the Matrix page and the Information sheet provided in the Appendices. They should then be passed on periodically to his reporting senior, whether that is the Membership Chairman or a **Regional Membership Coordinator (RMC, explained in more detail later)** for follow-up with the Scottish Rite.

Remember, the Ambassadors are Scottish Rite representatives to the Lodge. Sharing information about Scottish Rite activities and offering assistance to the Lodge from the Valley is of utmost importance. There needs to be Leadership at the Valley to support and develop various programs to support the Lodge activities.

What an Ambassador Should Do

Wear his Scottish Rite Ambassador's jewel to ALL Blue Lodge functions where he is wearing a coat and tie. He may also wish to add a Scottish Rite lapel pin. For casual functions, wear a Scottish Rite polo or T-shirt. As an Ambassador this is not showing any disrespect for the Lodge, but identifies him as the Scottish Rite Ambassador, thus enabling the members to contact him with their questions. Naturally, if the Blue Lodge agrees to wear a specific item to their functions, do not deviate from this; he should just consider adding a Scottish Rite pin to the collar.

As an Ambassador to the Lodge, it is vital that he should be an active participant in the Lodge functions and be always ready to offer suggestions and programs that will better the Lodge.

The Brother to Brother calling program being utilized by every Valley in our jurisdiction is one program that should be suggested to the Lodge. It fulfills the Lodges obligation to keep in touch and care for its members. The results are a membership retention program deeply appreciated by the Lodge's members.

He should attend ALL functions of his Blue Lodge and Scottish Rite Valley. He needs to attend Blue Lodge to function as an Ambassador, announce events and answer any questions from potential members. He needs to attend Scottish Rite to report on his Ambassadorial activities to his leadership contact person and to be a familiar face for any visitors from the Blue Lodge to these Scottish Rite activities.

It is important to try and continue his education in Masonry in general and Scottish Rite in particular. DVD, books, and the website have been mentioned as possible resources.

Can you answer these questions?

1. In which country did the Scottish Rite Degrees first appear?
2. Why is it called Scottish Rite?
3. What states comprise the Northern Masonic Jurisdiction?
4. In which jurisdiction are the Dakotas, Alaska, Hawaii and Minnesota?
5. Can you name the four Coordinate Bodies that make up the Valley?

Answers:

1. *France*
2. *Andrew Michael Ramsay, who was Scottish by birth and a founding Brother of the Grand Lodge of England, wrote many of the original Degrees, and they were referred to as “Scottish” in reference to him.*
3. *Connecticut, Delaware, Illinois, Indiana, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Wisconsin.*
4. *North Dakota, South Dakota, Alaska, Hawaii, and Minnesota are all SJ.*
5. *Lodge of Perfection, Council Princes of Jerusalem, Chapter of Rose Croix and Consistory.*

Others Answers You Will Need to Know About Your Lodge/Valley

1. How much does it cost to become a member?
2. Are you *really* close to every Brother in your Lodge/Valley?
3. Why is your Lodge/Valley so small/large?
4. What do you do for service projects? Do you have them?
5. What are the activities of the Lodge/Valley?
6. When are the meetings?
7. What do I have to do to be initiated, passed and raised in the Lodge?
8. What do I have to do to join the Scottish Rite?
9. Have you noticed a change in your Lodge/Valley since you joined?
10. On average, how much will the Lodge/Valley dues cost me?
11. I don't think I can afford the fraternity because.....
12. My family doesn't want me to join. What if I just don't tell them?
13. I don't think I have time to join a fraternity.....
14. Will I be hazed? What will you guys make me do?

Duties of the Membership Chairman

The Membership Chairman has three (3) primary responsibilities. Besides being *a manager*, he must also be *a trainer* and *an administrator*. He then becomes the Head Coach of the team players, the back office (the Membership Team.)

The Membership Chairman has the overall responsibility to stay in touch with the Membership Team, thus making sure they are effectively doing their jobs. He must be the one to see that they are trained and know what is expected of them. If the manpower is available, this can be passed on to the **Regional Membership Coordinators (RMCs)**. If this is done, the Ambassador then reports to the **RMC**, and the **RMC** is the one to stay in touch with and to follow up with the Ambassador as well. If the Ambassador has collected the names of potential candidates, the Membership Chairman can then turn those names over to his Membership Team for further follow up.

The Membership Chairman should have a committee in place (*we're calling it his back office*) with Subcommittee Chairman to handle the various recruitment follow-up procedures. The three (3) main committees should be: a Mailing Committee, a Calling Committee, and, although not covered in this report, a Retention Committee. You should have designated steps for exactly how your team plans to work the Grand Lodge List. Then, pair that down to a "*Hot List*" for maximum effective use of your time. Like the Ambassadors, the Membership Chairman is the manager, trainer, and administrator of this group as well.

Duties of the Mailing Committee

Once possible candidates have been identified, the Mailing Committee can mail a letter of invitation to attend the next scheduled activity. This committee should also be actively working the Grand Lodge Membership List. Sample copies of possible letters can be found in the Appendices.

This committee should keep a “*Matrix List*” of all letters mailed which is then passed on to the Calling Committee. A sample of the Matrix List is found in the Appendices.

Duties of the Calling Committee

Once the letters have been mailed, and using the “*Matrix List*” forwarded from the Mailing Committee, the Calling Committee needs to follow up with a phone call, referencing the letter, making sure the Brethren received it and understood it. They should ask for a commitment of whether or not the Brother can attend the event, explaining any details that might be necessary. As time permits, this committee can also follow up the mailed letters of the Grand Lodge List. Samples of phone scripts can also be found in the Appendices section of this report.

Other Useful Membership Hints

TEAM: “Together Everyone Achieves More”

1. Number one challenge is new candidates.
 - a. Have a “Written Plan.”
 - b. Then work that Written Plan.
 - c. Make sure you are effectively using the Grand Lodge List.

2. There is a **5 Step Process to New Membership.**
 - a. Meet
 - b. Befriend
 - c. Introduce to Friends
 - d. Introduce to the Fraternity
 - e. Ask to Join***

3. **Referral Program:** for members who are not comfortable asking friends to join, similar to a business marketing program, have that person give the prospect's name to someone who can successfully make the phone call inviting them to the next activity.
4. The member making the referral should complete a Prospect Information Sheet (*found in the appendices*) giving the calling member as much information on the prospect as he knows.
5. Communicating Across the Generation Gap.
 - a. It's important to make sure we are effectively communicating with each generation or we can "Turn Them OFF" if we are not paying attention to this.
 - b. Generations:
 1. Greatest Generation: ages 69-113, born 1901-1945
 2. Baby Boomers: ages 51-68, born 1946-1963
 3. Generation X: ages 34-50, born 1964-1980
 4. Millennials: ages 20-33, born 1981-1994
 5. Y Generation: ages 7-19, born 1995-2007
 - c. See the article entitled "the New American Mason: Generations Together in Private Conclaves of Manhood," by Robert G. Davis.

RULES OF ENGAGEMENT

DO'S

- **DO** wear your pins. It shows that Masonry is a fraternity of which to be proud.
- **DO** use first names. It's more polite, more casual and friendlier.
- **DO** look for potential in a man and not a finished product.
- **DO** know enough about Masonry to answer his questions.
- **DO** be honest. If you lie and he finds out, he will not be impressed.
- **DO** ask someone else if you **DON'T** know the answer to a question.
- **DO** find out a man's interests and **DO** introduce him to Brothers with the same interests.
- **DO** involve your members in progress in events. Because of their enthusiasm, they make good promoters.
- **DO** let your guest do most of the talking. This gives them a chance to ask the questions that are important to them.
- **DO** make sure all guests have left before commenting on any of them!
- **DO** give your guests something to take home.

RULES OF ENGAGEMENT

DON'TS

- **DON'T** gang up on or monopolize a guest for the entire evening. The first practice makes him uncomfortable and the second makes it hard for the rest of the members to get to know him.
- **DON'T** ever, ever leave a guest alone.
- **DON'T** use “inside jokes” or nicknames. It’s rude and makes your guests feel even more like outsiders.
- **DON'T** talk fraternity business in front of a guest.
- **DON'T** congregate in large groups.
- **DON'T** wait to be introduced; introduce yourself, but **DON'T** butt rudely into a conversation.
- **DON'T** forget that the average person knows very little about Masonry. Take the time to explain the basics and clear up any misconceptions he may have.
- **DON'T** criticize Brothers. You’re trying to sell Brotherhood, not backstabbing.
- **DON'T** use foul language. You’ve got to first be a man’s friend before you can act like a jerk in front of him and get away with it.

Appendices

- 1) Prospect Matrix
- 2) Prospect Information Sheet
- 3) Samples
 - A. Blue Lodge Letter
 - B. First Phone Call
 - C. Follow-Up Contact
- 4) List of Scottish Rite Degrees

Prospect Information Sheet

Prospects for: Masonic Lodge or Scottish Rite

*Indicates necessary information

*Full Name: _____

*Goes by: _____

*Street Address: _____

*Primary Phone (Home, Work, Cell): _____

*Other Phone (Home, Work, Cell): _____

*Email: _____

Age or Date of Birth: _____

Occupation: _____

Hobbies or Interests: _____

Church Affiliation: _____

Name of Lodge he is interested in: _____

Names of other Masons or Scottish Rite members who live in his area:

Does he have any relatives or friends who are members of the Lodge or Scottish Rite? If so, who are they:

Please keep this information for invitation use only. Please be discrete.

Blue Lodge or Personal Letterhead

Sample personal letter for Non-Masons to attend a friendship night. Modify as use as you feel necessary

Dear XXX,

You have been recommended to us OR I have come to know you as the kind of man whom I would like to recommend for membership in the Masonic Fraternity.

Masonry is an organization for men and is the oldest, largest and we believe the greatest fraternity in the world. There are thousands of Masonic Lodges around the world, more than (X) right here in (your state). One of these lodges is (name and number of lodge) located in (city).

Our lodges are completely organized and run by our members. We have year round activities for members and their families.

We would like to tell you more about Masonry in general and (name & number of lodge) in particular. In order to do this we are holding a friendship night and we would like you and your spouse to attend.

It will be held at _____
 Address _____
 Date & time _____

We will have a brief explanation of Masonry, a presentation of our recent activities, we will be serving refreshments / enjoying a full meal. We look forward to you being our guest.

If you would like more information ahead of time, or need a ride that evening, please call (name and phone number/email).

Fraternally yours,

Name

Phone number/email

The **FIRST** Phone Call

Use this outline as a sample to follow up on the letters that have been mailed to prospects.

1) **Opening**

- a) Ask for prospect by name.
- b) Introduce yourself and say that you are from _____ Masonic Lodge or the Valley of _____ Scottish Rite.
- c) Did you get my/our letter?
- d) Get permission to continue (Is this a good time to talk?)
- e) Make your purpose clear
 - i) Tell him that the (event name) is in _____ days and that you hope to see him there!
OR
 - ii) Tell him that you would like to get together sometime soon so that you could tell him more about Masonry/Scottish Rite.
 - iii) Give names of others involved from his area that he might know.
- f) Deal with resistance
 - i) If at this point he says he can't make it, you should tell him: "I sure hope you can", "that there will be other guys therefrom your area." "Do you know _____ or _____? Both of them are planning on being there.
 - ii) "Tell him: "I would really like to chance to tell you more about the Masonic Lodge/the Scottish Rite." We can find a time that would be convenient for you.
 - iii) In either case, emphasize there is **NO** Obligation for listening.
 - iv) Develop as much trust as possible.

2) **Data Gathering** (if necessary, use the **Prospect Information Sheet**)

3) **Negotiating the Contract**

- a) Date, Time and Place. (directions if needed)
- b) Length of program / visit
- c) Transportation (for a gathering away from prospect's home)
 - i) "Would you like a ride?"
 - ii) "It will be no problem for of the guys to swing by and pick you up."
 - iii) "We can pick you up at _____ am/pm. Is that okay?"

4) **Closing**

- a) Restate contract (Date, Time, Place)
 - i) Tell him what other people will be wearing.
- b) Closing Remarks
 - i) Thank him for deciding to come.
 - ii) OR- tell him you will call back to see if he can make it after all.
 - iii) Thank him for making time for your visit.
 - iv) OR - tell him you will call again to see if some other time is more convenient.

5) **If Prospect is not home**

- a) Introduce yourself.
- b) Say why you are calling.
- c) Tell him you will call at a more convenient time.

Do NOT leave a message for him to call you back. No one likes to make call to strangers.

Follow-Up Contact

So the people you wrote letters to, came to the event you invited them to and you are feeling good about everything, so what is next?

- 1) Assuming that your prospect completed a petition at your event your follow up procedure becomes one of hosting the candidate and ensuring that he makes it to the reunion and that his experience is tremendous.
 - a) You will again ask if he wants a ride to the reunion.
 - b) You'll want to remind him of the Date, Time and Place.
 - c) You'll want to suggest what most of the others will be wearing and maybe where to park.
 - d) You should also make sure that his spouse's questions are answered and that she is invited to attend any program that are available for her to attend.
- 2) What if your prospect didn't complete the petition at the event?
 - a) You'll need to contact your prospect within 48 hours after the event and ask him if he's thought about everything he saw and if he or his spouse has any questions.
 - b) Ask him when it would be convenient to meet for lunch/coffee/breakfast/golf and review his petition.
 - i) If he suggests a date and time, congratulate him for his interest in joining the fraternity and schedule the appointment.
 - ii) If he says that he's not interested in following through on joining, ask him what about the fraternity didn't appeal to him.
 - (1) If he has misperceptions, use this as an opportunity to share the correct information.
 - (2) If his reasons are time and work related, remind him that he can be involved as he wants to, but that the lessons he will learn in the degrees can be life-changing and that many men make time to improve themselves through Masonry as they do going to the gym.
- 3) If after due diligence the prospect is not able to make the decision to join today, ask him if it would be okay to keep him on your calendar and call On him again a few weeks/months to see if his schedule has changed or he has had a chance to think more about it.

If he was a strong enough prospect for you to contact him in the first place, you should be willing to invest some time in getting to know him outside of Masonry and over time your Masonic example may change his mind.

Scottish Rite, NMJ
"Core Values of the Rite"
Reverence for God; Integrity; Justice; Toleration;
Devotion Country; and Service.

Core Values Exemplified in Degrees

- 4° - All
- 5° - Reverence for God, Integrity, Justice
- 6° - Reverence for God
- 7° - Integrity; Justice
- 8° - Service
- 9° - Reverence for God, Service
- 10° - Reverence for God, Justice
- 11° - Integrity
- 12° - Integrity, Justice
- 13° - Reverence for God
- 14° - Reverence for God
- 15° - Integrity
- 16° - Reverence for God
- 17° - Reverence for God, Service
- 18° - Reverence for God, Toleration
- 19° - Reverence for God, Integrity,
- 20° - Integrity; Devotion to Country
- 21° - Justice
- 22° - Service
- 23° - Reverence for God, Toleration, Devotion to God, Service
- 24° - Toleration
- 25° - Devotion to Country, Service
- 26° - Devotion to Country, Integrity
- 27° - Toleration
- 28° - Integrity
- 29° - Toleration
- 30° - Justice
- 31° - Integrity, Service
- 32° - Devotion to Country, Service