The Grand Lodge of Kansas
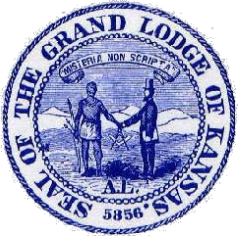
2020 Vision

10-Year Strategic Plan

March 19, 2010
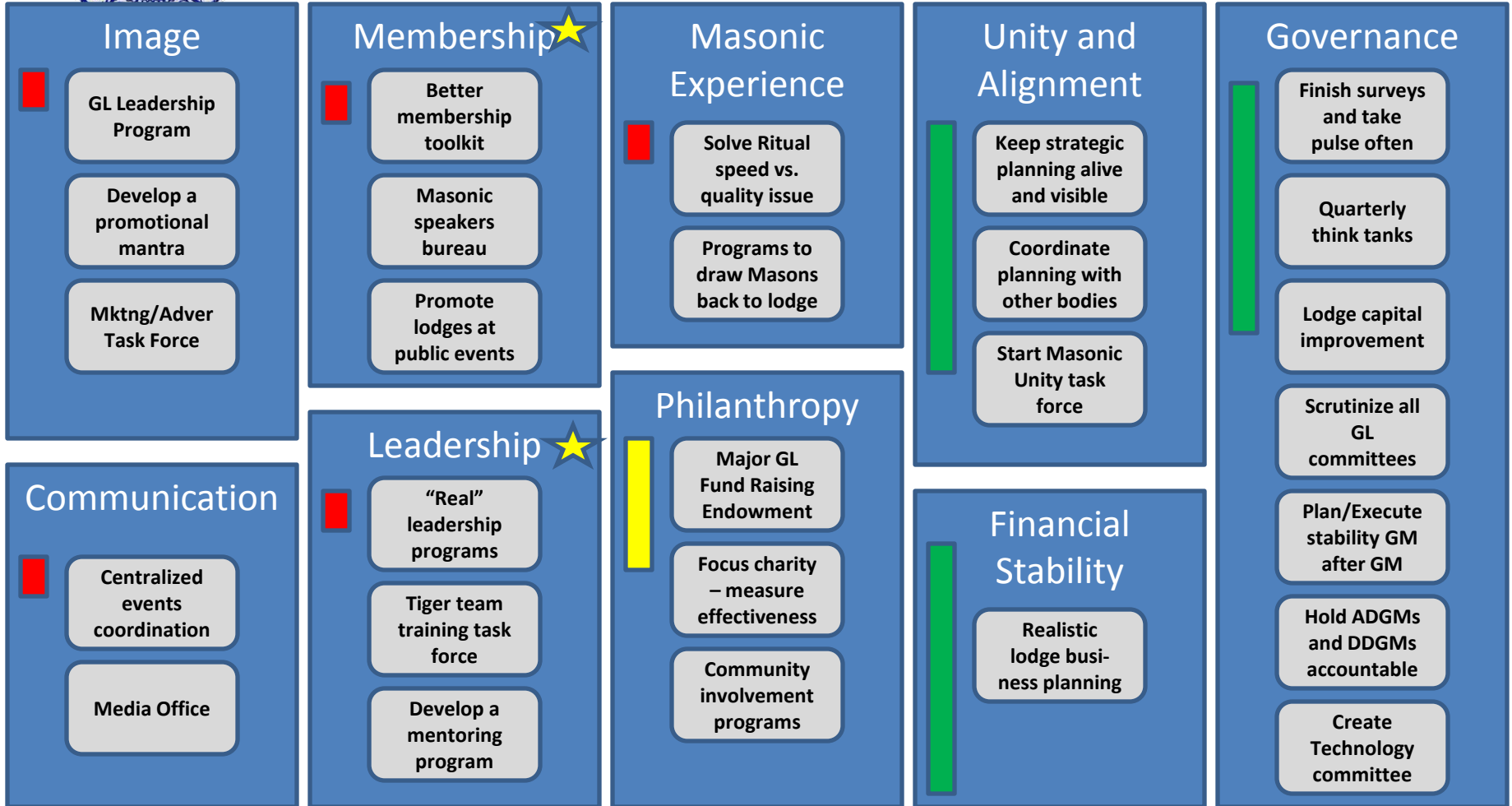Rick Reichert
Grand Senior Deacon 2009-2010

Vision 2020

- Highly respected and sought institution
- A recognized landmark in Topeka
- Growth to 30,000 members and climbing
- Centered on Blue Lodge successes

Priority Areas of Concern

Image
- GL Leadership Program
- Develop a promotional mantra
- Mktng/Adver Task Force

Communication
- Centralized events coordination
- Media Office

Membership ⭐
- Better membership toolkit
- Masonic speakers bureau
- Promote lodges at public events

Leadership ⭐
- "Real" leadership programs
- Tiger team training task force
- Develop a mentoring program

Masonic Experience
- Solve Ritual speed vs. quality issue
- Programs to draw Masons back to lodge

Philanthropy
- Major GL Fund Raising Endowment
- Focus charity – measure effectiveness
- Community involvement programs

Unity and Alignment
- Keep strategic planning alive and visible
- Coordinate planning with other bodies
- Start Masonic Unity task force

Financial Stability
- Realistic lodge business planning

Governance
- Finish surveys and take pulse often
- Quarterly think tanks
- Lodge capital improvement
- Scrutinize all GL committees
- Plan/Execute stability GM after GM
- Hold ADGMs and DDGMs accountable
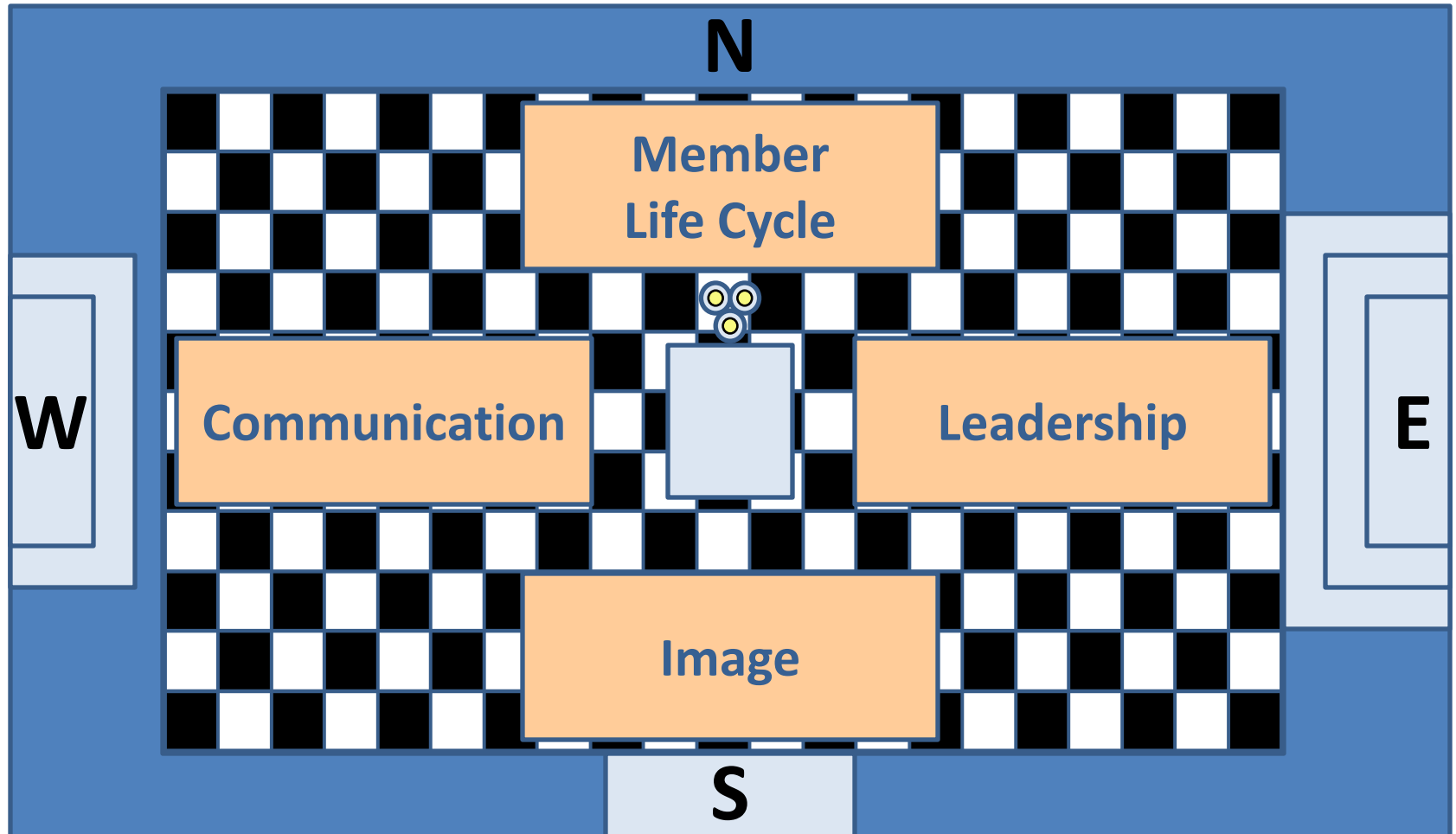- Create Technology committee

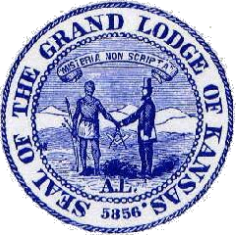These are the areas we decided in the February 2009 Strategic Planning Session that need action.

⭐ Most important to the Strategic Planning Committee.

🟥 Planning horizon. Short-Red: 1 year 🟨 Medium-Yellow: 1-3 years 🟩 Green-Long: 1-5 years
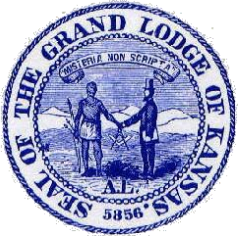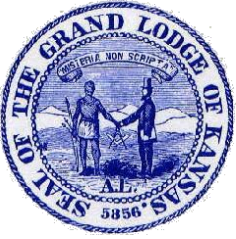
Strategy

Leadership

Through leadership development:
  Helping lodges to attain:

- Strategic plans for long-term growth

- Solid financial footing

- Capital improvements

- Fresh faces in leadership positions

- Solid reputation in the community

Communications

Solid communication planning for:

- Coordinated, planned, rehearsed events

- Dates published well in advance

- Communicated to attendees, honorees, presenters, media and community

- With sufficient correspondence as follow-up, i.e. invitations, programs, instructions, and appreciation.
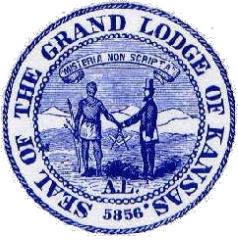
Image

Enhance exposure and impression of the Craft:

- Build channels to show our pride and accomplishments
- Promote the square and compasses brand
- Increase community awareness of lodges and their significance in their communities
- Speakers bureau and/or media office
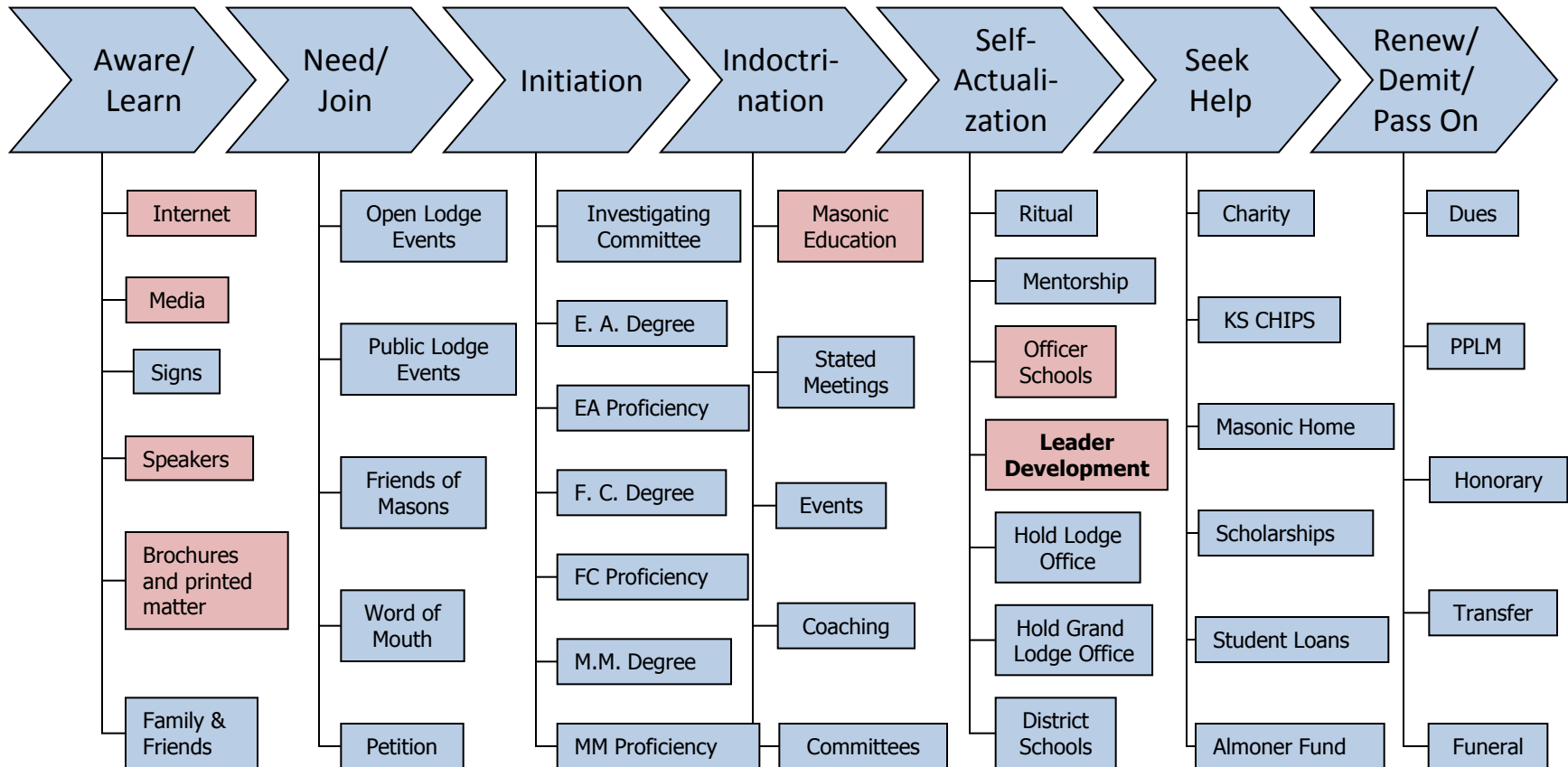- Improved membership kit
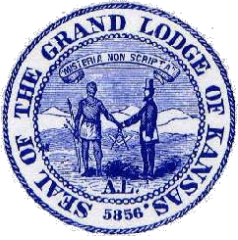
Member Life Cycle

- Improve the Masonic Experience by filling gaps in the member life cycle:

- Particularly in the Aware/Learn step

- Closely followed by Self-Actualization step

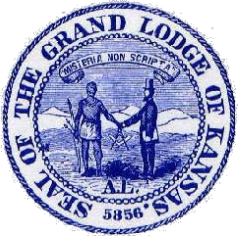- Appeal to the broad base of potential participants
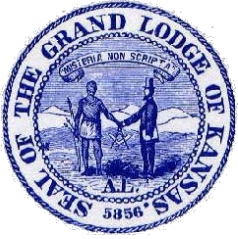
Member Life Cycle

Rebuild the missing links in the member lifecycle:
"Don't abandon our brothers at the altar"

Aware/Learn	Need/Join	Initiation	Indoctri-nation	Self-Actuali-zation	Seek Help	Renew/Demit/Pass On
Internet	Open Lodge Events	Investigating Committee	Masonic Education	Ritual	Charity	Dues
Media		E. A. Degree		Mentorship	KS CHIPS	
Signs	Public Lodge Events	EA Proficiency	Stated Meetings	Officer Schools		PPLM
Speakers		F. C. Degree		**Leader Development**	Masonic Home	Honorary
Brochures and printed matter	Friends of Masons	FC Proficiency	Events	Hold Lodge Office	Scholarships	
	Word of Mouth	M.M. Degree	Coaching	Hold Grand Lodge Office	Student Loans	Transfer
Family & Friends	Petition	MM Proficiency	Committees	District Schools	Almoner Fund	Funeral

Examples of various support activities for each period of the Masonic member life cycle. These are non-exhaustive.

Next Steps

- Detailed intermediate objectives

- Marshal the resources

- Rally Brothers to the cause

- Stick with the plan

- See it through to success