

How to better explain Job's Daughters

Some members are not sure what to say when someone approaches them and asks them about Job's Daughters. Many girls say something such as, "Oh, it's this group that I am in. You have to be related to a Mason and we do stuff." Please DON'T SAY THAT!!! Most girls who are interested wouldn't know anything about "a Mason", and so they don't think they can join.

Why not try some of these lines:

® We have meetings twice a month and we do a lot of other things too! It's fun! We are going to the movies next week, do you want to come????

® We do a lot of different things, such as go in parades, have sleepovers, do fundraising and community service. As well as the fun stuff we have meetings twice a month. You should meet some of the girls in my Bethel, they are really fun.

® Your Mom was in Job's Daughters. You should join our Bethel! Things are probably different than when your Mom was involved, but it is still a lot of fun! You should come to one of our activities and meet all the girls.

Obviously, I don't want you to recite these word for word. Go with what feels natural, but don't brush off someone's question because you don't know how to answer it. What if someone had brushed you off? Would you be a member today??

It is important to talk to your friend about her Masonic relationship, but it should not be the first thing that comes out of your mouth when you talk about Job's Daughters. When you feel that she understands and is comfortable with our Order, tell her that she needs Masonic relationship. Most likely she will not know what you are talking about! Ask her if she has ever seen the men in the red hats at the circus and recommend that she ask her parents AND grandparents about her affiliation. Many girls do have a Mason in their background, so don't make it a big issue when describing Job's Daughters. Our heritage is important, but prospective members are often scared away by what they don't understand.

How to keep a prospective member interested

Once you have a girl interested in joining our Order, you have to keep her interested. Involve her! ! Let her know about any Bethel activities that she is eligible to attend and encourage her to come along. Prospective members can attend almost anything except Bethel meetings. Since she cannot attend meetings, you may want to make a calendar of events for her until she is initiated.

If a potential member is interested but cannot find a Mason anywhere in her background, that does not mean you should forget about her. In the future she may become eligible, so keep her involved. Invite her to the occasional activity so she does not forget the fun she had with your Bethel. Some men have become Masons so that their daughters may join Job's Daughters.

Don't forget to use the Jobie To Bee program. It's designed for girls who are too young to join Job's Daughters but who want to start getting involved. This is a great way to involve younger sisters and neighbors' young daughters. Remember all the young girls you baby-sit or see around your neighborhood??? Here is your chance to involve them!

Another idea to consider is a prospect notebook/index file to keep track of all prospective members (of any age). It is also important to have an adult volunteer to coordinate this effort. Once a prospect is in the notebook/index file, it's a good idea for the Bethel to include them in age appropriate activities, send birthday & holiday cards signed by all Bethel members, etc. Pass out prospect cards at Masonic Family events such as dinners, breakfasts or any event open to the public.

Whatever you do, do not lose a prospective member because she lost interest. Getting the petition signed is the hardest part, but keeping her interested is just as important. Just because you have her petition doesn't mean she will go through with it!!!

Information brochures and how to distribute them

There is a lot of information about Job's Daughters, and it is hard to know what to do with it all. Most information comes in brochure or flyer form, while some come on business cards, newsletters or in other formats. Information does *no* good sitting *in* a file drawer! You need to get it circulating. You can also draw attention to the international web site address.

One of the most helpful things you can distribute throughout your Bethel are "Petition Packs". These are small bags (often clear sandwich bags) in which there is a petition, the Bethel Guardians phone number, 2-3 informational brochures about Job's Daughters, and information about the meeting times of your Bethel. Each girl should have one and carry it around in her purse or bag. This way, if someone shows an interest in Job's Daughters you have ready information and can just give her the Petition Pack to look over and discuss with her family. This also helps the parents of the interested girl as they often do not understand what she is trying to explain to them! Always make sure that there is a ready supply of new Petition Packs at the Lodge so when a member gives out her pack, she can quickly and easily get a replacement.

How to make a success of your promotional party/event

Promotional parties are a good way to introduce Job's Daughters to a large group of people all at once. The best ones are held at your Lodge so they can see where you meet and view all of the official regalia of our Order. You might want to have several copies of the Ritual available. There is a popular myth that people who are not members of Job's Daughters cannot read the ritual, but that is NOT TRUE!!! The ritual often gives prospects and their parents a better idea of what we do and what we stand for. The only literature that prospects may NOT view is our Proficiency Work. This includes the signs and responses of our Order, the Obligation, the Salutation Sign, and any Proficiency Work pertaining to the Purgings Ceremony. None of the Proficiency Work is in the Ritual, so feel free to show your Ritual to your friends!

When you are deciding who to invite to your party, please encourage the members to bring their friends, even the ones they think are not interested. You would be surprised how many of their friends are interested in joining, but don't know how to ask. Or sometimes they just don't understand what we are all about, and by attending the party, they realize that perhaps they do want to become a member.

If you are having your party at your Lodge, try to use the actual lodge room for most of your activities. When it comes time to initiate your prospects they will be more comfortable in familiar surroundings.

At the party itself start out with some activities to get to know everyone. Do some competitive games with prizes and have plenty of food for all in attendance. Send a sheet around for everyone's phone number, address, and their parents' names. When everyone is having fun get all the Bethel girls into their official regalia and do a SHORT demonstration. Either Opening or Closing Ceremonies are appropriate. If you choose Closing Ceremony make sure you explain that there are three closing formations that you may use, especially if one of your prospects is of the Jewish Faith.

If you have a sleepover at the Lodge, rent some movies and maybe order pizza. Do everything you can to make all your prospects feel at ease. Tell them about the great things that the Bethel members have done and show scrapbooks and Bethel yearbooks. The more familiar they feel with your Bethel and it's members, the more likely they are to join.

Whatever format you are using, make sure all prospects have a full understanding about Job's Daughters before they leave. Promotional Parties can be a real success and bring many new members into your Bethel if you work hard and everyone contributes.

Tips on how to turn an interested prospect into an enthusiastic petitioner

After receiving the name of a girl who is interested, the follow up of the utmost importance. Here are some proven methods:

® Send a letter, an example of which is attached, including a Job's Daughters informational brochure.

® Call the prospects parents and answer any immediate questions they might have, then try to arrange a meeting at the prospects home in the near future.

® Form a "Visiting Committee" made up of 2-3 Bethel girls (including a Line Officer, the girl who obtained the name of the interested girls and another girl of the same age as the prospect) and a member of the Bethel Guardian Council.

® When you visit the prospect's home bring scrapbooks and pictures so she and her parents can see what we do as far as activities, and so she knows what our official regalia looks like. Also bring two blank petitions. After explaining our Order to both the prospect and her parents ask if they have any questions. Once questions are answered have your Bethel Guardian ask if the prospect thinks she would like to join. If both she and her parents agree, volunteer to assist the prospect in filling out the petition. Many girls are confused by it and often do not fill it out correctly.

Make sure to have a pen and the extra petition on hand in case any mistakes are made.

Briefly explain what the Initiation Ceremony will entail and assure her that there is nothing to be feared. Tell her what to wear and invite her parents to the Ceremony.

® After you get the petition signed, keep the prospect interested. Invite her to activities your Bethel is holding and keep her informed.

If a prospect's parents fully understand Job's Daughters they are more likely to let their daughters join and become involved themselves. If they are interested enough to let you into their home for a serious discussion, they are usually very interested in joining. Just remember to always be friendly and answer all their questions quickly and thoroughly. Never try to push them into signing anything; it usually has the opposite effect and ends up turning them away.

How to gain new members through public awareness

A big part of promotion is just getting out there and being seen. Signed petitions are often the result of public awareness. There are Majority Members who often want their daughters to join but are unaware of where the closest Bethel is located. If you make yourself visible to the public, they will become more aware of you and your activities.

Here are some ideas that you might want to use:

® Apply to be a unit in all the local parades. Some Bethels have a walking unit, while some allow their Line Officers to ride in a car. No matter what you do, make sure people on the sidelines know who you are. Banners carried by the girls, bright signs on your car/float and purple t-shirts are great ideas. When in a parade consider handing out bookmarks, business cards, etc along with candy that contain a short description of Job's Daughters and contact information.

® Get Bethel T-shirts with "Job's Daughters" in highly visible print. Make sure that the Bethel members wear these at functions like parades, food drives, service projects, and other appropriate events.

® Do a highly visible service project that will be seen by the general public. If you live in a small town you can stand outside your local supermarket and collect canned goods (with the owner's permission, of course!) If you live in a larger city, adopt a park or a highway and make sure a sign gets posted giving you credit.

® Get the Masons and Eastern Star from your Lodge involved in your Bethel. Many of them have young children and grandchildren that will be eligible to join.

® Submit articles/press releases to your community newspapers (both the print and web editions).

® Consider starting a Bethel web page. Geocities offers a free site. Please make sure you follow the website guidelines specified by the Supreme Guardian Council which are listed on www.iojd.org.

There are many other good ideas that have been used throughout the years. The idea is to remain visible. Public awareness is always important. If you think of any new ideas tell your Bethel Guardian and Director of Promotion.

What may not work in one Bethel might save the life of another. Never underestimate the impact one person can have - never assume that your efforts are in vain. If we all try to promote together, Job's Daughters will survive and move forward in the new millennium.