

2025 Strategic Planning

MISSION STATEMENT

The Order of Amaranth is a fraternal, social and charitable organization of women and men with respect for ritualistic traditions, improvement of its members through the enhancement of their communities by upholding the attributes of Truth, Faith, Wisdom, and Charity, in addition to strategically partnering with the American Diabetes Association in funding research to improve the lives of persons afflicted with diabetes.

Supreme Council Order of the Amaranth, Inc.



GOALS

- Promote and create existing member involvement opportunities in the Order through social activities, ritual work and charitable works
 - Publicize awareness within the Order of successful social activities that engage members
- Support interaction with the Masonic family by the Order to build relationships and increase awareness
- Encourage meaningful community outreach and dialogue to enlighten communities about the Order
- Recognize membership growth efforts by Grand Courts, Subordinate Courts and individual members



Supreme Council Order of the Amaranth, Inc.

2025 Strategic Plan Goal:

Promote and create involvement opportunities in the Order for existing members through social activities, ritual work and charitable works.

- Publicize awareness within the Order of successful social activities that engage members.

Action Item 1:

MEMBERSHIP ENGAGEMENT

It is essential that Amaranth takes steps to engage its current membership in the activities of the Order. Subordinate courts should consider an Action Item(s) to engage with the membership from the following:

- Appoint a membership committee of active, engaging, people-oriented individuals capable of completing a task.
- Delegate a membership chairperson that may be a Royal Matron, Royal Patron, officer, or an active member.
- Make membership report a regular meeting item.
- Review the regular meeting schedules and activities of the court to determine better use of members' time. This may include interactive social or community events.
- Schedule new social activities that may be of interest to membership.
- Consider alternative meeting times including Saturdays.
- Develop ways to pick up members with transportation limitations.
- Think out of the box in planning activities.
- Focus membership initiatives on all age groups.
- Delegate a mentor for new members joining the Order.
- Apply financial resources to grow the order via a formal marketing plan that may include:
 - Invitations to free community meal events and/or social experience.
 - Participation and financial support in community outreach efforts.
 - Targeting potential members through effective communication resources.

Note: *The long-term effect of our failure to respond to our Amaranth membership decline will result in the closing of subordinate courts, a limitation of success for our Grand Courts in addition to our ability to increase funding and support of the Amaranth Diabetes Foundation, Inc. Subordinate courts with the available financial resources would be prudent to consider using funding to make positive steps in membership recruitment initiatives.*

Important: *Successful membership initiatives and strategies should be publicized across Subordinate and Grand Courts to inform them of the achievements and what specific efforts lead to the increase in membership.*



Supreme Council Order of the Amaranth, Inc.

2025 Strategic Plan Goal:

Support interaction between the Masonic family and members of the Order to build relationships and increase awareness.

Action Item 2:

MASONIC FAMILY

The decline of membership across all Masonic jurisdictions is an issue of real concern for the long-term viability of Masonry and affiliated organizations. All Masonic bodies should be working together, cooperating among each other, and supporting each other's mission. While there may be divisions with the lodge in the past, Amaranth leadership needs to move forward with positive outreach and good faith activities. Communications with the lodges and Masonic bodies is all so critical because many of the Masonic "men" have no idea who we are, what we do, and what charity we support.

Subordinate courts should consider an Action Item(s) to engage with the Masonic family from the following:

- Regularly communicate with the host lodge and neighboring lodges.
- Notify lodge leadership of installation of new officers and the initiation of new members, all to inform them of the work Amaranth does and that we are a Masonic affiliated organization.
- Amaranth officers (mainly the RM and RP) at a minimum should meet with the lodge leadership annually.
- Reach out to the lodge membership and ask for their support of the court fundraisers.
- Support the lodge fundraisers supporting the local Masonic organization and the building Amaranth meets in.
- Develop an Amaranth PowerPoint presentation to share with lodges or other community affiliated organizations.
- Invite lodge members and spouses to a pot-luck dinner, breakfast, picnic, or other event to meet the Amaranth members and their spouses.
- Consider doing joint community activities with the lodges to integrate and get to know each other while serving a common purpose.
- Financially established subordinate courts should apply their resources to grow our Order.



Supreme Council Order of the Amaranth, Inc.

2025 Strategic Plan Goal:

Encourage meaningful community outreach and dialogue to enlighten communities about the Order

Action Item 3:

COMMUNITY OUTREACH

Amaranth needs to open the door to the citizens of the community by serving in their local communities and promoting the social aspects and traditions of Amaranth. Subordinate courts may consider an Action Item(s) to engage with the community from the following:

- Volunteer for a non-profit or other philanthropic organization as a member of an Amaranth court.
- Participate as an organization in a public event that may include a parade, fair, or community activity.
- Sponsor community activities as your subordinate Amaranth court.
- Establish social communications through Facebook, Twitter, and other social media.
- Donate to local community causes.
- Apply financial resources to grow the order within the community.
- Advertise Amaranth as a social, Masonic affiliated, philanthropic organization.
- Communicate our support of the Amaranth Diabetes Foundation, Inc.
- Consider expending financial resources to grow the order via a formal marketing plan that includes elements like community outreach, finding potential members and how to reach them, and other local considerations.





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2025 Strategic Plan Goal:

Recognize membership growth efforts by Grand Courts, Subordinate Courts and individual members

Action Item 4:

MEMEBERSHIP GROWTH RECOGNITION

Individual members, Subordinate Courts, and Grand Courts that contribute their time and efforts and make a positive difference in membership recruitment are worthy of recognition. Strategies and efforts that are successful in membership recruitment should be shared organization-wide so that others may consider their positive results.

Subordinate and Grand Courts should consider an Action Item(s) to recognize members responsible for making a difference in membership growth from the following:

- At Supreme Council, recognize the Grand Courts with the highest percentage increase as well as the individual who signed the most petitions for membership.
- Along with developing a membership committee in each Subordinate court, this committee recognizes members that bring in new members monthly and annually.
- Apply financial resources to grow the order via a formal marketing plan that includes elements like community outreach, finding potential members and how to reach them, and other local considerations.
- Establish Membership Committees and consider using incentives such as:
 - Fun social event – pizza party, wine tasting, special outing, etc. for Courts
 - Donation to the Amaranth Diabetes Foundation, Inc. in member's, Court's or Grand Court's name.
 - Plaque with member's, Court's or Grand Court's name.
 - Hotel accommodations to Grand Court or Supreme Council (member with highest number of petitions signed only)
 - Small gift card monthly to members with highest number of petitions signed.
 - Special pin indicating a person has signed a petition, possibly an add on pin foreach member brought in.

Have a brainstorming session with all Court members to see what would motivate them to bring in new members. Share ideas on best practices for getting new members. Do this in a casual setting where members feel more comfortable sharing their ideas.