



KANSAS FREEMASONS
ON THE LEVEL

Lodge	Rural Lodge #990 SAMPLE PLAN
Mission	My 75-member lodge caters to the senior men of a vital farming community to provide a place of fraternal fellowship for its members and their families, and to be of benefit to the community through our clothing rehab program.
Vision	We love our lodge and want it to grow and prosper, preferably by handing it to the next generation, but concentrating on skipping a generation. We also want to stay focused on our charity activity for the next 10 years at least.
SWOT	S: Close-knit membership. S: Enjoys getting together. W: Not good at degree work. W: Haven't done a degree in 2 years. O: Clothing rehab program demand is growing. O: Community likes the lodge. T: Rent increasing on clothing distribution center
Goals	1. Grow the lodge with "Generations" campaign to get sons, grandsons, and younger men. 2. Buy or build our own clothing distribution center.
Objectives	1A. Do a study to see which men are eligible and set up a plan to entice, initiate, and mentor them. First discussion within 3 months. Done in 5. 1B. Set the phasing for the "Generations" campaign so they don't all petition at once. Have the materials, people, and facility ready to do first EA in six months or sooner. Set up two year schedule of tentative degree work and fun activities. 1C. Request support from degree-strong lodges to help with proficiency of degree team. 2A. Start "Big Move" fundraising campaign. Several 2B. Appoint two building committees, one for buy, one for build. And have them report back in 3 months. 2C. Decide which plan is best. Then set a time limit to accomplish either buy or build. 2D. Set the selected building plan into action.



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Lodge	Larger Lodge #901 SAMPLE PLAN
Mission	My 300-member lodge is on/near a military installation and appeals mostly to mid-career military personnel, local retired military, prison employees and their families. Our Masonic labors are directed toward superior degree work, preservation of our historic building, and serving our community with our scholarships for military family members.
Vision	We want to be known as the best lodge in the state for its degree work. We love it when someone walks into our lodge room for the first time and goes “Wow – this is amazing!” And we want our military brethren to remain members of our lodge no matter where Uncle Sam sends them.
SWOT	S: Members are worldwide, technologically savvy, and many return on orders. W: Members are very mobile and few stay longer than 1-3 years. O: Large, active population of military and correctional officers. T: Community leadership changes often and some do not like the lodge and misunderstand what it is then threaten to “close it down”
Goals	1. Operation “M” Card – Formalize degree teams so each member does less degree work but each degree is performed better than ever. 2. Operation “Refurb” – Update the look and feel of the building from 1960s to 2011 colors, textures, furniture, and technology. 3. Establish a new scholarship bringing the total of scholarships to 5.
Objectives	1A. Recruit three “U” card holders to each take a degree team on a rotating basis. 1B. Set up three degree teams with primary and alternates. 1C. Put together a periodic practice under each U card leader to get at least 25% of the degree team to M-Card status, and 50% of the remaining to A-Card in 365 days. 1D. Conduct “demonstration” degrees for other lodges as a courtesy so they can see nearly perfect work. 1E. Ensure proper recognition and celebration for those attaining advanced cards. 2A. Do an estimate of cost and time needed to complete Operation Rehab. 2B. Set phases that work can be accomplished based on available funds/time. 2C. Acquire the funds either through donations or fundraisers. 2D. Phase 1 completed in 6 months. (Low-hanging fruit). 2E. Phase 2 completed in 12 months (Heavy lifting) 2F. Phase 3 completed in 24 months. (More expensive stuff)



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- 3A. Set up fundraisers and donation campaigns for #5.
- 3B. Once funds are established, set student selection committee in motion.
- 3C. Hold banquet to award the scholarship. Invite EVERYONE, including potential members. Use banquet to entice them to a Friends of Masons event.
- 3D. Conduct Friends of Masons event.



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Lodge	Collegetown Lodge #902 SAMPLE PLAN
Mission	My 150-member lodge in a larger Kansas town is endeavoring to become progressive, vibrant, and attractive for 18-25 year old males, primarily from the local college communities.
Vision	We want to be the fraternity of choice among young men of good character and help them stay that way though a system of excellent mentorship and encouraged maturity.
SWOT	S: Several active members are members of college staff or administration. W: Students are still unfocused in life and transitory. O: Large, active population of students, staff, faculty, and support industries. O: Best fraternity on campus! And no hazing – and it serves them a lifetime, not just during college. O: Students and mentors meet on the level. T: Liberal bias in education looks disdainfully at Masonic interference and constantly attempts to ban it.
Goals	1. Advertising Campaign – Saturate local and college materials as Best Fraternity. 2. Gentlemen’s Club Environment – (original definition) meaning a members-only private club set up by and for upper-middle class men. Posh facility. Lots of fine Corinthian leather.
Objectives	1A. Plan annual “presence” campaigns that correctly time and specifically target 18+ males at the earliest time in their campus experience via print, web, on campus events, etc. Start with our slogan, “Defy your parents. Join the Establishment!” <div data-bbox="386 1297 1344 1556" style="background-color: #4a7ebb; color: yellow; padding: 10px; text-align: center;"><p>DEFY YOUR PARENTS. JOIN THE ESTABLISHMENT! Seek out the nearest Masonic Lodge for more information.</p></div> <div data-bbox="386 1587 1344 1845" style="background-color: #4a7ebb; color: yellow; padding: 10px; text-align: center;"><p>BAMBOOZLE YOUR PARENTS JOIN THE MASONS! Seek out the nearest Masonic Lodge for more information.</p></div>



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1B. Set up easy ways for college-age males to contact the lodge (i.e. social media, text, phone, email, web, etc.)

1C. Consult with folks who know how to reach the target groups and use that info in the campaign.

2A. Turn lodge building into a place where members can relax, study independently, study in groups, get mentorship, eat home-cooked style meal alternatives, have 24-hour access, etc.

2B. Foster ownership and responsibility of the lodge building by members and schedule periodic work days to use young backs to make significant improvements and teach valuable lessons.

3B. Recognize successes both within the lodge, academics, and sports – encourage the right behaviors and provide alternative activities that give the young brothers amazing and unique experiences their non-Mason peers don't get to see (field trips to "cool" "rad" "excellent" places during student idle time, i.e. Pike's Peak, Wichita Scottish Rite center, House of the Temple, GWNMM, etc)



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Lodge	Affinity Lodge #903 SAMPLE PLAN
Mission	My 35-member affinity lodge is home for brother Masons who are either telecommunications professionals or communications hobbyists. Although steeped in the Masonic traditions for bettering ourselves and furthering the Craft, our activities are centered around providing essential communications for needy families and injecting new technologies in the ancient forms (i.e. helping brother Masons and sister lodges embrace technology).
Vision	We want to have a lodge that combines the tenants of Masonry with having fun with technology. We know we won't appeal to most and our dues are high. But we intend to push the technology envelope together.
SWOT	S: Very excited, like minded brothers who enjoy technology. W: Widely dispersed membership makes it hard to meet regularly with a quorum. O: Very smart group and many want to join. O: Sponsorship opportunities for charity are plentiful if exploited. T: Some of the Craft looks at this as a club, not a lodge, and feels slighted they can't join.
Goals	1. Internet for Humanity campaign – providing connectivity for underprivileged and disadvantaged folks 2. Masonic Geek Squad – providing a resource for the advancement of technology for the Craft in Kansas
Objectives	1A. Within 6 months, determine how to hook up with folks like Habitat for Humanity and others to let them know we are an independent resource to provide technology solutions for those needing a boost while seeking to improve their lot in life. 1B. Set up “tech tactics” sessions by the 6-month mark to come up with solutions for problems posed in 1A. 2A. Set up a 1 year program to start a Geek Squad that takes donations (benefitting objective 1) to help lodges and brothers learn about technology and solve their technical issues. 2B. At the 12 month point, take a look at expanding the program to the general public or specific communities as a sustained fundraising activity for philanthropic endeavors of the lodge.



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Lodge	Sunset Lodge #904 SAMPLE PLAN
Mission	My 8-member country lodge with average age of 79 is in a depressed farming area with a shrinking population. Our mission is to gracefully sunset the lodge in the next 3-4 years while preserving the memory of a once vibrant 200-member centerpiece of this 100-year-old community.
Vision	I have been a member of this lodge for 56 years and I'm old. I really don't want the lodge to predecease me but we no longer meet or do anything. I want to make sure that I leave a legacy that should the community experience a revival, the lodge can be resurrected and serve the good men of Sunset again.
SWOT	S: Lots of funds left in the treasury. S: Lodge does not own any building or assets. O: The town needs a flag pole in their recently renovated park. May be a good, permanent memorial for the lodge and a place to officially close the lodge. T: Cannot find the charter and some of the lodge records.
Goals	1. Erect a monument with a flag pole in the local park as a memorial to the lodge with information on how to reactivate the lodge when the environment is right.
Objectives	1A. Notify Grand Lodge (via DDGM, ADGM) by xx date of the intention to deactivate the lodge and time period for this to happen. 1B. Coordinate with town council of intent and get their approval within 6 months. 1C. Within 3 months of approval by the lucid lodge members, acquire the services of an architect to design a proper memorial. This is needed to present the design to town council. 1D. Within 5 months, conduct a thorough search for lodge charter and key records. 1E. Ask help from Grand Lodge if charter is not found. Also ask them to assign someone to help write the Oration for the flag pole ceremony using the history from the available lodge records. 1F. Work with Grand Lodge for procedures to deactivate the lodge. 1G. Set date for the dedication ceremony and set wheels in motion for completion of the monument and the dedication ceremony. 1H. Plan the ceremony, invite everyone, notify press, arrange for photography/videography, etc.