



VALUES QUESTIONNAIRE LEARNING MODULE.

The aim of this Module is for the Lodge Membership Officer to gain some understanding of the practicalities and principles of Lodge Planning and the Values Questionnaire is a good place to start. In this document;

- The actions you need to take as Lodge Membership Officer/Team are in red,
- Advice to you as Lodge Membership Officer as to what needs to be done is in blue and,
- Those parts of the survey to share with your members is in black.

As Lodge Membership Officer you should by now have completed the following

1. Taken the time to understand what is required of you as the Lodge Membership Officer.
2. Have been involved in discussions about your Lodge's future with your Lodge Membership Team.
3. Taken the time to prepare all your Lodge members for the forthcoming questionnaire.
4. Considered the best way of ensuring all members are included. This may require you to set up paper as well as electronic systems to collate results.
5. You have taken the time to prepare yourself to commence the survey by reviewing the following documents;
 - Preparing for the Members' Pathway – a Recipe for Success
 - Members' Pathway Level 2 Quick Start Guide
 - The Members' Pathway Keys

You can access all these documents from the [Members' Pathway Hub](#) of the Provincial website.

6. **You are fully conversant with the above steps before commencing the survey.**

If you are not ready to start the survey it is better that you delay and plan so that you are fully prepared rather than jump in without planning. There are case studies on the Provincial website, and you are welcome to contact any of the Membership Officers who have completed this piece of work to discuss how you apply it to your unique Lodge.

Tip. Remember to chase up your membership to ensure that they respond to your request for survey responses.

Also remind them that you will be arranging a meeting of members to discuss the results (give them the date when this will happen for their diaries)



Step 1

The Lodge Membership Officer to send out the survey to all members for completion.

Survey

Introduction to the Values Survey to explain what is required of them.

People want to join Freemasonry for many reasons. Freemasonry has conducted research to map out what some of these reasons might be. Often, people have a combination or blend of motives that lead them to want to join. Research has identified a number of sets of these, and it would be helpful to see if any or some of these might also apply to you, or your Lodge.

This document helps you to identify the values that are important to you. By asking all members to complete this Values Questionnaire, the Lodge Membership Team can collate responses and identify the common motivations of our members. Knowing this may be key when we seek to attract new members.

Read through the descriptions and then choose **not more than 3** that you recognise as being true of yourself. These descriptions are in no priority order, and you do not need to agree with all the individual statements within each set. The statements are direct quotes from others who have wanted to become Freemasons and when taken together they represent an underlying value or motivation. So, if overall you find yourself agreeing with most of the statements within a description, then it probably also applies to you. If none or indeed most don't seem relevant, then the description probably does not apply to you.

It would help if you could rank order the three most relevant to you on the sheet at the end eg if History and Tradition, To Be a Better Man and Mystic Interest are most important to you in that order then rank them 1/2/3 in the table. Remember, you only need to rank your top three. As you will see, all are perfectly legitimate and there are therefore no "right answers!" We just want to see if you recognise any of these in yourself. If not, could you tell us in your own words what led you to want to become a Freemason in the box at the end.

1. History and Tradition

'Because the attraction of ritual and tradition appeals to me'.

'Because I love history and I'm fascinated by the history and richness of tradition of Freemasonry'.

'To be part of a movement that has a long history and continuity of traditional values'.

'To socialise and be part of a brotherhood I can study and grow from'.



2. Respect and Status

'Because Freemasons seem to have respect and status in Society and that appealed to me and I wanted to be one too'.

'Because I wanted to belong to an organisation that has status and position in society, to share in that status as a result of joining'.

'Because I was attracted by the fact that lots of important people are masons'.

'Because Freemasons seem to have respect and status in Society and that appealed to me and I wanted to be one too'.

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'Because I was attracted by the fact that lots of important people are masons'.

3. To be a "Better man"

'To become a better man'.

'To provide an opportunity for self-improvement – to be a man of principle and lead a good life'.

'To gain knowledge of myself, to grow as a person'.

'Because I think there is something about myself that Masonry can help me better understand'.

'To be in the company of men who want to be 'better', inspires me to want to be a 'better' man'.

'To share in the company of people committed to working to a common goal and ultimately becoming a better person both spiritually and mentally'.

'Because it would give me an opportunity to express the more responsible side of myself'.

'To join a society of men concerned with principles and spiritual values'.

'To belong to something that is a force for good and seeks to preserve the values of society'.

'To be part of an organisation that stands for the values I believe in'.

'To be part of something that makes a difference in the world'.

4. Pure curiosity

'Out of sheer curiosity'.



5. Mystic interest

'Because I had a pre-existing interest in history, symbolism, mythology and initiation rites; I wanted to join an organisation that still has many of those attributes.'

'Because I wanted to research symbolism and symbols and their use to provoke my thinking about values/philosophical issues'.

'To join as part of a personal progression 'spiritually'.

'Because I am fascinated by religion, philosophy, natural sciences, the opportunity to explore and research the underlying values and lessons behind the ritual'.

'Because I have done a lot of research into Masonry, and I am fascinated by it'.

'Through a sense of intrigue, to explore the unknown. I like mysteries.'

6. Escape!

'Because it would give me an opportunity to escape from day-to-day pressures, to achieve a sense of sanctuary from the clutter of everyday life'.

7. Family connection

'To be part of something with my father where I could establish a common interest and an adult friendship with him'.

'Because my father suggested I join as it would make me a better man/explore myself as a person'.

'Because my father is a mason and I wanted to find out why it was so important to him'.

'Because my father suggested I join as I would meet a lot of great people'.

'Because there is a long history of freemasonry in my family'.

'Because my grandfather/uncle/father-in-law was a mason and when I was young, I really respected him and wanted to be like him'.

'To be part of an organisation that someone important to me belongs to'.



8. Because of a friend

'Because a friend is a Mason and said I would enjoy it'

'Just because someone invited me to join'.

9. Sociable altruism

'To be able to join something and share a common interest with people regardless of social or ethnic background'.

'To be part of something that has a strong charitable record and that also has 'inner substance' beyond just charity'.

'Because I was looking for community, to belong to something where I can give more than I do now.

'Because I wanted to meet new people from a wide age range, to make friends with people of generations that I would not normally socialise with'.

'Because it offered something to hold on to, a values framework but free from a formal religious dogma'.

Now rank the three value areas you agree most with from 1 to 3 then submit your answers to me as your Lodge Membership Officer. You may wish to keep a copy for yourself. Please return your answers by

(Add date here).....

<u>Reason for wanting to become a Mason.</u> <i>Choose not more than 3 from the above descriptions and rank their headings on the table below</i>	<u>Rank</u>
History and Tradition	
Respect and Status	
To be a "Better man"	
Pure curiosity	
Mystic interest	
Escape!	
Family connection	
Because of a friend	
Sociable altruism	



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Other reason (*could you tell us in your own words what led you to want to become a Freemason*).



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Step 2 – The Lodge Membership Officer to collate results from step 1 and consider what they mean for your Lodge.

When you are happy that you have received all the responses from your members you will have two groups.

- Those who have responded to your survey and engaged with the process.
- Those who have not responded.

It is essential that you have a clear plan for those who have not responded – engaging this group is as important as understanding what drives those who have responded. You may wish to ask your Lodge Almoner to contact the non-responders to check that there isn't some reason as to why they did not complete the survey – illness, work commitments, other reasons that may require support from the Almoner or the Lodge Benevolent Representative.



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Step 3 – The Lodge Membership Officer to collate results from step 1 and consider what they mean for your Lodge.

You will now have the returned ranking table for each of your members. What do you do with them?

On the circle below, place the name or initials of each member in the quadrant of the circle that matches their highest ranked value. Note that ‘Better Man’ straddles across quadrants 1 & 2. If someone has ranked the value, “Better man” as their highest, identify which of the other values in quadrants 1 & 2 he has scored highest. Then place his name in the quadrant matching that value.

When complete you will have a cluster of names. The cluster may be concentrated mainly in one or two of the quadrants. The quadrant with most names in, particularly if it represents the majority of members, is therefore likely to show the dominant culture, or set of values, for the Lodge.

Quadrant 1

If most of the names are in quadrant 1 (comprising the “Better man”, “Mystic” and “Pure Curiosity” values) then the Lodge is probably one in which most members seek to explore and learn about the Craft as a way of satisfying an underlying curiosity, and perhaps to grow and develop as a man as a consequence of the understanding obtained.

Quadrant 2

If most of the names are in quadrant 2 (comprising the “Better man” and “Sociable altruism” values) then the Lodge is probably one in which members want to feel that they are part of an organisation that is charitable and has an impact on society, built on a value system they share with like-minded people.

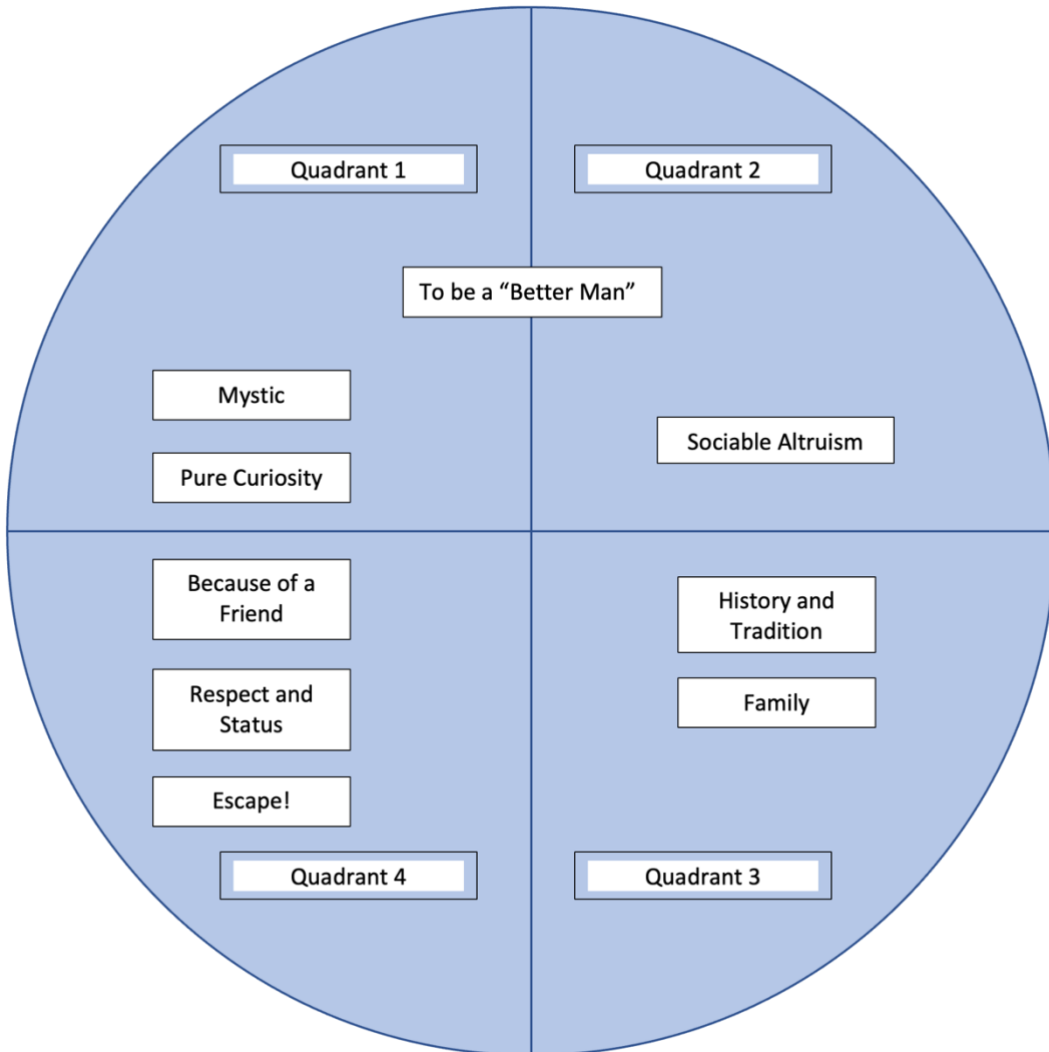
Quadrant 3

If most of the names are in quadrant 3 (comprising the “History & Tradition” and “Family Connection” values) then the Lodge is probably one in which members want to feel that they are part of an organisation that has a sense of continuity, that safeguards an important set of values or principles and is made up of people with an intrinsic interest in history and tradition. It may also represent an opportunity to continue in a fraternity that has a tradition within the family. The Lodge is also likely to strongly value its ritual.

Quadrant 4

If most of the names are in quadrant 4 (comprising the “Escape!” and “Because of a Friend” values) then the lodge is probably one in which members want to feel that they are part of Lodge that is a refuge from the stresses of their normal work environment and where they can just enjoy being with friends in a sociable and friendly male only environment.

Quadrant 4 also includes the “Respect & Status” value. Members who score highest on this tend to have a primary desire to be associated with an organisation that brings them a feeling of being part of an “exclusive club”.





Step 4 – The Membership to consider the results from step 3 and consider what they mean for your Lodge.

Reflections

Once you have completed this exercise and mapped the members to the quadrants share the results of it with your Brethren at the planned members meeting.

You should, as Lodge Membership Officer reflect on what this is telling you about your Lodge and lead an open discussion with your members. Please fill in the attached table with your themes gleaned from your Lodge membership discussion.

Consider	Reflections
What do you want to keep within the Lodge?	
Are there things you could do differently?	
What changes might you implement now that you know the results?	
Who else might you be able to learn from?	



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Step 5 – The Lodge Membership Officer to write a report for your Lodge.

You will now have some feedback from your members about what is important to them, and you may also have generated some interest in the Members' Pathway amongst your members.

Ensure that you report back to your members the outcomes of your survey, maybe in open Lodge one evening, so that all are aware. Whatever you do you will also need to consider how you inform those who did not respond to your survey.

You will also have learned a lot about your Lodge in terms of future surveys and about your membership in general.

We hope you have enjoyed the experience.