



The Members' Pathway: *Level 3*

ATTRACT > Attract Members > *Explaining to others what Freemasonry means to you*

Earlier in the Members' Pathway, in "[Being proud to be a member](#)", you will have seen guidance to help you think through and prepare in advance to discuss Freemasonry with those who are not Freemasons.

This thread will help you deliver that message when communicating with others.

GUIDANCE FOR LODGE MEMBERS

- Remind yourself of your own personal statement and of the thoughts you put into its preparation.
- As each member's experience of Freemasonry is different and personal to them, no one else's will be the same as yours.
- Similarly, a person's motives for joining and his interests within the Craft may be very different from yours and those of other members.
- It is worth speaking from a personal point of view and making it clear that different people derive different types of satisfaction from Freemasonry. This will come across as sincerity and conviction.
- This personal approach is more compelling to others than "corporate speak."
- Include in your explanation things unique to you, such as:
 - Your motives for joining.
 - What you enjoy about Freemasonry.
 - Details of your own Lodge(s).
 - Your family's involvement in Freemasonry.
- If the other person's partner and family members are present, address yourself to them as well as the potential applicant.
- Partners and family members will probably have a major influence on anyone's decision to join and may seek some involvement in social activities.
- If Freemasonry has not featured in the other person's life, they may not want to spend a great deal of time on the subject initially. It is unlikely that the first discussion will be in any real depth.
- They might prefer to carry on when they have thought it over and even done some initial personal research.
- End the conversation by giving them something physical, such as a leaflet or a card containing website or contact details, and by agreeing to discuss the issue further if and when they are ready to do so.
- The Lodge Information Sheet, developed from the Lodge outline, can be used as the basis for a suitable leaflet.
- If they do not follow up this initial discussion, it is acceptable, as per the [guidance from Grand Lodge](#), to raise it on one more occasion.
- This might come in the form of an invitation to attend a Lodge social event or White table meeting (see "[Engaging through social and community events](#)").
- These also create opportunities to involve the prospective applicant's partner and other family members, for them to meet other members, to visit Freemasonry premises and to ask questions and engage in discussions about Freemasonry.
- More detailed and personal discussions are likely to follow before anyone might wish to commit to applying to join the Lodge.
- The Freemason conducting these discussions might wish to have ready access to other resources and materials (see the "[Suggested Reading List](#)").



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DESCRIBING FREEMASONRY

- If the other person presses for a more specific description of Freemasonry, the following is written in everyday language and might be helpful:

What is Freemasonry?

Freemasonry is one of the oldest social and charitable organisations in the world, open to people of all backgrounds.

Its roots lie in the traditions of the mediaeval stonemasons who built our cathedrals and castles.

Freemasonry's aim is to help members to be the best they can be, both for themselves and for society around them.

What do we do?

We provide a structure of support to help members make positive contributions to their local communities, whether it be through fundraising or voluntary work.

Our meetings are in two parts. The first part is a business meeting during which we make decisions, pass on information and admit new members. New members are admitted during these meetings using dramatic retellings of stories based upon the practice of building. Building gives us a language and symbols to describe how we can build ourselves to become better people.

The second part of our meetings is an enjoyable meal together, normally with a degree of formality, including entertaining speeches and toasts. As well as these meetings we have social occasions that include our partners, families and friends and during which we raise money for worthy causes.

Why Freemasonry?

In an increasingly divisive world, many people are looking for something with unity and purpose to help guide their way.

In an uncertain world, Freemasonry's principles of integrity, friendship, respect and charity are more important now than ever before.

WHAT NEXT?

If the person with whom you have been discussing Freemasonry wishes to take the matter further and enquire about membership, there are two routes to follow.

If they are well known to an existing member, that member will continue informal discussions, ask the prospective applicant to complete an application form and prepare them for the interview. This is all described in the thread, "[Interview process: preparation.](#)"

If they are not well known to an existing member, the Lodge will want to get to know them better and determine whether they are suited to the Lodge. This "due diligence" is addressed in the threads, "[Using the Lodge Outline and Candidate profile](#)" and "[Enquiry management.](#)"