

GO JOBIE!

Membership Program

Developed by
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"Go Jobie" Membership Program

The 'Go Jobie' program is designed to increase membership in a Job's Daughters Bethel. It is a Bethel program that provides recognition for Bethel members who bring in new members or reactivate nonparticipating members.

This program focuses on our best 'saleswomen', our active daughters! Just as any business tracks and rewards sales, so must our Bethels track and reward membership. We seem to spend a lot of time talking about membership without giving our daughters the structure to make it a priority. This program is a structure that will keep the focus on membership, keep the excitement and energy level high, and reward those daughters that bring in members.

It works well in conjunction with other programs as well, such as 'Jobie to Bee' and 'Bethel Sisters'. Its focus is on bringing the members in, keeping the members once they are in is not in this structure; however the program can be modified for that focus as well.

There are 3 basic components: **visible Tracking Boards**, an immediate **Reward System**, and an energetic **Program Promoter**.

Basic Components:

Tracking Boards. Large tracking boards kept in a **highly visible location** at Bethel meetings keeps the program and goal in the minds of the members at every meeting.

These boards should be in 3 basic categories: *Prospects, Petitioners and Initiates*. These 3 categories are defined in the definitions section of this overview. It is recommended that these boards be structured so that the name of the prospect, name of the sponsoring Bethel member and a target date to move the prospect to the next category is included.

An additional (4th) board may be helpful if the focus of the program is for the reactivation of current members.

PROSPECTS		
NAME	SPONSOR	DATE
Meghan Brabin	Brindy	08/04
Kelsey Pruitt	Hailey	04/04
Laura Reynolds	Ashley	06/03
Alexis Farris	Nicole	01/05
Emily Linford	Jessica L	02/05
Katie Husted	Jessica S	01/04
Tosha Shaw	Nicole	04/03
Karen Long	Patricia	05/04
Lisa White		11/02
Ariel Crockett	Nicole	3/03
Christina Chambers	Tara	05/04

PETITIONS		
NAME	SPONSOR	DATE
Whitney Stewart	Nicole	12/02
Audree Carlson	Lizzie	04/04
Ashely Kresay	Richelle	

INITIATES	
NAME	SPONSOR
Patricia Speidvik	Nicole
Devon Tomney	Tara
Jessica Garner	Ashley
Richelle Garner	Nicole
Summer Bell	Nicole
Jessica Keller	Nicole
Hailey Lancaster	Ashley
Brianna Newman	Ashley
Jessica Linford	Ashley
Lizzy Beattie	Nicole
Kayla George	Jessica L

Sample Tracking Boards

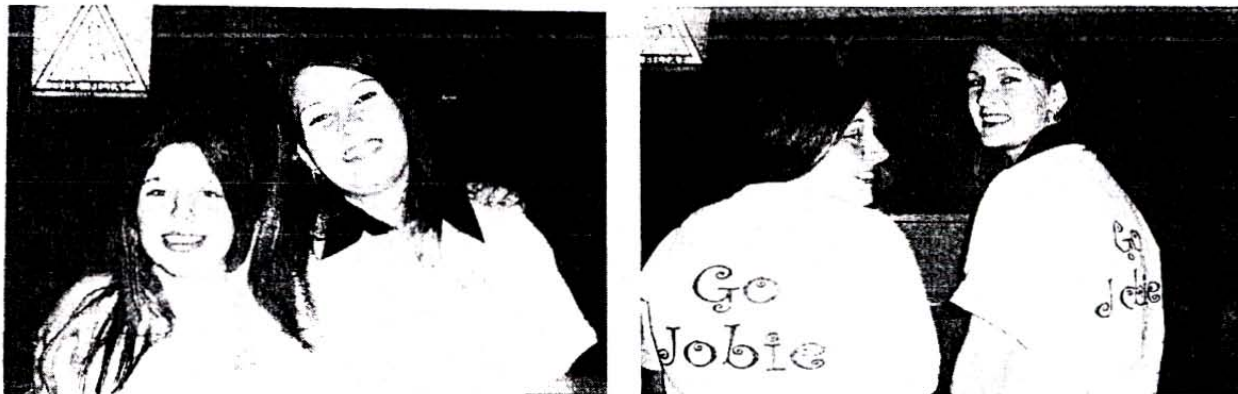
Reward System. It is essential to say 'thank you' to the members for bringing new interest in our order. This reward should be **IMMEDIATE!**

Often times we focus on programs that reward only at the end of the term or at the end of a year. These programs are great, but often do not hold the members interest because the reward is so far removed from the action. Immediate rewards keep the program energy up. Additionally, these rewards should be given in Bethel meetings, if each meeting the girls can count on the 1st presentation being 'Go Jobie' - they will look forward to it each meeting. Public recognition is a key ingredient to keeping the enthusiasm high.

Rewards should reflect the desire of the Bethel members and Council. These rewards can be small (candy, certificates ..etc) or large (charms, gift certificates..etc) depending on the funds available for the program. Each category (Prospect, Petition, Initiation and/or Reactivation) should have a different reward to keep encouraging progress.

In addition to the immediate reward, a point system could be employed to recognize the member with the most points at the end of each term. An example might be 5 points for every prospect, 10 points for every petition and 25 points for every initiate. At the end of each term the 'Go Jobie' reward could be presented. It is recommended that the 'Go Jobie' reward be presented at Installation. The 'Go Jobie' reward is a personalized T-shirt and additional reward determined by the

Bethel. These T-shirts are available to order and are \$6.00 including personalization on front.



Sample T-shirts

In the initial run of the program there were 5 reward levels: *Prospect, Petition, Initiation, Reactivation* and a 'Go Jobie' Term Award. Please see the Bethel #15 samples included in this notebook.

Program Promoter(s): A *VERY ENTHUSIASTIC* program promoter is essential. This could be a member, adult or both.

This person should be prepared every meeting to give program status. Some suggestions are to have a regular report and any rewards given every meeting; this could be given under reports, presentations or remarks. Additionally, the promoter(s) could consider having the members give reports on their prospects at regular intervals. For example, what the prospect has been invited to, what they have attended ..etc.

The enthusiasm and energy of the promoter(s) can **make or break** this program!!

Definitions:

Prospects. A prospect is any girl who has interest in Job's Daughters. Each Bethel can determine the appropriate age to qualify as a prospect, during the programs initial run it was observed that using the age of 9 as the base was highly successful. This age allowed interest to be cultivated with a prospect before too many other opportunities took over. Now that the official age has dropped to 10,

you might consider having 8 and 9 year olds be prospects. A prospect's Masonic affiliation is **not** necessarily a concern in this category.

Basic information should be obtained prior to her being listed on the Prospect board. That information should minimally include:

- Full Name
- Address
- Phone Number
- Birth date
- Parent(s) Name(s)
- Sponsoring Bethel member

The Bethel can keep in touch with the prospect as it deems appropriate. Perhaps the prospects can be added to the Bethel's mailing list for fun events, prospect parties, dinners, rally ... Etc.

Petitioners. A petitioner is a girl who has properly filled out the standard Job's Daughter Petition. A valid petition is determined by the individual Bethel. Perhaps the verification of Masonic affiliation is required before the Petition Award is given or perhaps it is not, that can be up to the Bethel.

Initiates. An initiate is a girl who has been initiated. The Initiate award is often given to the sponsoring member on the night of initiation. Additionally, a welcome gift for the initiate is often a nice touch.

Reactivated. A member who was inactive but has now reactivated with the Bethel based on the efforts of a sponsoring member. What qualifies as reactivated is determined by the Bethel. In the initial run of the program, a rule of attendance at 4 activities and 2 meetings during the term was used. The sponsoring member would notify the Program Promoter(s) or Bethel Guardian that she is attempting to reactivate a member. The inactive members name and sponsoring member's name can be added to the Reactivated tracking board at notification time OR after the qualifying attendance has been achieved. It is recommended that the reactivation reward only be given after the qualifying attendance; additionally it may be useful to have both the sponsoring member and the reactivated member *both* receive a reward.

Recommendations:

- Buy-in from *both* the Bethel members and the Bethel Council will be helpful.

- Tailoring the program, rewards and terminology to each Bethel is highly recommended! Not all Bethels have the same needs or traditions. To make this successful it should reflect the personality of the Bethel itself.

- Don't break the bank, but do put rewards in place that keep the interest.

Suggestions:

- A time frame for the program may be helpful. Any program can become stale; to keep the members interested it may become necessary to suspend the program for a period of time.

- There will be times when a name gets 'stranded' on the boards. Perhaps a prospect loses interest or a petitioner is never initiated. It might be helpful to consider a periodic clean up of the boards if this becomes an issue. One consideration might be for the sponsoring daughter to remove the name herself at a Bethel meeting.

- Funding for the program can come from many sources: local Lodges or Eastern Star chapters, Council fundraisers, Bethel funds, or perhaps an appeal to the Grand Guardian Council's Bethel Promotion fund.

Questions?? T-shirt Orders??

Questions, concerns, comments, suggestions or T-shirt orders should be addressed to:

Shelly Cole Howrigan, PHQ
GoJobie@aol.com

Note: For T-shirt orders I will need to know the quantity, size, first name(s) and Bethel number. Additionally, I will need 2 weeks notice to get the embroidery done. If you wish to secure a large quantity of shirts, please let me know - I may need to order more.

GOOD LUCK and HAPPY SELLING!!

Go Jobie Membership Program

The 'Go Jobie' program is designed to increase membership in your Bethel. It provides incentives and rewards for Bethel members who bring in new members or reactivate nonparticipating members.

Time frame: Fall Term through Spring Term

Goal: Keep accurate track of prospects and increase Bethel membership

Incentives and Awards

1. Prospect Award - 10 points and small prize

This award is for bringing prospect information to the Bethel. The 'Bethel Prospect Form' must be filled out and turned into the Bethel Guardian. A valid prospect is at LEAST 9 years of age. The daughter that turns in the prospect will then become responsible for reporting on the prospect at a Bethel meeting at least once a month.

2. Petition Award - 15 points and choice of any 'JC' charm from Doc Morgan

This award is given when the prospect's petition is read. It must be a valid petition and must be accompanied by the initiation fee. If there are questions as to what makes up a valid petition please contact the Bethel Guardian.

3. Initiation Award - 25 points and \$20.00 Credit for Doc Morgan merchandise

This award is given when the petitioner is initiated.

4. Reactivation Award - 15 points and 'Dinner and a Movie'

This award is for sponsoring an inactive member. The daughter will notify the Bethel Guardian that she will take ownership of calling the inactive daughter. If the inactive Daughter attends at least 4 meetings and 2 activities during a term, the 'sponsoring' Daughter will earn the award. The 'sponsoring' Daughter is responsible for reporting on the inactive member at least once a month.

Additional Award

- Most Term Points - \$40.00 Gift Certificate and 'Go Jobie' T-shirt

This award is given to the Daughter who accumulates the most 'Go Jobie' points during a term. If there is a tie the gift certificate money will be split and each Daughter will receive the T-shirt.

Bethel _____
Go Jobie Program

Prospect Form

Name: _____

Address: _____

Phone Number: _____

Birthday: _____

Parent(s) Name(s) _____

Sponsoring Bethel Member: _____

If you have any questions, please contact the Bethel Guardian.

**GO JOBIE
PROSPECT AWARD**

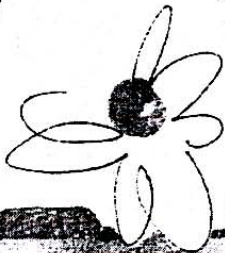
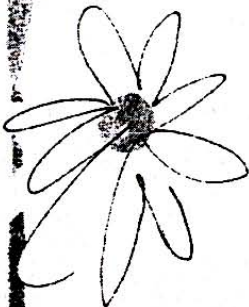
**5 Credits
From the 'Go Jobie' Box**

Presented to:

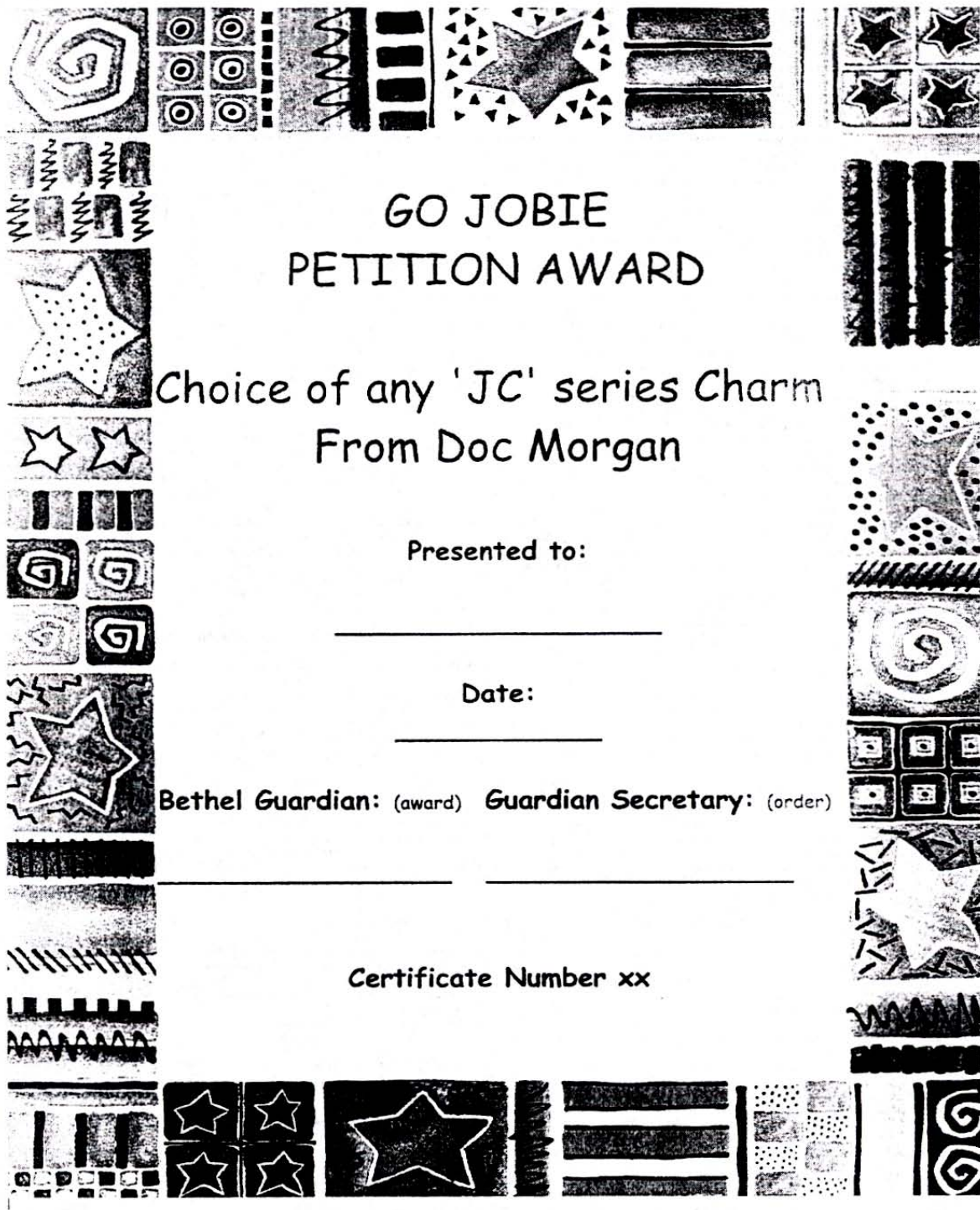
Date:

Bethel Guardian:

Certificate Number xx



Sample Prospect Award



GO JOBIE
PETITION AWARD

Choice of any 'JC' series Charm
From Doc Morgan

Presented to:

Date:

Bethel Guardian: (award) Guardian Secretary: (order)

Certificate Number xx

Sample Petition Award



Sample Initiation Award



GO JOBIE
REACTIVATION AWARD

"Dinner and A Movie"

Presented to:

Date:

Bethel Guardian:

Certificate Number xx

Sample Reactivation Award



GO JOBIE
TERM AWARD

\$40.00 Gift Certificate
And
'Go Jobie' personalized T-shirt

Presented to:

Date:

Bethel Guardian:

Certificate Number x

Sample Term Award