

# Managing Change in Amaranth



# Why are we here?

This is an opportunity for each us to commit to leading change within our jurisdictions.

We have been given the roadmap -  
**the 2026 Strategic Plan**

But, we are not spending today reviewing the document.





# Our goal is simple.

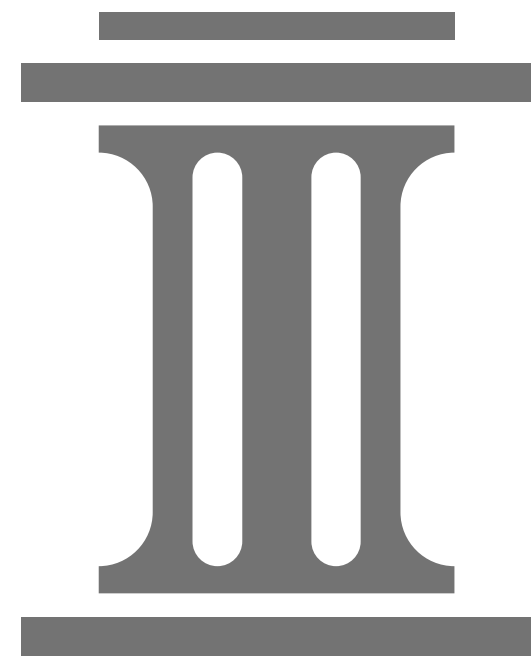
Promote involvement, strengthen relationships, expand community presence, and recognize growth so the Order thrives for generations to come.

*If it were only that easy, right?*

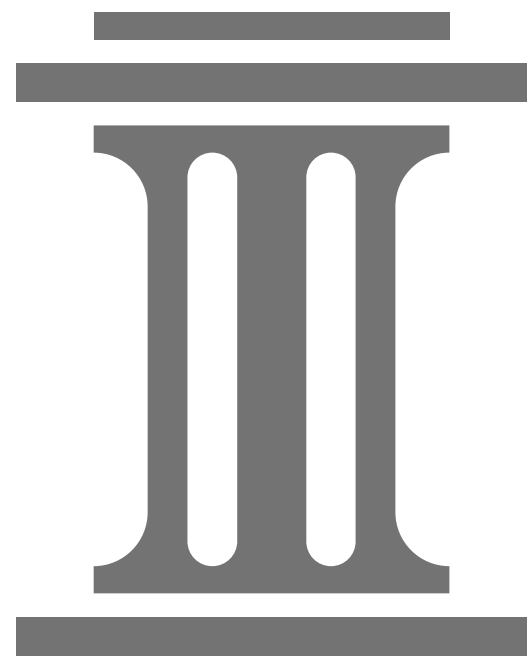
# The Four Pillars



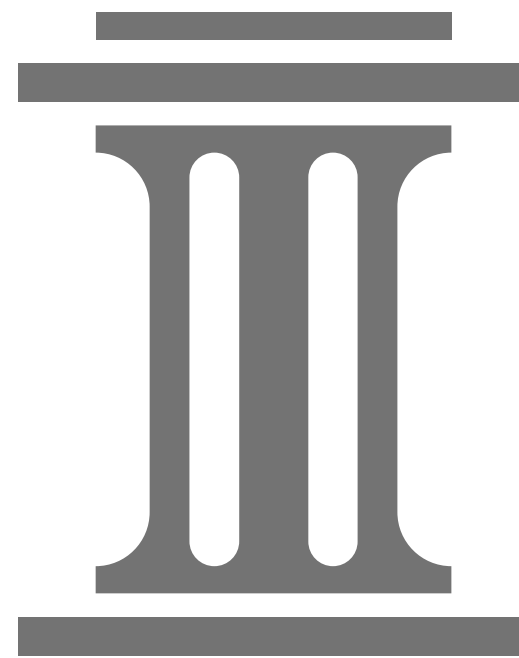
**Membership Engagement**



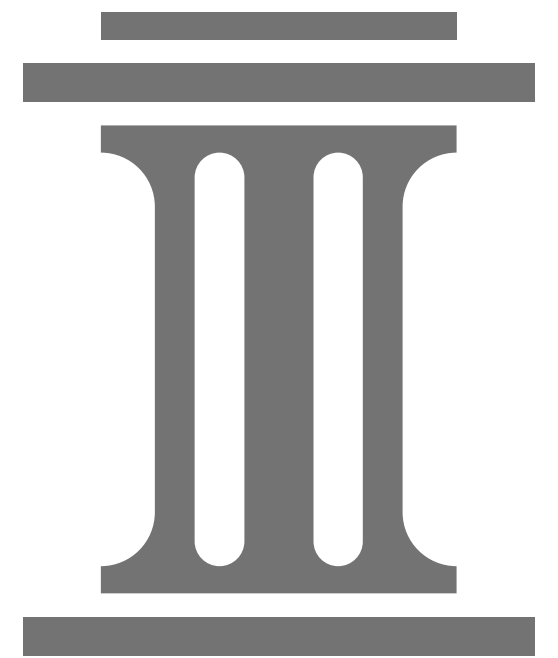
**Masonic Family Relations**



**Community Outreach**



**Membership Growth & Recognition**



# Membership Engagement

**Growing our order through retaining the members we already have.**

Creating meaningful involvement opportunities that meet the interests of members of all ages and demographics.



# Masonic Family Relations

**Our historic connection to Freemasonry is one of our most valuable assets. We would do well to embrace it.**

Building bridges and and being visible within the Masonic family helps to attract members who already have a basic understanding of organizations like ours.

**Engaging Your Host Lodge**

**Engaging Your Host District**

**Connecting with Other Masonic Bodies**

**Masonic Youth**

# Community Outreach

**When you take an interest in others, they will take an interest in you. Showing a commitment to your community will build membership.**

Community engagement is more than fundraising and charitable projects. It is about building lasting relationships with others who share our values.

**Public Events**

**Social Media Presence**

**The Amaranth Diabetes Foundation**

**Mutually Beneficial Volunteerism**

# Membership Growth Recognition

**What gets recognized gets repeated. Goals that are measured are met. New members, and their first line signers, should be celebrated openly.**

Courts and Grand Courts are encouraged to develop programs to systematically plan for membership growth and recognition.

**Recognize Individual Recruiters**

**Recognize Courts that Grow**

**Share Best Practices**

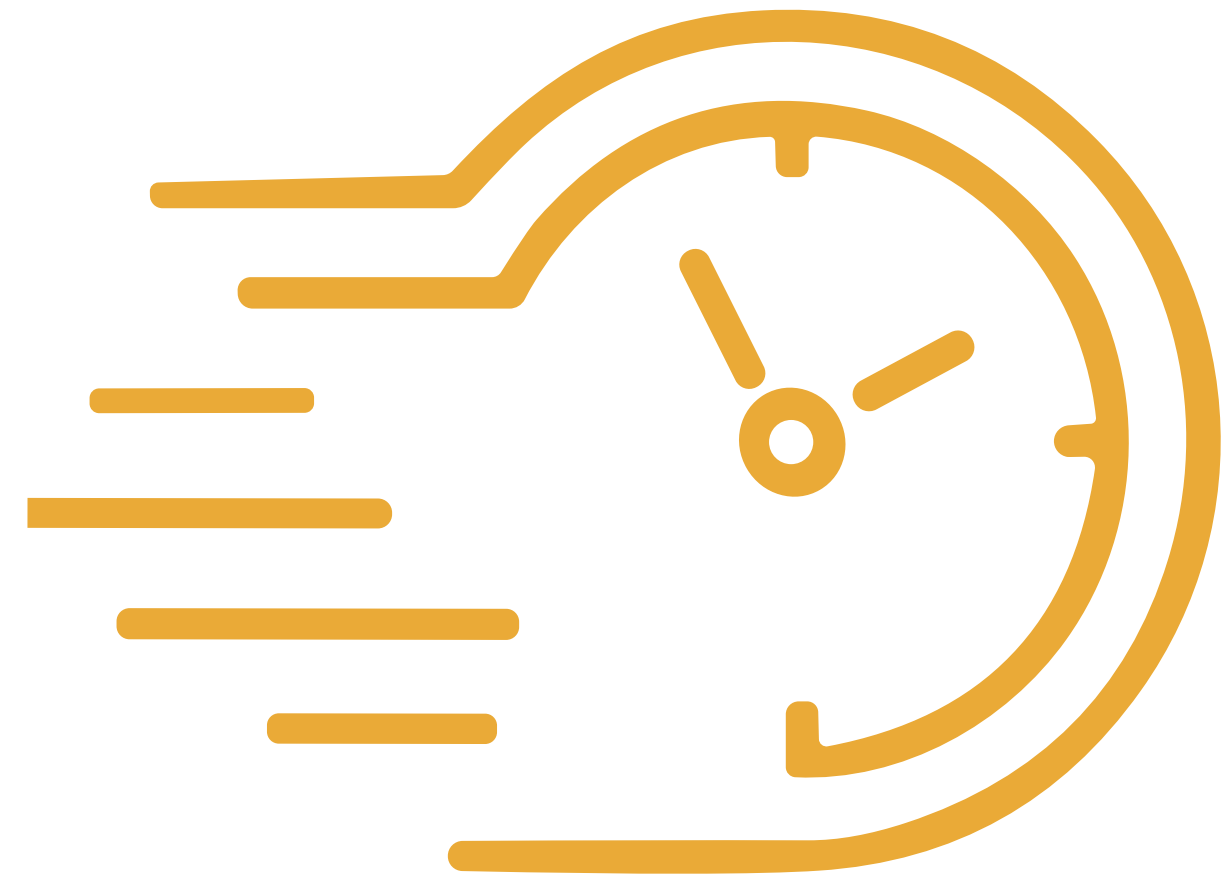
**Incentive Programs**

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# Urgency & Opportunity

## **How has membership decline impacted your Court and / or Grand Court?**

This is your chance to reminisce about the good days. Take the opportunity now, because we're leaving this behind soon.





# Those days may be past.

**How could slow, steady, and systematic growth positively impact your Court & Grand Court?**

Membership is the answer to nearly every issue facing organizations today. New members bring new ideas, stability, financial independence, and long term viability.

# This plan is not about survival.

**Amaranth will absolutely be here for another three decades, at least.**

The question is what will the Order look like in 30 years? The world has already given us some examples.





# You really are the key.

**Our future starts right here, right now. It starts today, in this room, with these members. This is our chance at change.**

We need your commitment, your excitement, and your ideas. Together, let's explore and engage with the strategic plan, embracing change management.

# You are a change agent.

## Strategic plans only succeed when leaders act.

- What does excellence look like for your jurisdiction? Think in incremental steps.
- Think both in terms of what appeals to your current members, but what would also attract new members.



# Let's get active!

We are going to break into several groups.

Each group will review one of the areas outlined in the strategic plan.

**We are moving from ideas to implementation. We are not just talking about change, but actually planning for it and readying ourselves to execute on it.**

## Key Questions:

What is the intent of this strategic area?

What are some actionable model activities that could be implemented as soon as we go home?

What obstacles might we face in getting these activities off of the ground?

# Your Goal

- **Produce a short, clear summary** of your assigned area that could be easily explained to any member.
- Create **3 to 5 actionable initiatives** that could be immediately executed upon returning to your jurisdiction. These could be at the Court or Grand Court level (or both!)
- **Anticipate obstacles** to each initiative and explain how you will overcome those challenges.

## Key Questions:

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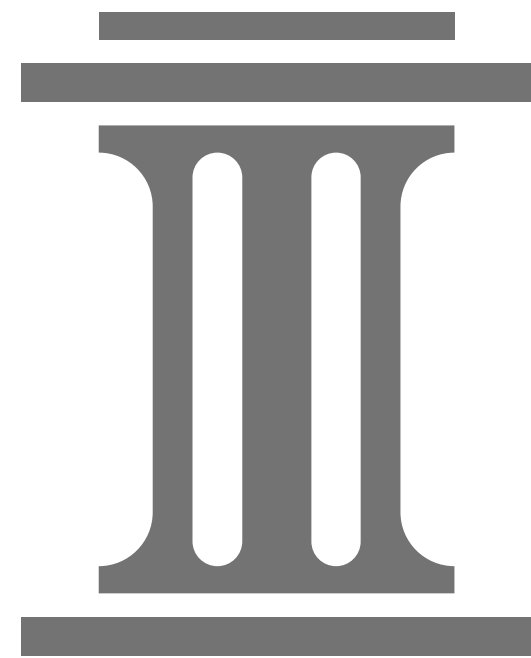
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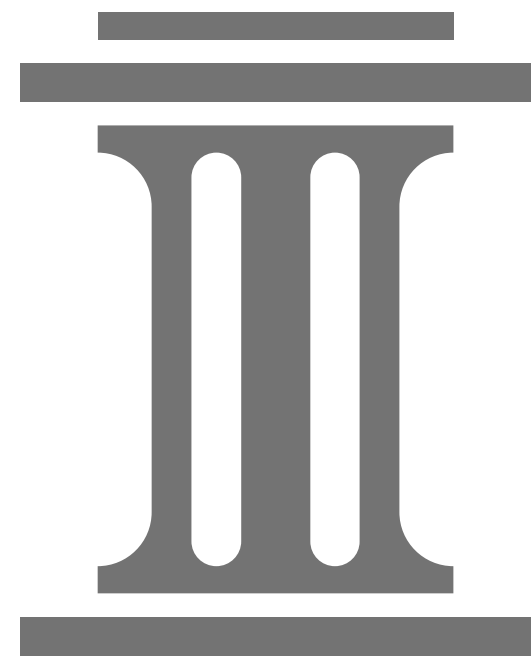
# Thanks for thinking about our pillars!



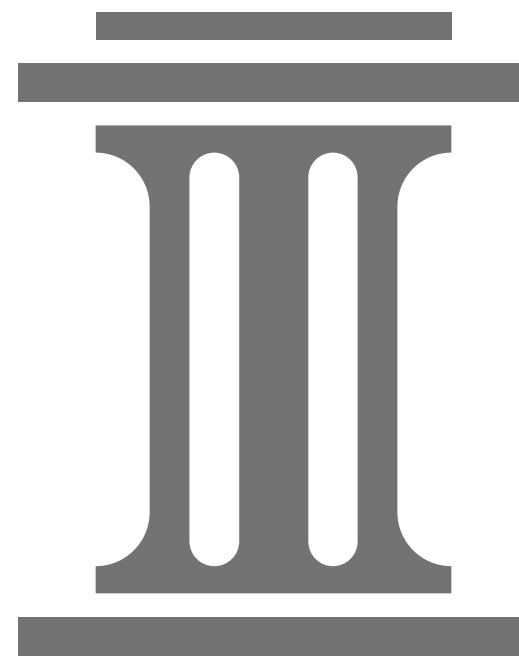
**Membership  
Engagement**



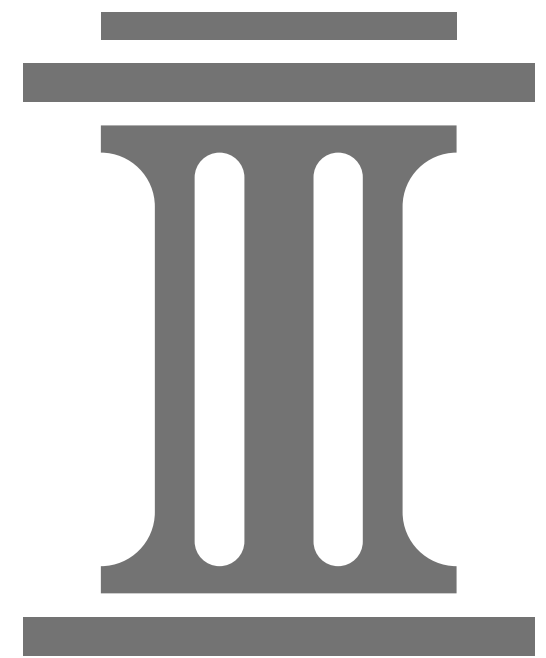
**Masonic Family  
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**Community  
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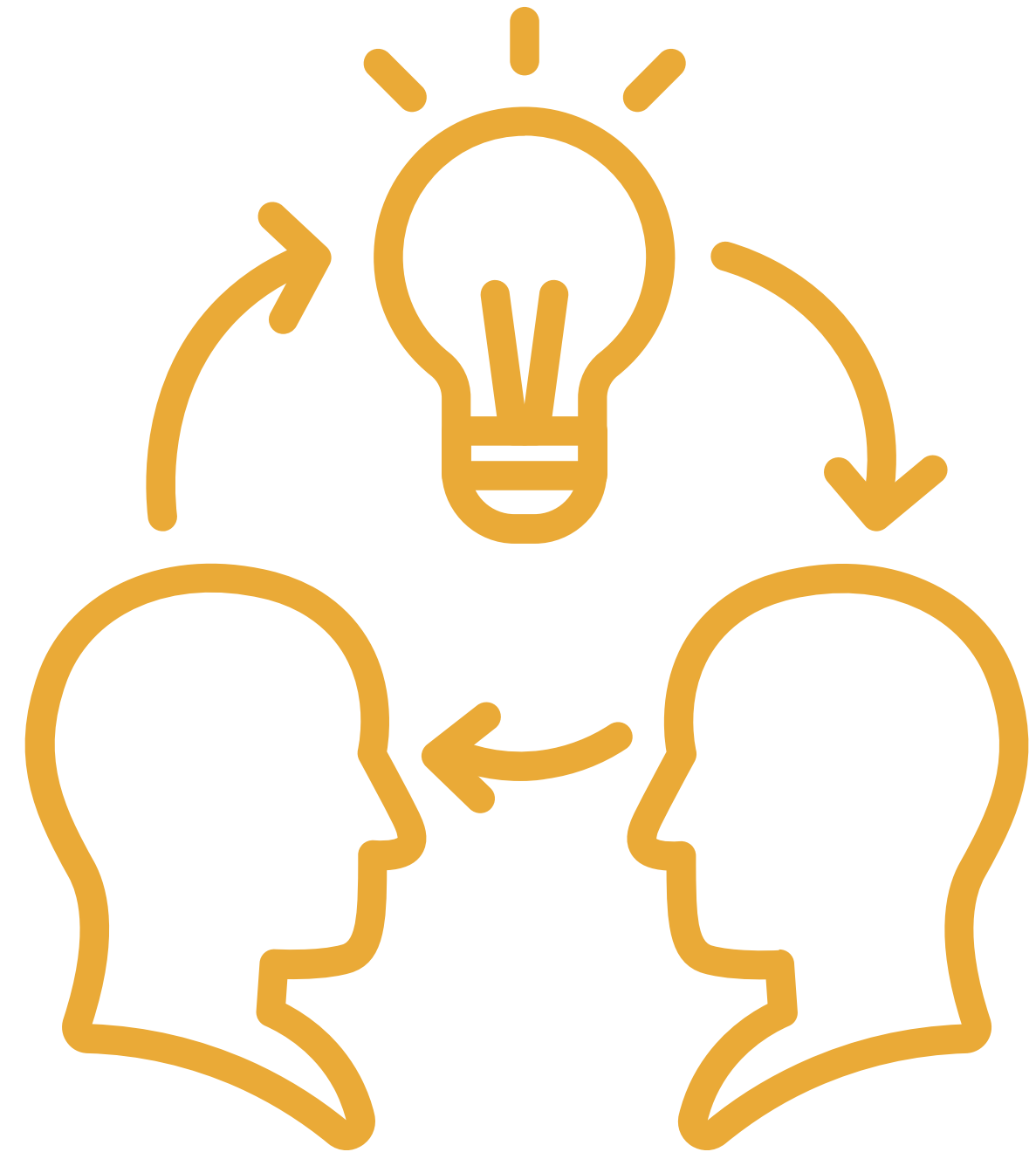
**Membership Growth  
& Recognition**



# It is time to share change.

**We are not simply reporting out on the ideas that we generated.**

We are identifying commitments and leadership strategies that can move our Order forward. Be excited by the opportunities!





# Putting the line to work.

**Each Supreme Line Officer will provide a focused summary of what the group discussed.**

- What were some core insights about this strategic pillar?
- What were the top actionable initiatives?
- What were the challenges for each and how will they be overcome?

# Membership Engagement



## Key Questions:

What matters most about engaging our current members?

How can Supreme Council support an engaged membership, recognizing it is a local challenge?

# Masonic Family Relations



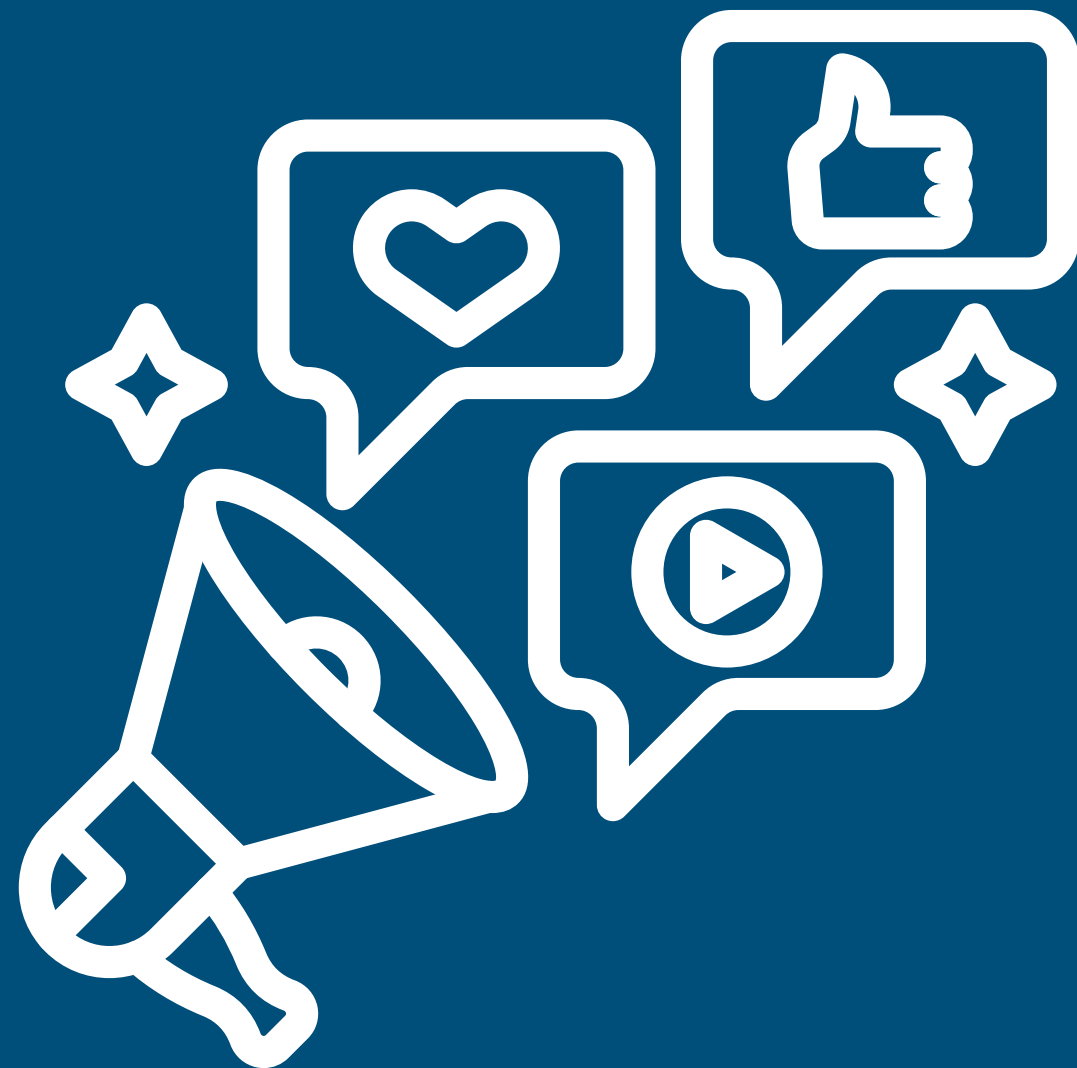
## Key Questions:

How can we approach visibility intentionally and genuinely?

How do we address historic issues?

What role does Supreme Council play in your jurisdiction?

# Community Outreach



## Key Questions:

How can we build an understanding of our Order in the community?

What image do we currently have, if any, and how can we change that?

What role does Supreme Council have in our image?

# Membership Growth & Recognition



## Key Questions:

How can we identify reasonable membership goals for our Courts and Jurisdictions?

How can we encourage our members to assist us in reaching those goals?

Whose job is membership?

# So, what have we heard?

## There are some common themes.

- We need intentional and regular communications.
- Visibility, both within the Fraternity and the community.
- Leaders need to model the behaviors that we want.
- Small, immediate steps build momentum.
- Proactive planning helps to anticipate resistance.





# COMMITMENT TIME

What is one initiative that you are personally committed to advancing?



# COMMITMENT TIME

What is one conversation that needs to happen in your jurisdiction in the next 30 days?



# COMMITMENT TIME

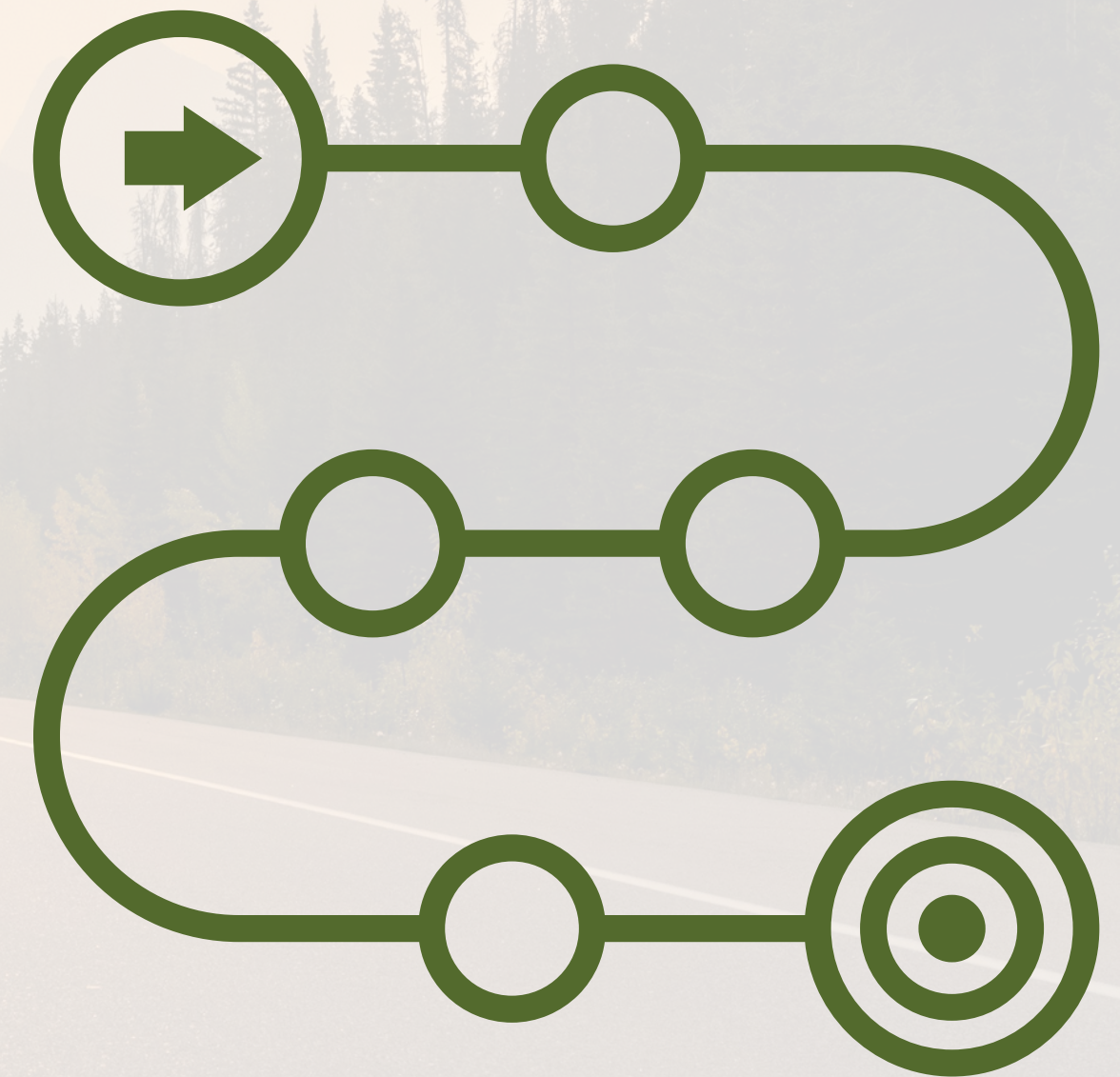
What support do you need  
from one another?  
From the Supreme Council?

# Today we produced ideas.

## **Only your leadership can produce execution.**

The strength of the Order will not be determined by any one session or a single document.

**It will be determined by what you do next, back home, in your jurisdictions and in your Courts, because that is where the work of Amaranth really occurs.**



# WITH THANKS TO THE COMMITTEE



S.K. RAY BAEZ, VIRGINIA

S.K. MARK TUCKER, COLORADO

S.K. JOHN COULTER, ARIZONA

H.L. SUSAN COULTER, ARIZONA

S.K. SCOTT KRALL, PENNSYLVANIA