

# MESSAGING LAUNCH

How to talk about Freemasonry?

September 7, 2016



MASSACHUSETTS  
FREEMASONS

# TABLE OF CONTENTS

Background

Brand Research

Strategic Positioning (i.e. Moral of the Story)

“Find More” campaign

Messaging

Launch timeline

Appendix



# SETTING THE STAGE

Need to increase recruitment efforts and drive membership, especially within younger, diverse audiences

Opportunity to modernize the brand/communications to broaden the reach of the fraternity

Partnered with Small Army (creative marketing agency) on brand research, positioning, and communication materials (including advertising, web, video, etc.)

Developed a creative platform based on a unifying mindset/belief for all marketing efforts



# THE MORAL OF OUR STORY

## The soul of our brand

The core belief that defines why our brand does what it does

Shared with our audience

Unique among our competitors

Simple for everyone to understand

Sample morals



It's fun to imagine



It takes energy to live life to the fullest



Freedom is exhilarating



Life is good.



# BRAND RESEARCH

## AUDIENCE

- Conducted interviews with 15+ Freemasons from lodges across the state of Massachusetts (i.e. Boston, Worcester, Hingham, East Longmeadow, and Winchester)
- Attended New Officer Installation Ceremony at William Parkman Lodge (Woburn)

## ENVIRONMENT

- Reviewed articles, trends and reports
- Reviewed competitors and marketplace
  - Services Organizations (i.e. Rotary International, Sons of Italy, Elks, etc.), College Fraternities, Churches, Social Organizations/Communities, etc.

## STORYTELLER

- Conducted interviews with marketing/management team
- Toured facilities of Grand Lodge of Massachusetts (Boston)
- Reviewed website and existing marketing materials
- Read “Introduction to Freemasonry” (Claudy books)



# SUMMARY OF FINDINGS

An audience of men seeking something more

- Men looking for real connections with other like-minded men
- Strong emphasis on service to others and helping communities
- Many come from other organizations with strong missions of charity/service (i.e. US Military, College Fraternities, Boy Scouts, DeMolay, etc.)

“Competition” from other organizations each with their own level of commitment to others and higher purpose

- Social network, clubs, religious groups, charities

Freemasonry promises to help good men be better

- Rich history of tradition and timeless values
- Brotherly Love, Relief, Truth
- Massachusetts: 230 lodges, 29,000 masons

*“Guys are looking for something when they come to the Freemasons.”*

*- George (Boston)*

*“Jobs change, friends change, and relationships change – but the lodge stays. It becomes a family you grow up with.”*

*- Bob (Boston)*

*“It’s about meaning and purpose. Everyone wants to have a connection. You want to count.”*

*- Brian (Hingham)*



# THE FREEMASONS STORY

Freemasonry is the world's oldest fraternity - steeped in history, tradition, mystery and misconceptions. It is not a club but a society. A club attracts people of similar interests. A society attracts people of similar values.

Freemasonry draws like-minded men who believe in brotherly love, benevolence and education (Brotherly love/Relief/Truth). Men join for many reasons but they all have something in common that draws them; they are searching for something that their self can't fulfill on its own.

When they find the Freemasons, they find brotherhood: a like-minded male who offers friendship without judgment. A friendship without judgment is much deeper than a friend. It is the kind of relationship you find only in a family. This is because to be a Freemason is to enter a family. One that will walk with you all the days of your life.

As a lifelong brother, a Freemason has the confidence to see himself as something bigger. Now that he understands where he belongs in the family, he has the courage to look deeper into himself to see where he belongs in society. And how he wants to live out the rest of his life. For himself. And for others.

That's why to be a Freemason, he must believe the following "moral" ....

When you walk through life with brothers, you're sure to find your truest path.



# A NEW WAY OF LOOKING AT FREEMASONS

## WHY WE DO

### THE MORAL:

When you walk through life with brothers, you can find your truest path.

## HOW WE DO IT

**Commitment to Brotherhood**  
Unconditionally be there for one another

**Helping good men be better**  
Bring out the best in men

**Commitment to service**  
Strong emphasis on benevolence

**Respect for the Golden Rule**  
Timeless values that are shared through tradition, ritual and symbols

## WHY WE ARE

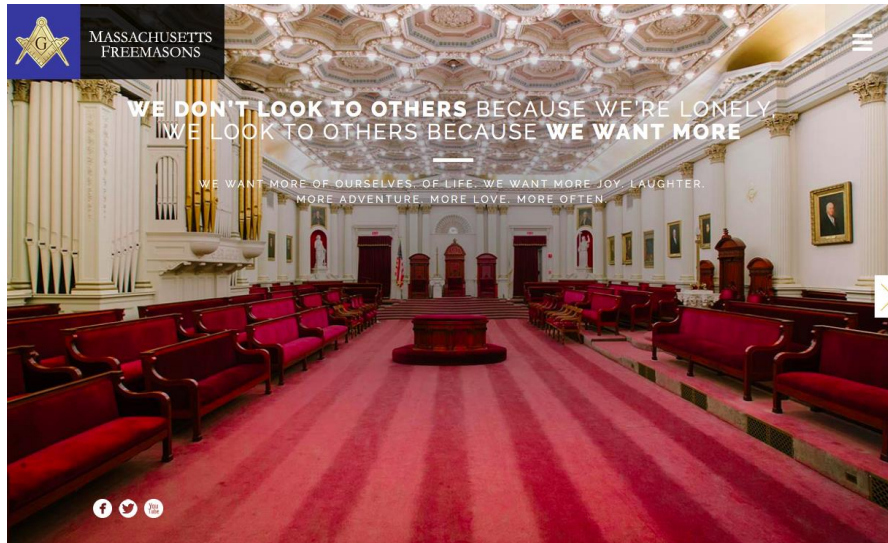
### OUR MISSION:

Help men lead more fulfilling lives.

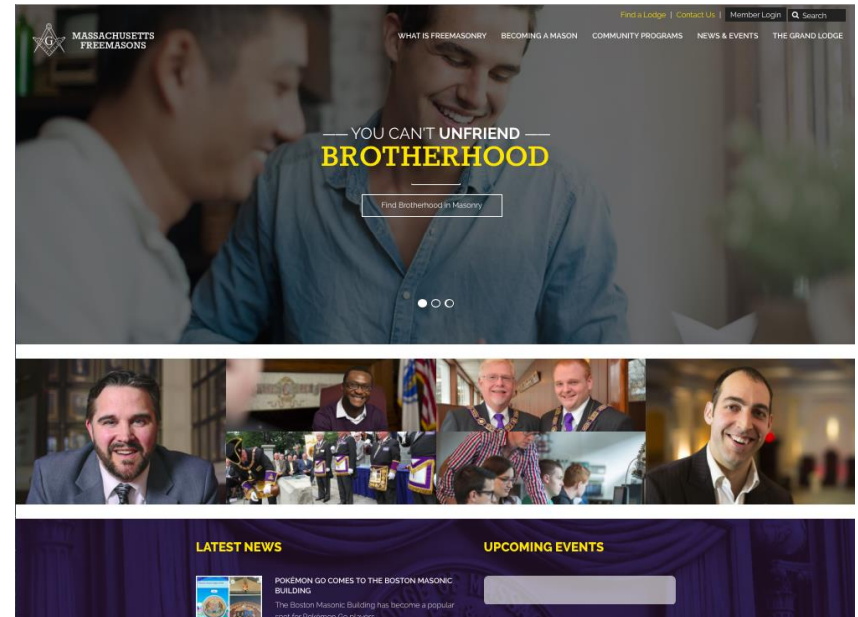
*Tone/Personality: Trustworthy Loyal Respectful Committed Authentic Generous*



# TELLING THE “FIND MORE” STORY



“Find More” Recruitment Microsite



Massfreemasonry.org



Brand & Open House Banners



“Back to Our Roots” Brand Video



# MODERNIZING THE LOOK/FEEL



# CREATING AN INSPIRATIONAL NEW VOICE

*We don't look to others because we are lonely.*

*We look to others because we want more.*

*We want more of ourselves. Of life.*

*We want more joy. Laughter. More adventure. More love.*

*More often.*

*We seek to find those who see lightness where there is darkness.*

*And we are so much more than ourselves.*

*We want to be of service to each other because it feeds our soul.*

*It is through others that we see ourselves.*

*It is their shoulders that we stand upon. To reach higher. To find truth.*

*To find more.*



**SHARING THIS MESSAGE**

# KEY TALKING POINTS

- Freemasonry is for men who want to be the best version of themselves
- Belief in helping others
- Key virtues/values – honor, integrity, kindness, and search for truth
- Men who want to be around other good men (i.e. brotherhood)



# ELEVATOR SPEECH

## Who are we?

We're men, each trying to be the best version of ourselves possible. We find it's easier to do that when we're with other men that share the same values.

We're there for our brothers no matter what life may bring, and our brothers are there for us.

We help others, not just because it's the right thing to do, but also because it helps us grow.

We value honor and integrity.

We believe there's always more to learn.



# SAMPLE CONVERSATION

## How to talk about Freemasonry

FRIEND: So, tell me about the Freemasons...

BROTHER: Well, we're a fraternity that believes in helping men be the best version of themselves.

FRIEND: I like the sound of that.

BROTHER: Yeah, and we all want to help each other and give back to our communities.

FRIEND: Well, what do you guys do?

BROTHER: We have regular meetings, social gatherings, and charitable events. All with that in mind – being a better man and helping each other.

FRIEND: So, how does Freemasonry help you become the best version of yourself?

BROTHER: It starts by making a commitment to yourself and to others. And when you have other good men around you, it helps keep you living the life you want. It's supportive, inspiring, and helps my life have more meaning.





# SPREADING THE WORD

## To brothers, lodges, leadership

### Leadership Presentations

- Lodge of Instruction (LOI) presentations (winter)
- Grand Master's "stump speech" (ongoing)
- District Deputy Grand Master "talking points" (ongoing)

### Webinars

- Host a series of webinars for our Lodge leadership (mid-September-mid-October)

### Fraternity Communications

- Trowel magazine – article about the pitch and the thinking behind it (winter issue)
- Newsletter – promote messaging, webinars, LOI sessions, Trowel article (fall)
- Social Media – share posts on the theme of "best version of yourself"

### Lodges/Meetings

- Present the elevator speech at regular meetings
- Encourage members to share stories of how Freemasonry has helped them be better





# SPREADING THE WORD

## To brothers, lodges, leadership

### Collateral

- Create a simple one-sheeter/flier to distribute to all members at internal events

### Branded “giveaways”

- “Find More” mouse pads, thumb drives, key chains, buttons, pens that celebrate the new brand

### Merchandise

- “Find More” t-shirts and hats



# TIMELINE OF EVENTS

2014	2015		2016	
FALL	WINTER/SPRING	FALL	WINTER/SPRING	FALL
Brand Research	Brand Launch	Banners	Website Redesign	Recruitment Packet
Campaign Selection	Find More Microsite	Radio	Brand Video	Banners
	Photography	Social Media		Social Media
	Testimonial Videos			Radio
	Banners			Photography
	Radio			Video



# APPENDIX



# BROTHERHOOD

- Men who believe that developing real, meaningful connections with other men is more important than ever these days
- A connection built on shared beliefs and experiences
- Trust, respect, support, and acceptance
- A network of peers who care about each other no matter the hardships they face
- A safe place to support and challenge each other, share wisdom, and provide light and hope in times of darkness



# RELIEF

- A desire to help others for the greater good (not selfish)
- The belief that through others, we see ourselves.
- Providing care and resources for others, giving \$3M+ to national/local charities every single day
- Generously giving of time and talents



# TRUTH

- The continual search to better ourselves and the world around us.
- The desire to be a better man.
- Honesty, integrity, and genuine
- Self-improvement through leaderships skills
- Living with values, virtue, and wisdom.

