

Pro Grand Master Peter Lowndes





THE FUTURE OF FREEMASONRY

2015-2020 OUR STRATEGY AT A GLANCE

KEEPING YOU INFORMED

We hope you find this at-a-glance guide to our strategy helpful. To get a more in-depth view and regular updates, register at

www.ugle.org.uk/mfg



Strategy at a glance

OUR VISION

To become openly recognised within our communities as the premier fraternal organisation

OUR VALUES

Integrity, respect, caring and concern for others, co-operation and charity

OUR 2020 STRATEGIC OBJECTIVES

- Effective **GOVERNANCE** at all levels
- Leadership Development programme first phase implemented
- Review and revise the governance arrangements of Grand Lodge

MEMBERSHIP

Improved attraction and retention of members

- Membership will remain over 200,000
- Resignations before GL certificate will have reduced from 20% to less than 10%
- Local media coverage will enjoy incremental year-on-year growth of over 20%

MASONIC HALLS

Developing financial sustainability

- Support structure in place
- Operating on a firm financial basis

OUR APPROACH

We will monitor our achievements and success, using modern media (including 'push technology') to communicate with and assist members to make the most of the opportunities that Freemasonry offers

Get involved

Our members are our most vital commodity and this strategy can only be achieved if the vast majority of members are committed to supporting the strategy and its objectives

Did you know?

We have had over **18,000** responses to the surveys, helping the Membership Focus Group to shape the future of Freemasonry. Have your say – sign up at **www.ugle.org.uk/mfg**

How can you help?

MEMBERS	Talk to your family, friends and acquaintances about Freemasonry	Aim to attract a new member for your lodge once every five years	
LODGE & MASTERS	Appoint a Membership Officer	Ensure all Initiates have a personal Mentor	Ensure that the lodge Almoner contacts those who cannot attend
PROVINCIAL & GRAND OFFICERS	Meet and talk to all new Initiates at every meeting	Ensure all new and 'light blue' members' expectations are being met	
PROVINCES & METROPOLITAN	Ensure that there are realistic succession plans at all levels	Encourage lodges to focus on one community impact project per year	Increase local and social media year on year
MASONIC HALL MANAGEMENT	Ensure facilities and standards meet the needs of 'modern man'	Identify ways of growing income streams	Assess whether your hall provides value for money to users