

Guidelines for Planning your Open House – October 17, 2015

- All Lodge buildings in Massachusetts will be open from 9 AM to 3 PM.
- Prior planning and preparation by Lodge Officers and Ambassadors is imperative!
- The Grand Master expects that all Lodges that meet in a given building will be represented. The Master, Wardens and Secretary of every Lodge should be present to greet new candidates and accept Applications.
- There should be one to three spokesmen (preferably Masonic Ambassadors) available to discuss Masonry and give Lodge building tours.
 - Lodge buildings with multiple Lodges can share this duty.
 - The Ambassador from each Lodge would be the best Brother to assign to this duty.
 - Spokesmen should be well versed both about Masonry, and about their Lodge building.
 - Spokesmen shall be capable of sparking an interest in Masonry in non-Masons.
- Effort must be made to advertise the Fall Open House via any avenue you choose: radio, television, digital media, outdoor advertising, etc. Grand Lodge has Open House resources available at OpenHouseFiles.MassFreemasonry.net. Posters can be made up by the Lodge and should be displayed in stores, banks, etc. for at least one week prior to 10/17.
- Grand Lodge has provided a banner to each Lodge building in the past and will be sending each District Deputy overlay decals that will have the date for this year's Fall Open House. The banner should be displayed at each Lodge for at least two weeks prior to the event. If a new banner is needed, contact Christopher Rooney at 617.426.6040 x4214, or crooney@massfreemasonry.org.
- **Dress code** for the day is at the discretion of the Lodge, but it **must be consistent** across multiple Lodges in the same building. The recommendation is jacket and tie except for the spokesmen, who should be in tuxedo and officer regalia.
- Appropriate Audio Visual Equipment should be available for the Masonic Awareness DVD should you choose to show it.

Suggestions

- Members should wear nametags identifying themselves and their Lodge.
- Other Masonic organizations meeting in your building should be encouraged to attend and staff tables to show the variety of activities offered by Masonic bodies.
- Be friendly and courteous to our visitors.
- Lodges must be clean and presentable. We are inviting the public into our home.
- Appropriate refreshments should be provided in the morning and afternoon.
- Informational materials should be conspicuously displayed and readily available.
- If available, display pictures of past lodge events.
- Display a list of lodge activities and charity work that has aided the community (don't forget to mention the blood drives!)
- Create appropriate programming to interest the public.

Programming Ideas

- Informational Session on Your Lodge
- Hold a Bloodmobile
- Why Be a Mason?
- Appendant Bodies and What They Do.
- Have a member talk about the personal enrichment they have gained from Masonry
- Who are Famous Masons?
- Prominent local Masons or Masonic history in the community