

PRESENTATION

Title: *Promotion, Membership and Retention – What Can YOU Do?*

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Brief overview:

Promotion: What is it?
Job's Daughters: Why Join?
What Can You Do as a Grand Guardian Council?
What Can You Do as a Bethel Guardian Council?
What Can You Do as a Bethel Member?
Suggestion of What to Tell People about Job's Daughters
Getting New Members – A Plan of Action
Building a Beehive – the Blueprint
Keeping Prospective Members Involved
Retention Tips for a Bethel Guardian Council
Retention Tips for a Bethel Member

Number of pages: 17

Estimated time to present: 1 hour

Resources need:

Podium
Copy presentation for handouts.
Pencils
Paper
Overhead projector & screen (optional)

Promotion: What Is It?

by Joy Erickson, MM, RP, PGG, Minnesota

The dictionary defines “promotion” as:

The act of furthering the growth, enlargement or prosperity

So what is promotion in Job’s Daughters?

Growth

“Growth” means getting new members.

Enlargement

“Enlargement” can mean the same thing as “growth.” But it could also refer to enlargement of the mind, mission, or vision. What has your Bethel been doing? Do you need to change your priorities? Try new activities? Reach out to others in your community whom you don’t know? Be open to the enlarging possibilities of new ideas!

Prosperity

We usually think of “prosperity” in terms of financial prosperity. Certainly, without a sound financial basis, a Bethel will have difficulties. But prosperity can also include the emotional wellbeing of members and adult leaders and the possession of a positive public image.

Are the members and adult leaders of your Bethel happy in their work in the Bethel? Do they work as a team? Do they have a positive, enthusiastic attitude? Is the Bethel environment caring and nurturing?

How do others view your Bethel? Do you have a positive relationship with the other Masonic family organizations in your community? How is Job’s Daughters as an organization and your Bethel in particular viewed by the churches, community organizations and political leaders of your town? What can you do to enhance the image of your Bethel in your community?

Job's Daughters: Why Join?

by Joy Erickson, MM, RP, PGG, Minnesota

Buzz Words

Promoting Job's Daughters is like being a salesman. To be a good salesman, you must know the product you are selling. So ask yourself, "Why do I love Job's Daughters?"

Your answer may be different depending upon whether you are a Daughter or an adult. Some typical answers are listed below. Which ones are meaningful to you? Are there others you want to add? These are your "buzz words," your selling points, the ideas you need to remember when talking to others about Job's Daughters.

For girls:

- Fun
- Friendship
- Feel Good (About Yourself)
- Self-Esteem
- Leadership
- Charity, Service
- Interdenominational
- Life Skills
- Morality
- Interdenominational
- International

For adults:

- Leadership
- Charity, Service
- Life Skills
- Self-Esteem
- Morality
- Interdenominational
- International

Advantages of Membership:

For girls:

- make friendships that will last a lifetime
- develop an extended family of caring adults
- learn to memorize; learn how to learn
- practice public speaking
- learn principles of running a meeting and parliamentary procedure
- practice planning activities and seeing them through to completion
- gain recognition for a job well done
- travel to other communities, make friends throughout your region and the world
- have lots of fun

For parents:

- help daughter develop life skills that she can use in her career, home life and volunteer work
- help daughter learn the important of caring about others
- know that their daughter is involved in a safe environment (chaperon rule)
- develop extended family of caring adults to help keep their daughter safe when away from home
- opportunity to work with your daughter in a way that will make your relationship very special

Promotion

What Can You Do as a Grand Guardian Council?

by Joy Erickson, MM, RP, PGG, Minnesota

- Make promotion a priority. Appoint a strong Promotion Committee, including those with proven ability to draw members into their Bethel.
- Think of ways you can make Job's Daughters visible within the Masonic family of your jurisdiction. Have Bethel Daughters play a role in all Masonic family annual sessions, whenever possible. Staff a display, perform the living cross, serve a meal, speak at a banquet, whatever works!
- Invest in one or several professional-quality display boards with carrying cases. Get some talented person to decorate each for you. Purchase good quality signage; spend money to enlarge good photographs and mount them properly; have plenty of high-quality brochures or other handouts. Make sure your display represents visually the quality you expect from the members when they perform the Ritual work. Use the display boards at all promotional events; make them available to Bethels.
- Whenever you use your display, make sure it is staffed. Train your people to stand **beside** the display, not in front of it. Train them to attract people to your display by greeting people as they approach and extending their hand as though to shake hands. Have a greeting prepared. Tell them Job's Daughters is a wonderful organization and that their offspring should have an opportunity to experience it.
- Develop a prospective member notebook of all girls, **no matter how young**, who have a Masonic relationship. Fill it with prospective member contact sheets (sample included). Have the sheets at every Masonic family event where you use your display. Ask Masons and Eastern Star members for the names of their young female relatives. Send the information gained to the appropriate Bethel, but keep it on file with the Promotion Committee as well. Follow up with the Bethels to see what they are doing with the lead, especially as the prospective member reaches age eleven.
- Think of ways you can make Job's Daughters visible within your jurisdiction. Make a promotional public service announcement and send it to TV stations; sponsor of day of public radio or a public TV program; send out press releases about HIKE presentations or other charitable activities; participate in parades; whatever works! Make it your purpose, so to work, that no one in your jurisdiction will every say to you, "Job's Daughters? I was a member of Job's Daughters. I thought they disbanded long ago."
- Publish a jurisdictional newsletter. Send complimentary copies to the presiding officers of all Masonic family organizations in your jurisdiction. Send a complimentary copy to prospective members.
- Encourage the Bethels in your jurisdiction to use the JD2B program or other proven promotional tool.
- Determine if there is a way to include prospective members in one or more of your jurisdiction-wide events. Plan special activities for them. Make it great fun.

- Develop a task force of members who can perform the initiation ceremony whenever and wherever necessary. Let every Bethel that does not have a full corps of officers know how to contact the task force.
- Break down the task of getting new members into manageable parts. Target a Bethel or a geographical area that needs help but has distinct possibilities. Have the Promotion Committee help the Bethel or area with promotional events for a period of three months. Remember the cardinal rule: If you want adult members of the Masonic family to attend an event, you plan it at *their* convenience, not your own. Set the date for an initiation ceremony, inform the targeted Bethel or area when and where it will be, and assign a Grand Officer the responsibility for having all offices filled. Make it a special day—rehearsal in the morning, luncheon with all participants plus the new members and their parents, initiation, refreshments.
- As you are working to save Bethels Under Reorganization, don't forget about instituting new Bethels. Is there an area in your jurisdiction where there is no Bethel but where the population is growing and there is a strong Lodge or OES chapter? If so, promote the idea of a new Bethel there.
- Listen to the Daughters. Encourage the Daughters. Help them be the best they can be. Members who love the Order will want to share it with others. They will be your best recruiters.

Promotion

What Can You Do as a Bethel Guardian Council?

by Joy Erickson, MM, RP, PGG, Minnesota

- Make promotion a priority. Identify an adult leader who is willing to undertake promotion as her/his primary responsibility. This adult must be personable, knowledgeable about the Order, and willing to use the telephone, since adult-to-adult communication is one of the most important components of gaining new members.
- Think of ways your Bethel can be visible (in a positive way) within both the Masonic family and the community. Incorporate such activities within your term calendar.
- If your Bethel regularly participates in events where you can put up a display, invest in a good quality display board. Get some talented person to decorate it for you. Purchase good quality signage; spend money to enlarge good photographs and mount them properly; have plenty of high-quality brochures or other handouts. Make sure your display represents visually the quality you expect from the members when they perform the Ritual work.
- Hold prospective member events regularly. If your Bethel is a large one (20 or more active members), you should have a prospective member event once every term. If your Bethel does not have a full corps of officers, you should plan up to three prospective member events every term.
- If your Bethel is a small one, try to visit a Bethel with a full corps of officers each term. If there is no Bethel close enough, try to plan one meeting a term (when you initiate new members?) when all the stations are filled. Invite other Bethels and/or your Grand Bethel Officers to help; recruit unmarried Majority Members. Help the members and adults of your Bethel see the possibilities of what the Bethel can become.
- Listen to the Daughters. Take their preferences into account, whenever possible or appropriate, when planning fun activities. Encourage the Daughters. Many of them have talents and skills they don't know they have. Help them be the best they can be. Members who love the Order will want to stay members. Members who love the Order will want to share it with others. They will be your best recruiters.
- If your Bethel does not have a Promoter of Sociability, identify an adult whose only job is to make visiting adults feel welcome and included. Most members of the Bethel Guardian Council are too busy with their duties and responsibilities to have time to greet visiting adults properly. Visiting adults will be much more likely to return again if they have been treated graciously and with great attention.

Promotion

What Can You Do as a Bethel Member?

by Stacy Hill, PHQ, Bethel #5, Minnesota

- ***Use your calendar*** – Make sure your Bethel plans activities that are fun for all the girls and that will attract their friends. If you are a line officer, listen to what your girls are saying about the Bethel's activities.
- ***Publicize*** – Show your team spirit with T-shirts, hats, *etc.* Plan service projects that show the community what a terrific organization we are. You will feel good about yourselves and people will admire you and want to join.
- ***Be informed*** – You can't sell your product if you don't have all the information. Learn about our history and be familiar with the other members of our Masonic Family.
- ***Work together*** – Working as a team makes everything more fun. If we are all pulling together as a unified group, other girls will want to be a part of the fun.
- ***Be a friend*** – To all members and non-members. It may not be easy, but the effort is really worthwhile.
- ***Take pride in your membership in Job's Daughters*** – By talking about Job's Daughters to your friends at school, church, to your neighbors, etc. If you are not proud of being a member, why not? Discuss and examine your feelings so you can speak out with pride. If you are prepared, you will be able to counter any criticisms of Job's Daughters with positive statements.
- ***Learn what you can tell people about Job's Daughters*** – There are many things that you can tell people and only a few that you can not. Knowing the difference will make it easier for you to share that knowledge you have about your organization and make it less mysterious to non-members.
- ***Find ways to advertise Job's Daughters*** – We have book covers, window stickers, patches, etc. available for our members to display. Perhaps you can think of something new that you would like to use in drawing attention to the fact that you are a member of Job's Daughters. The goal is to have something your friends will notice that will prompt them to ask you "What is Job's Daughters?"

Suggestions of What to Tell People About Job's Daughters

by Stacy Hill, PHQ, Bethel #5, Minnesota

We have fun activities
We have meetings
We get to plan and run projects
We get to decide how to spend the money we raise
We pray
We sing
We legislate
We learn correct parliamentary procedure
We develop public speaking skills
We are guided and directed by an adult advisory council
We honor special people
We allow no hazing or teasing in our meetings or ceremonies
We have special moments in our meetings for members only
We are not a secret organization
We wear special attire symbolic of the equality of all members
We take pride in being of service to others
We offer our members special scholarships and loans
We have lots of opportunities to travel
We have to opportunity to display our individual and group talents
We participate in competitions such as choir, arts and crafts, ritual, writing, *etc.*
We meet other girls from many parts of our city, state, country and the world
We really care about each other
We make lasting friendships

Getting New Members

A Plan of Action

by Joy Erickson, MM, RP, PGG, Minnesota

Step One: Develop a List of Prospective Members

Every adult who attends a Masonic event—whether open installation of officers, dinner, breakfast, picnic or funeral—should be on the lookout for young girls who are also present. Do not let age be a factor; it is important to identify girls at a very young age and put them on the prospect list. Introduce yourself to the adults accompanying the girl and talk with them and her about Job's Daughters. Most adults welcome knowledge of an organization that teaches good morals, encourages responsibility, and provides an opportunity for girls to practice important life skills—such as organization, ease in public speaking and leadership. By the end of the conversation, get the girl's name, address, telephone number and the name(s) of her parent(s). If possible, make a note of the girl's Masonic relationship.

Encourage current Bethel members to identify those of their friends who they think would be interested in Bethel membership. Again, get the girl's name, address, telephone number, and the name(s) of her parent(s). At this point, do not worry about Masonic heritage. Many girls have a Masonic heritage of which they and their parents are ignorant.

Step Two: Plan Bethel Activities that Include Prospective Members

Make the event something that will interest girls of all ages, since some of your prospective members may be as young as 8 or 9. Sleepover events are great, especially for older girls, but some parents may not be willing to let their very young daughter attend an overnight with older girls they do not know. Other ideas include a swimming party at a local motel, a progressive dinner, bowling, picnic, skating party, pizza party—the choices are limitless. Make sure the event provides lots of opportunity for the girls to interact. For example, a trip to the movies will not be an effective event unless it includes time either before or afterward where the girls can visit with each other. If the Bethel's finances allow, pay all expenses for the prospective members to attend.

At least one prospective member event each term should be a family event. Often people are more willing to attend a family event because it precludes the necessity of hiring a babysitter for younger siblings. If a prospective member's parents are not familiar with Masonry, meeting the parents of members and the members of the Bethel Guardian Council is a good way of putting their minds at ease about the organization. Even if the parents are a Masonic family, they will want to meet the adults and girls with whom their daughter will be associating should she join the Bethel. Remember that you need to sell the organization not only to the girl, but also to her parents. The parents ultimately determine whether their daughter signs a petition and, very often, the extent to which the girl will be active once she has joined.

Give serious consideration to having prospective member events at a public place rather than at the Masonic Temple. For people not involved in Masonry, the Masonic Temple is foreign territory. They are more likely to attend an event at a public space, such as a bowling alley or restaurant, than in a building that they might view with suspicion.

Step Three: Invite Prospective Members (and Their Parents) to the Event

Send out written invitations for each prospective member event. Be sure that the invitation includes everything a concerned parent would want to know—where the event will be held, when it begins and ends, the telephone number where their daughter can be reached while at the event (if possible), and the telephone number of a person they can call if they have any questions about the event.

After you are sure the invitation has arrived, do a follow-up telephone call. Have a member contact the prospective member and a Council member contacts the parents. This adult-to-adult contact is a MUST. Answer any questions they might have. Offer to provide a ride for the girl if her parents cannot attend the event.

Step Four: The Event

Make sure that your Bethel's members and adult leaders know that their primary responsibility at the event is to get to know each prospective member and/or her parent(s). Keep the event short—two hours is a good length, especially if younger girls are included. You want to leave the girl and her parent(s) wanting more, not glad to be going home!

Try to incorporate something about the Order into the event, but be subtle! For example, if you are having a bowling party, make it a fundraiser for HIKE. When the members turn in the money for their pledges, it gives you the perfect opportunity to talk to the parents present about the HIKE fund and Job's Daughters commitment to service to others. Or make a prospective member event of a service project. If your Bethel is wrapping Christmas gifts for needy children, for example, invite prospective members to join you and then take them out for hot chocolate afterwards.

Step Five: Follow Up After the Event

Contact the prospective member and her parent(s) after the event. Have a member contact the prospective member and let her know how much she enjoyed meeting her. Answer any questions she might have and promise that the Bethel will continue to be in touch with her in the future. Have an adult contact the girl's parent(s) in a similar fashion.

Step Six: Keep in Touch

Maintain regular contact with the prospective member and her parent(s). Include the prospective member in any special programs in your Bethel for prospective members. Invite the girl to future prospective member events. This steady contact will provide opportunities for the girl and her parent(s) to know the members and adult leaders and forge friendships. This makes it more likely that the girl will want to become a member.

Step Seven: Find a Masonic Relationship

If the girl and her parents seem interested in membership but are uncertain of whether she has a Masonic relationship, ask the parents for a list of all male relatives (including those related through marriage) from all sides of the family. If possible, have them identify the town where the man grew up and where he lived while an adult. Be sure they include deceased family members as well as living ones. Give the list to your Associate Bethel Guardian and have him contact the various Grand Lodges with jurisdiction over the towns listed. The chances are excellent that you will discover a relative who is a Mason.

Remember that, according to our law, a relationship to a Majority Member of Job's Daughters is considered a Masonic relationship, so you will want to pursue this line as well. Unfortunately, at this time, the International Office does not have a complete database of all Majority Members of Job's Daughters.

Step Eight: Keep the Communication Going

If a prospective member makes the decision to join the Order, make sure that the communication does not stop. Make sure the girl and her parents know exactly what to expect during the Ceremony of Initiation. Assign the new member a "Big Sister" who will take an active interest in her. Ask a member of the Council or someone who attends meetings regularly to take a special interest in the

new member's parents, sit with them on the sidelines and explain what's going on, when necessary. Ask the parents how they would like to help. Ask them to chaperone an event. Get the entire family involved.

Good luck and good prospecting!

Job's Daughters Prospective Member

Girl's Name: _____

Address: _____

Phone Number: _____

Date of Birth: _____ Age: _____

Parents' or Guardians' First and Last Names: _____

Mason's/MM Name: _____

Name of Lodge/Bethel: _____

Number of Lodge: _____ City, ST: _____

Relationship to Girl: _____

Names and Ages of Sisters and Brothers: _____

Referred by: _____

Address: _____

Telephone Number: _____

Mail to:

[Name of Chairman of Promotion Committee]

[Mailing Address]

[Telephone and/or E-Mail Address]

Building a Beehive—the Blueprints

Adapted from Deb Phillips, PHQ, PGG, Pennsylvania

You think only bees build beehives? Or maybe a beautician stuck in the '60s with 8 cans of Aquanet? Wrong! Your Bethel can build a Beehive...a Beehive filled with Jobies-to-Bee.

What is a Jobie-to-Bee? Maybe we should change that to WHO is a Jobie-to-Bee—a girl who is between the ages of 9 and not quite 11, who would like to make new friends and participate in new experiences.

But how do you build a Beehive?

STEP 1: Start by selecting a regular day and time to hold a “Hive” meeting at least once a month. A suggestion is to hold this meeting prior to, during, or after one of your own regular Bethel meetings, depending on the day and time your Bethel meets. The idea is to get your prospective members in the habit of putting aside some time to attend a meeting.

STEP 2: Appoint at least two Daughters and one adult to coordinate the activities of the “Hive”. These volunteers should be willing to serve in these positions for at least a year, to create some continuity of your program.

STEP 3: Have the committee plan the meeting activities. Just because it’s called a “meeting”, doesn’t mean that it has to be a meeting. Play an ice-breaker game, show the promotional video, make a craft, do some community or Masonic service project (like stuffing envelopes, making cards or favors for a local nursing home or the Masonic Homes), or an easy cooking project (Rice Krispie Treats).

STEP 4: Start inviting every girl you know, who is of the appropriate age, to attend your “Hive” meetings. If they don’t come the first time, don’t give up...keep inviting them.

STEP 5: THE MEETING...have other members of your Bethel attend also, and help the committee, as well as become friends of the Jobie-to-Bees. Make sure that everyone is having fun and is included in the activities. **Be sure to create an address list...**have every Jobie-to-Bee write down her name, address, phone number and email address, as she arrives.

STEP 6: Send a thank you note to every new Jobie-to-Bee who attends a “Hive” meeting—a personalized thank you note. Ask her to bring a friend the next time she attends. (Maybe your Bethel can even give a small prize to a girl each time she brings a new friend)

STEP 7: Add the Jobie-to-Bees to your Bethel phone chain and mailing lists. Give them a copy of your activity calendar, outlining the activities they can attend. Keep them informed. Encourage them to bring friends.

STEP 8: Include your Jobie-to-Bees in any ceremonies you can. Don’t just invite them to attend the Bethel Installation, ask them to help—perhaps they can pass out programs or be guest book attendants. Reserve a seating section just for them. At an open meeting, let them be your greeters, have them pass out favors.

STEP 9: Plan a special Bethel activity each term, geared specifically for your Jobie-to-Bees. Remember, they are younger, and their interests may be different than yours.

STEP 10: Goes without saying...just before they turn 11, give them a petition at a “graduation ceremony” at your “Hive” meeting. Read the petition, and initiate them as soon as they turn 11!

Of course, this is an outline to help you put your program together. Alter it to make it most effective for your Bethel. This is a great time to create enthusiasm and encourage involvement in the Bethel. **Make them feel special, because they are!** These girls are the future officers of your Bethel.

The more involved your Jobie-to-Bees are now, the more likely they will become members of your Bethel when they turn 11. And they will already have friends in the Bethel and will know about the activities, so the adjustment period as a new member will be easier.

Keeping Prospective Members Involved

by Joy Erickson, MM, RP, PGG, Minnesota

Once you get younger girls interested in Job's Daughters, you need to have a way to keep them involved until they are old enough to join the Order. Some Bethels have invented unique ways to do this. Some of their ideas are described below.

Job's Daughter to Bee Pledge Ceremony

Suzanne Telles Hursh, PHQ, PBG, has written a JD2B Pledge Ceremony which the Bethel performs after a regular meeting is concluded and the Officers have retired, or an independent exemplification ceremony. The pledge ceremony is for JD2Bs who are at least ten years old but not yet eleven. The Guide and Marshal escort the JD2Bs west of the altar for the pledge. In taking the pledge, the JD2Bs promise to show respect and kindness to elders and members, to honor her responsibilities, and to strive to act in a manner consistent with being the Fairest in the Land.

A Sashing Ceremony for Prospective Members

Joy Erickson, MM, RP, PGG, makes sashes for the prospective members of her Bethel. These are stitched of a yellow calico fabric that has bees and honey pots on it. She purchases the fabric from her local Jo Ann Fabrics and Crafts store.

The sashes are presented to a JD2B who has reached the age of ten. She has written a sashing ceremony that the Bethel performs during an open meeting, such as Installation of Officers, or immediately before or after a regular Bethel meeting.

The Little Bees Club *(adapted from Camilla Sá Freire, PHQ, Bethel #3, Natal, Brazil)*

In May of 2000, Bethel #3, Cidade do Sol (Sun City), Natal, Brazil, created a very special JD2B program that they call the Little Bees Club. Little Bees meetings are held on the same day and at the same time as the Job's Daughters meetings. All Little Bees must have a Masonic relationship. Before accepting a girl into the club, adults from the Bethel meeting with the parents of the future Little Bees to explain the program, the advantages of membership, and how to apply for membership.

Little Bees wear dresses to the meetings held at the Masonic Temple. The Bethel has yellow aprons, with the name of the club, and black and yellow tiaras that are worn by the Little Bees during the meeting. The members also wear this "regalia" when attending open Bethel meetings. For Little Bees events held outside the Masonic Temple, the girls wear t-shirts with the name of the club.

The club has six officers: treasurer, secretary, librarian, chaplain, public relations officer, and custodian of the aprons and tiaras.. During meetings, the members practice group dynamics and the Job's Daughters music, hear stories explaining the lessons of the club and of Job's Daughters, and work on philanthropic projects. Each member is asked to bring 1 kg (about 2.2 pounds) of a non-perishable food item to the Bethel each month. The food is donated to needy families.

The Bethel has written an initiation ceremony for the Little Bees. The new Little Bees are escorted west of the altar and promise to attend the Little Bees meetings, to bring food each month to donate to those in need, and to respect the guardians of the club and the Bethel. During this part of the ceremony, the Little Bees parents stand at their seats on the sidelines and publicly state their agreement to the promises made by their daughters. The Little Bees then take an obligation to love and respect their parents, the guardians of the club and the Bethel; to be a friend to the members of the Bethel; and to always fulfill their obligations.

Retention Tips

For Bethel Guardian Councils

by Joy Erickson, MM, RP, PGG, Minnesota

- Prepare a packet of information that is given to each new member and her parents on the night of initiation. The members' packet should include a copy of the Bethel's bylaws, a copy of the Mothers', Fathers' and Guardians' Prayer, and a song card or the words to the songs sung during the Bethel meeting, especially those at the end of the Bethel meeting. Clip the dues receipt to the outside of the packet (so you know who the packet should go to). Other things that can be included: (1) welcome letter from the Honored Queen, (2) most recent installation program, (3) Bethel's calendar and/or membership list, (4) copy of the Bethel's most recent newsletter or letter, (5) copy of your jurisdiction's most recent newsletter, (6) pencil or pen, (7) small notebook for taking notes during the business meeting, and (8) petition for membership in an envelope marked "for a special friend."

The parents' packet should include instructions for maintaining the Bethel's robes and a parent's card. You may also want to include the following: (1) a letter of welcome from the Honored Queen, (2) a letter of welcome from the Bethel Guardian (3) a copy of the Bethel's most recent newsletter or letter to parents. If your Bethel or jurisdiction has a parent handbook, be sure to include it.

- Hold an orientation session for new members and parents between the Ceremony of Initiation and the next regular Bethel meeting. If the new member has been asked to assume a station and has been given a Bethel robe, have her bring the robe to this session so that she will not forget it on the Bethel's meeting night. Show her where she will change her clothes. Explain what will happen during the meeting, emphasizing anything that the Daughter will need to know to participate in the meeting—how to carry the Bethel flag, what to expect during the Purging Ceremony, and how to vote. If she is assuming a station right away, have the Guide and Marshal present so that the girl can learn how the opening and closing marches. Review the Mothers', Fathers' and Guardians' Prayer; have additional copies as needed; begin memorization if there is time.
- Consider having a Big Sister program in your Bethel. Make sure that Big Sisters know exactly what the Bethel expects their duties to be. Use your kindest and most enthusiastic members as Big Sisters, no matter what their age.
- Make adult to adult communication a priority. If the Bethel has a newsletter, see that it goes to parents as well as members. If your Bethel does not have a newsletter, write a letter to parents several times a year. Keep parents updated on Bethel activities and give them the information that will help them plan and prioritize their daughter's involvement.
- Encourage your Director of Epochs to review each officer's station and duty with her as she arrives for the Bethel meeting. Daughters want to do well in the ritual work; they will be embarrassed if they make many mistakes. Unfortunately, most girls will not have a parent who will make certain that she has reviewed her part since the previous meeting. Daughters who review their speaking part just before the meeting will perform well, and they will be proud of their accomplishments as Job's Daughters.
- Use all the teaching moments you have and invent new fun ones. Do you have a large group of girls who need to learn their Proficiency Work? Have a Proficiency overnight. Work on

memorization for some of the time, then let the girls have fun watching videos or playing games. These new members will have an opportunity to form friendships and bond into a group while learning the ritual work.

If your girls travel together by car, use part of the time in the car to practice memory work. The time will go quickly, the girls won't mind too much because they have to be in the car anyway, and they will be pleased with the added assurance that the new learning will give them.

- Listen to the Daughters. Take their preferences into account, whenever possible or appropriate, when planning fun activities. Encourage the Daughters. Many of them have talents and skills they don't know they have. Help them be the best they can be. Members who love the Order will want to stay members.
- If the Bethel does not have a Promoter of Sociability, identify an adult whose only job is to make visiting adults feel welcome and included. Most members of the Bethel Guardian Council are too busy with their duties and responsibilities to have time to greet visiting adults properly. Visiting adults will be much more likely to return again if they have been treated graciously and with great attention.

Retention Tips

For Members of Job's Daughters

by Stacy Hill, PHQ, Bethel #5, Minnesota

- Work as a **T.E.A.M.** (Together Everyone Accomplishes More!). Whether you are Honored Queen or a choir member, you still have a say in what happens in your Bethel. **TEAMWORK** is the key to a happy and successful Bethel.
- Line officers, remember you wouldn't have gotten where you are without the members of your Bethel. Take time to be a **LEADER** and work **TOGETHER** with all the Bethel members.
- Never **EXCLUDE**, **INCLUDE** every member! Think about it... if you didn't feel wanted or included, would **YOU** want to be a member?
- Set up a system of support among the girls. This might be a simple buddy system or a mentoring system such as a "big sister" program. (Where an older girl "adopts" a younger girl to answer her questions and support her as a new member.)
- Be a friend to each member! Say "hello" in the hallways at school, sit with each other at lunch, go shopping together and hang out! Friendship is the glue that will keep your Bethel together through good and bad times.
- Work with the council and try to discuss and work out any problems that may arise. Remember that there is almost always a way to fix a problem and someone to talk to about it. If there are problems, don't let them fester...fix them at the very beginning!