



Independent Order of Odd Fellows
Dedicated Members for Change

June 8, 2013

Dear Dedicated Members for Change,

I'm very pleased to announce that three of my most requested articles are now published on the California IOOF website. These articles may be accessed by going to www.caioof.org. On the home page you will see my photo and the words "Click to read more posts". Click on those words and you will be brought to a page with the three articles. The articles are all about growing this Order and growing Lodge membership. They include "10 Helpful Hints to Bring New Members into the Order," "The Three-Legged Stool", and "A Three Year Plan to Grow Your Lodge."

The "10 Hints" article provides practical, everyday suggestions for how each of us and each of our Lodges can recruit and maintain new members. Will everything that is suggested work for you or for your Lodge? Probably not. But it will suggest simple and proven ways to grow membership - and you might find them helpful. The "Three Legged Stool" article is more philosophical - but it emphasizes the need for Lodges to get outside their four walls, reach out to the community with good community works, and also reach inward to bring the fun back to Odd Fellowship. It is not meant to diminish the rich history and historical ritual of the Order - instead, it focuses on supplementing that history and ritual with good community works and good fellowship activities to create a more well-rounded Lodge (and, parenthetically, one which attracts and maintains a growing membership). The "Three Year Plan" article gives a sample of a strategic plan to grow a Lodge. Change doesn't happen overnight. It has to be planned and implemented. But a three-year, practical plan of growth and development has been proven to work - and can work for your Lodge, as well.

Please feel free to share these articles with your Lodge brothers and sisters, and in particular, with other Lodges that may have seen their memberships decline.

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Dave Rosenberg