



Independent Order of Odd Fellows
Dedicated Members for Change

July 2, 2012

Dear Dedicated Members for Change,

Many of you have written to me with ideas, techniques and suggestions for growth of this Order. All your ideas, techniques and suggestions are welcomed and encouraged. And many of your ideas, techniques and suggestions will undoubtedly find their way into the work of the Grand Lodge Membership Committee.

However, I have concluded that there is only one sure method to encourage potential new members to submit applications for membership to Odd Fellows. It doesn't involve high-priced consultants, and it doesn't involve advertising, or posters, or radio or television spots, or any other hoop and whistle. Bringing in new members is all about YOU. The single best source for new members is YOU. The single best spokesperson for Odd Fellowship is YOU. The single best recruiter for your Lodge is YOU. It's really that simple.

You can't rely on someone else to do it. You can't rely on Grand Lodge, or Sovereign Grand Lodge to deliver new members to your door. You can't rely on other members of your own Lodge to do the heavy lifting. YOU have friends and colleagues, and perhaps even relatives, who would enjoy Odd Fellowship, so YOU should chat with them about it.

And once you have their application in your hand, what then? Well, there is one more important element to the process of bringing in new members. While YOU are responsible for the recruitment of new members and the submission of application forms, you have to give potential new members a REASON to follow through and get initiated. So, if your Lodge is inactive, invisible and impotent - your recruit really has little reason to follow through to initiation.

That's it in a nutshell.

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Dave Rosenberg