



TALKING POINTS

WHAT IS A FREEMASON?

By Bro. Chris Rooney and Wor. Robert Huke IV

“You're a Freemason? What's that?”

We have all heard this question in one form or another. How should we answer?

How do we explain why being a Freemason is meaningful to each of us? How do we describe the Fraternity's benefits? What does brotherhood mean? Why do we serve others? What are our core values?

Most importantly – why does this matter?

Whether we like it or not, Freemasonry is a brand. We did not get to decide whether our Fraternity should be considered a brand. The brand of Freemasonry is whatever the public thinks of us: both the good and the bad.

If you have been asked the question “what is a Freemason?” you are probably familiar with the descriptions commonly associated with the Craft. Some consider us a society of men with integrity, honesty, and good character. Others think we are an organization dedicated to charity and community service. Still others believe we are a secret society filled with devil worshipers who control geopolitical forces and financial markets as part of a new world order.

Several years ago, your Grand Lodge recognized the importance of telling our story directly to the public

through radio and television advertising and using a website to support the message. For the first time, we gave the public an idea to associate with our brand.

But, for a brand's message to fully and effectively resonate, it needs to be communicated consistently by its stakeholders; or, in our case, each of us.

For most of the Craft's history, we relied on our reputation and our good works to help form our brand in the mind of the public. Our Lodges were well known in our communities

because they donated time, talent, and treasure for the betterment of others. And our members were seen participating in civic activities, attending church, marching in parades, coaching little league, and so on.

While these remain true of our Lodges and Brothers, the changing

nature of society and our communities has lessened the impact these traditional activities have on the public's understanding of who we are and what we do.

Last year we sought to modernize our advertising and the channels we delivered our message through. Working with our agency partner, Small Army, we introduced our “Find More in Masonry” campaign.

“Find More in Masonry” puts forth the idea that

Brotherly Love Relief Truth

Freemasonry is for men who want to be the best possible versions of themselves, and that the Fraternity can help them lead more fulfilling lives.

We confirmed the strategy was having the impact we sought based on our quantitative measurements. Just as important – and even more inspiring – we discovered our audience was not just hearing, but they were listening to what we were saying. When men used phrases like “I want to be the best version of myself” to describe their interest in Freemasonry, we knew we had the right message.

Despite the success our message was having with our primary audience (adult men with the potential for becoming Masons), we recognized there was still more work to do with our secondary audience: each of you.

With this in mind, Small Army helped us devise a set of talking points we can use when speaking with non-Masons. The talking points are broken down into four key themes:

1. Freemasonry is for men who want to be the best possible version of themselves.

WHO WE ARE

We're men, each trying to be the best versions of ourselves possible. We find it's easier to do that when we're with other men who share the same values.

We're there for our brothers no matter what life may bring, and our brothers are there for us.

We help others, not just because it's the right thing to do, but also because it helps us grow.

We value honor and integrity.

We believe there's always more to learn.



massfreemasons.org

2. We want to share brotherhood with other good men. (Brotherly Love)

3. We believe in helping others. (Relief)

4. We value integrity and honor. (Truth)

To help each of us remember the talking points, we developed the attached pocket card. You can carry it in your wallet or post in a prominent place (e.g. at your desk) as a handy reminder. The card addresses the talking points in the style of an elevator speech in a statement of **Who We Are**.

These values are our brand. We need to internalize them, and then explain to our friends, coworkers, and neighbors how we live these values using our own words and drawing from our own experiences.

When we are all singing from the same hymn book, each of us will be able to describe what it means to be a Freemason in a way that is genuine, natural, and honest. And the brand of Freemasonry will accurately reflect who we are and how we want to be perceived. ■

