



# VALLEY MEMBERSHIP ACHIEVEMENT PROGRAM (VMAP) OVERVIEW

VMAP is designed to help every Valley provide its members with a superior Scottish Rite experience and is the result of the 2014 Scottish Rite Regional Leadership Workshops. The Supreme Council took the input from the attendees to develop VMAP so that the Valleys can exceed our candidate's and member's expectations in their Scottish Rite membership.

VMAP begins January 1, 2015 and concludes December 31, 2015.

Valleys who successfully complete VMAP will receive a VMAP Achievement Plaque along with VMAP Achievement lapel pins for each of their members.

## **VMAP Specific Subject Areas**

1. Membership Recruitment
2. New Member Engagement
3. Degree Conferral Proficiency
4. Reunion Experience
5. Scottish Rite Education for Candidates
6. Scottish Rite Education for Members
7. Officer Responsibilities & Engagement
8. Philanthropy & Public Image
9. Member Retention
10. Valley Organizations

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## **Membership Recruitment**

- Personal calls or contacts inviting prospects to join are made by the Valley Membership Team prior to every Reunion
  - The Valley has developed a Membership Recruitment Organization including, at a minimum, a named Valley Chairman and a named Lodge Representative in each Lodge that meets regularly within the Valley's geographic area.
  - The Valley maintains a list of newly raised Master Masons, York Rite Masons, and Shriners (for a period covering not less than 12 months) in its prospective member database, and makes the same available to its Valley Membership Team prior to each Reunion.
  - The Valley maintains a list of non-Scottish Rite Masons in its database for a period of not less than four years  
At least one Scottish Rite Friends Night is conducted by the Valley prior to each Reunion.
  - The Valley offers tangible incentives to Top Line Signers of multiple petitions (such as free dues, points toward perpetual memberships, room & board, etc.). Please submit a copy of the Valley's Incentive Project along with this completed workbook.
  - A Mentor is assigned to each Candidate during the Reunion who joins and spends substantial personal time with the Candidate during the Reunion experience.
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## **New Member Engagement**

- The Valley establishes a policy to maintain regular communication with new members (beyond dues notices) for a period of three years
  - The Valley conducts post-Reunion surveys of new Masters of the Royal Secret.
  - Invitations are mailed to new members informing them of stated communications, upcoming Temple events, etc.  
Form a Degree Team for a Degree not presently being conferred.
  - Members of the immediate previous Candidate Class are specifically invited to attend the next Reunion and are given the opportunity to interview and learn about all Valley organizations. The Valley assigns a task, committee position, or volunteer role to every new Master of the Royal Secret.
  - The Valley creates an orientation packet that includes, but is not limited to, a directory of Valley Officers, calendar of events, regalia suppliers, web/social media information, checklist of volunteer opportunities, and Reunion Class directory.
  - The Valley holds a Patent presentation for New Members.
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## **Degree Conferral Proficiency**

- The Valley performs at least five (5) of the Degrees from the 4th through the 32nd in a stage of Lodge setting each year with accuracy and effectiveness
  - Add one new Degree per year to the Reunion.
  - The Valley performs a minimum of eighteen (18) Degrees of the Rite each year with accuracy and effectiveness.
  - The Degree production program includes a Valley Wardrobe Department whose purpose is to keep the paraphernalia properly stored, in good repair, and replaced as needed
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## **Reunion Experience**

- A recognition or achievement ceremony is held honoring new Masters of the Royal Secret with a certificate, cap and/or 14° ring
  - Each Reunion consists of the following key elements: Formal Openings/Closings, Degree Conferrals, Degree Education, Social Time as a Group Activity
  - At least one Valley Reunion each year must consist of more than one day.
  - A social event is provided before or during each Reunion to encourage Brethren to come together in fellowship.  
Music is an integral part of a good impression, and is included in Degree presentations.
  - Each candidate writes their own moral testament concerning religion, politics, and Masonry as required in the 30°, and returns the same to the Class Directors or Education Committee before the close of the Reunion.
  - The Valley Membership Committee, Class Directors, and Education Committee are actively engaged with Candidates throughout the Reunion experience.
  - The Valley officially registers ALL Reunion attendees.
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## **Scottish Rite Education – Candidates**

- Candidates are provided break-out sessions during Degree weekends in which themes and meanings of individual Degrees are more fully explained and discussed
  - Candidates are presented a written history of the Valley.
  - Candidates are presented A Bridge to Light by the Valley at the Reunion in which they join.
  - Candidates are presented Morals and Dogma by the Valley at the Reunion in which they join.
  - Candidates are provided an interest and expectations survey.
  - The Valley establishes a “passport” program, encouraging members to see all twenty-nine (29) Degrees.
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## **Scottish Rite Education – Members**

- Masonic or other appropriate education programs are presented at or in conjunction with every stated communication of the Valley
  - Valley members are individually and currently enrolled in the Master Craftsman I program.
  - Valley members are individually and currently enrolled in the Master Craftsman II program.
  - Valley members are individually and currently enrolled in the Master Craftsman III program.
  - Valley members are individually enrolled in the College of the Consistory.
  - The Valley has an Education Committee that plans, directs, and carries out education programs.
  - Scottish Rite education programs for members on the themes and lessons of the Scottish Rite Degrees are conducted in break-out sessions during Valley Reunions.
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## **Officer Responsibilities & Engagement**

- The Presiding Officers of all four Bodies officially open their respective Bodies at each Reunion
  - The Valley maintains a list of duties and job descriptions for each elected officer.
  - The Valley Officers plan and conduct the statutorily required annual Feast of Tishri.
  - The Valley Officers plan and conduct the statutorily required annual Feast of Remembrance and Renewal.
  - The Valley Officers plan and conduct the statutorily required annual Feast of Kadosh
  - The Valley Officers plan and conduct the statutorily required Feast of Consistory
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## **Philanthropy & Public Image**

- The Valley maintains an up-to-date website or Facebook page (current with calendar, contact information, etc.)
  - The Valley participates in the JROTC/ROTC program.
  - The Valley participates in the Celebrating the Craft webcast.
  - The Valley submits at least one news item for inclusion in Supreme Council publications annually.
  - The Valley holds a community recognition program for teachers, first responders, veterans, etc. (who are not necessarily members.)
  - The Valley offers to provide a Degree Team to assist Blue Lodge ritual ceremonies upon invitation.
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## **Member Retention**

- Establish a structured Membership Retention Team (MRT) within the Valley
  - A list of delinquent members is distributed to the MRT no later than June of each year. The MRT must include at least one Scottish Rite member in every Lodge in the Valley.
  - The Valley provides a reporting form or process for each member of the MRT to ensure monthly communication with the office regarding the status of dues-owing members.
  - A list of delinquent members is again distributed to the MRT at the Valley's Fall Reunion.
  - Personal calls are made by the MRT during October and November with a reporting mechanism to the Valley to report results and status of delinquent members.
  - Conduct an exit survey for departing (e.g. suspended) members.
  - The Valley sends some form of newsletter at least twice a year.
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## **Valley Organizations**

The Valley has at least twenty (20) of the following organizations in place and working. The 20 chosen are:

1. Wardrobe, Stage & Properties
2. Service Knights (S/R Guards)
3. Scottish Rite Clubs
4. Rose Croix Mem. & Remembrance
5. Public Relations/Public Image/etc.
6. Blue Lodge Degree Team
7. Estate Planning
8. Photography
9. Masonic & Scottish Rite Education
10. Esotericists/Esoteric Forum
11. Lodge Representatives
12. Library Committee/Volunteers
13. Knights of St. Andrew
14. Temple Greeters (KCCH Organ.)
15. Special Productions
16. Personnel & Records
17. Credential & Registration
18. Class Roll Directors
19. Degree Communications
20. Building & Grounds