



LEVEL 3: UNIT RESOURCES

Continue > Attracting Future Companions > Promoting Your Chapter

The embedding One Journey, One Organisation linked to the 2022 Strategy for Freemasonry has provided a unique opportunity for the Royal Arch to engage with the Craft in a more integrated way. The harmonisation of the Members' Pathway (Craft) and Archway (Royal Arch), which were both independent frameworks for membership management, has been brought into one integrated process.

The Shape, Engage and Respond Hubs within Building Together have guidance and support material which is useful for Brethren and Companions.

Attract is focused on the process of engaging individuals who are not Freemasons and providing a framework through which they can be initiated into a Craft Lodge and begin *their journey of discovery*.

- A key change in the new material, is the emphasis that enquiries looking to join a Lodge have their expectations set from the beginning that they are looking to join Freemasonry and that this includes *'three ceremonies in one place (Lodge Room) and another (in a Chapter) at a time when you are ready'* note that this description is given using general language someone with little awareness of Freemasonry would be able to understand. This subtle change in messaging means we establish the expectation of a journey of four ceremonies at the start of an individual's path of discovery.
- Attract starts at the point of enquiry and finishes at the initiation point. This Hub, **Continue**, starts at the point of enquiry and finishes at the point of exaltation.
- Within the Building Together model, the Brother's Lodge and Personal mentor are the primary individuals tasked with knowing when to facilitate a brother's continuing journey.
- This does not mean that Royal Arch Chapters do not play a role in assisting Master Masons to continue their journey and Discover More, it simply means that **All Companions** act as champions of the Royal Arch.

The Continue Hub, focuses on how a Royal Arch Chapter can ensure they have the correct resources to promote their Chapter and how each Companion can be empowered to speak with knowledge and confidence of what it means for them to be a member of *The Royal Arch*.

- When promoting your Chapter you are speaking to an audience of Master Masons. In contrast to when someone is at the start of their journey you will be speaking to Brethren who can understand and appreciate some aspects of masonic culture and practice.
- Developing a Chapter Information Sheet which can be used by prospective candidates is key to ensuring future members are able to make an informed decision on what day of the week, time, location, cost and frequency of when their Chapter may meet. Matching a Master Mason to a Royal Arch Chapter which is not a good fit for their pre-existing commitments, could in the long term, prove detrimental to their membership of the Royal Arch.



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- In addition to developing your Information sheet, the talking heads presentation and discover more booklet are resources which you will find useful.

The following support material may be of use and relevance:

- Using Talking Heads [support material]
- Using Discover More [support material]
- Talking Heads – a presentation for use in Lodges [support material]
- Chapter Description [support material]