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## COMMUNITY INVOLVEMENT

*"People don't care how much you know, until they know how much you care."*

Masonry may be one of the most misunderstood organizations of our time. The only way to remedy this is to get involved with the community. Live Masonry in your community - as an individual Mason and as a Lodge.

The opportunities for community involvement will vary from place to place. The following list has been provided as a way to begin thinking about ways your Lodge may be involved in the community it serves.

- Join the Chamber of Commerce
- Sponsor a Chamber Mixer in your Lodge building
- Adopt a School
- Adopt a highway
- Sponsor a baseball, football, or basketball team
- Raise funds for a worthy cause
- Sponsor a recognition program for police and/or fire departments
- Volunteer for community improvement projects
- Offer your Lodge building as a polling place for elections

## PUBLIC AND MEDIA RELATIONS

The Grand Lodge has developed a state-wide public relations program, part of which includes the development of several items that can be used for your benefit including:

- **Masons of Kentucky brochure** - a colorful brochure outlining the fraternity, values, history, education, philanthropy, family, and brotherhood aspects of Masonry.
- **Youth Groups Brochure** - a contemporary three-fold brochure describing the Masonic youth groups, developed by the Grand Lodge Youth Orders Committee.

If your Lodge does not already, it will be important, that you as the Master, or someone you designate, contact the media regularly and see that the activities of your Lodge are known by the public.



## **PREMISES FOR A STRONG MASONIC PUBLIC AND MEDIA RELATIONS PROGRAM**

A greater understanding and awareness of Masons on the part of all audiences is critical to increasing the strength of the fraternity.

Several premises are very important to this effort.

- The development of public image and reputation is an evolutionary process that needs to take place over two to three years, and then be managed effectively thereafter.
- Publicity for the sake of publicity is not effective in positioning and reputation management.
- Building visibility and understanding of Freemasonry is best accomplished with a proactive communications program that integrates public relations strategies to provide consistent information to the appropriate audiences.
- All public relations activity must be objective-driven and pertain to the Masonic mission and values.
- Audiences must be able to relate to the Masonic messages being sent to them. If the goal is to generate applications from potential members aged 25 to 50, the visual aspect of messages must include men in this age group, whose appearance the target group can readily identify with.
- The best public relations efforts and opportunities exist between members and their communities.
- The member's understanding of his important role in community public relations is critical to a successful effort.