

Colorado DeMolay University

Earn your Membership Degree in a day!

Colorado DeMolay announced its membership focus for the 2009-2010 year and it is a plan for success.

The new Membership recruitment, orientation program, and on-boarding process seem like an excellent combination for membership victory. However such a detailed plan is going to require hands on training of people from every chapter on every level.

I propose offering Colorado DeMolay University (CDU) as the training ground for this activity. It sets a tone of education, and later can be used again, but perhaps with a different or more lessons.

You could even create entities or classes off of it such as Ta Ta Ta which is Greek for members. This could be used as a fraternity or honor for bringing in 7 members.

CDU would start Saturday afternoon December 12th, 2009 with State Officers, key Jurisdictional Staff and all local chapter representatives.

We would start by introducing the new membership recruitment tools (letters, phone calls, etc) and then putting them into practice with simulations, role play, and acting.

Example forms could be filled out and turned in as to ensure the message has been received and the process could continue without supervision.

This should take as long as needed to make sure each person has down so that they can assist in the spread of the project with the correct message rather than parts of it.

Other topics for the day could be Q & A membership, DI Membership Campaigns, Colorado DeMolay Membership Campaigns, chapter success stories, etc.

I would also suggest event planning as a topic to be covered sometime through the day or evening. This would help ensure after getting the prospects, we can actually keep them.

Advisors could be trained at the same time as the members, but a separate session should be just for them to discuss how to follow up with their young men. Other Advisor topics could be event planning, importance of term planning, not cancelling events, why membership is important to focus on in a chapter.

Any other topics that they should know, as a group, would also be addressed. Then let them go to bed while other Advisors watch the young men into the late evening.

Games or Fun events should be centered on education if at all possible and should be offered in the middle of, or at the end of the session to give them some bonding time.

Sunday morning everyone departs with the goals in mind.

Theme for Membership Program inspired by the DI program:



Area 51- aliens theme (51 new members for positive growth for 2010)