



VALLEY MEMBERSHIP ACHIEVEMENT PROJECT (VMAP) WORKBOOK



The Supreme Council, 33°
Ancient & Accepted Scottish Rite of Freemasonry
Southern Jurisdiction, U.S.A.

VALLEY MEMBERSHIP ACHIEVEMENT PROJECT (VMAP) OVERVIEW

Dear Brethren,

Welcome to the Scottish Rite Valley Membership Project also known as **VMAP!**

VMAP is designed to provide every Scottish Rite candidate, member, and leader in the Southern Jurisdiction with a useful working tool for planning and promoting a well-rounded series of Valley activities to engage and involve every member in the life and work of their Valley. In other words, VMAP is designed to help every Valley provide its members with a superior Scottish Rite experience.

VMAP was created entirely by the Scottish Rite Brethren who attended and participated in the 2014 Scottish Rite Regional Leadership Workshops. The way it works is a Valley first decides to participate in VMAP and then executes the project by completing Specific Activities in ten separate Subject Areas that cover the full spectrum of the Scottish Rite experience.

Valleys that elect to participate in VMAP will receive a framed Certificate of Participation. Valleys that reach specific thresholds in each of the ten separate Subject Areas will receive a VMAP Achievement Plaque along with VMAP Achievement lapel pins for each of their members.

It is important to note that VMAP is not a competition between Valleys and it runs for 12 months at a time, aligned with the calendar year.

The initial VMAP enrollment for 2015, indicating a Valley's pledge to participate in VMAP, must be completed and mailed to the House of the Temple by 28 February 2015. Likewise, 2015 VMAP Achievement Applications must be signed by Valley Secretaries and Personal Representatives, certified by Orient SGIGs or Deputies, and mailed to the House of the Temple by 31 December 2015.

Enrolling in VMAP is strictly voluntary and a Valley decision and we hope every Valley will choose to participate. Even if a Valley cannot accomplish enough events to meet Valley Achievement thresholds, participation in any aspect of VMAP will improve that Valley, as well as enrich and enhance the overall Scottish Rite experience for every Valley member. VMAP will make your Valley stronger, more successful, and provide an enhanced Scottish Rite experience and value for your members.

We greatly look forward to receiving your Valley's application to participate in VMAP for 2015!

Fraternally yours,



W. G. Sizemore II, 33°
Grand Executive Director

VMAP ENROLLMENT FORM

Dear Brother Sizemore:

Please enroll the Valley of _____, situated in the Orient of _____, in the **Valley Membership Achievement Project (VMAP)**.

We have reviewed the requirements and are prepared to take positive steps to improve the Valley's overall membership experience!

Personal Representative

Date

Valley Secretary

Date

SGIG or Deputy

Date

Please print this page, and mail it to:

Grand Executive Director
The Supreme Council, 33°
1733 16th Street NW
Washington, DC 20009-3103

HOW TO COMPLETE VMAP

The degree work, education, and member activities of the Ancient & Accepted Scottish Rite represent the heart, soul, and product of our great International body of Freemasonry. Therefore, every brother has a right to expect that the purpose of the Scottish Rite is carried out to the fullest extent possible by each Valley, and with the quality expected of an enlightened Masonic Fraternity.

The intent of VMAP is to help each Valley carry out its service to the Scottish Rite by providing the very best experience for its members. VMAP requirements, detailed throughout this workbook, are broken into the following ten specific Subject Areas which cover the full scope of the Scottish Rite experience:

- 1. Membership Recruitment**
- 2. New Member Engagement**
- 3. Degree Conferral Proficiency**
- 4. Reunion Experience**
- 5. Scottish Rite Education for Candidates**
- 6. Scottish Rite Education for Members**
- 7. Officer Responsibilities & Engagement**
- 8. Philanthropy & Public Image**
- 9. Membership Retention**
- 10. Valley Organizations**

Each specific subject area details the number and scope of items required to earn the VMAP Achievement Award.

There are one or two mandatory tasks in each specific subject area followed by a series of optional tasks from which each Valley is asked to choose and complete a specific minimum number of these tasks.

These mandatory and optional tasks are designed to challenge a Valley, its members, and leaders to excel across a broad spectrum of Scottish Rite related subjects.

Simply place a check mark in the box corresponding to each task your Valley has completed. When your Valley has completed all mandatory and the required number of optional tasks in each specific Subject Area, the Valley Secretary, Personal Representative, and SGIG or Deputy should complete the VMAP Application and Certification page and mail the entire workbook (along with any additional documentation required by individual tasks) to the Grand Executive Director.

SPECIFIC SUBJECT AREAS & MANDATORY/OPTIONAL TASKS

- 1. Membership Recruitment**
- 2. New Member Engagement**
- 3. Degree Conferral Proficiency**
- 4. Reunion Experience**
- 5. Scottish Rite Education for Candidates**
- 6. Scottish Rite Education for Members**
- 7. Officer Responsibilities & Engagement**
- 8. Philanthropy & Public Image**
- 9. Membership Retention**
- 10. Valley Organizations**

1. MEMBERSHIP RECRUITMENT

- ❑ Personal calls or contacts inviting prospects to join are made by the Valley Membership Team prior to every Reunion, and
- Accomplish any six (6) of the following:
 - ❑ The Valley has developed a Membership Recruitment Organization including, at a minimum, a named Valley Chairman and a named Lodge Representative in each Lodge that meets regularly within the Valley's geographic area.
 - ❑ The Valley maintains a list of newly raised Master Masons, York Rite Masons, and Shriners (for a period covering not less than 12 months) in its prospective member database, and makes the same available to its Valley Membership Team prior to each Reunion.
 - ❑ The Valley maintains a list of non-Scottish Rite Masons in its database for a period of not less than four years.
 - ❑ Invitations to join are mailed to prospects from the Personal Representative, Valley Secretary, or Valley Membership Chairman prior to every Reunion.
 - ❑ At least one Scottish Rite Friends Night is conducted by the Valley prior to each Reunion.
 - ❑ The Valley has a job description for Top Line Signers.
 - ❑ The Valley offers tangible incentives to Top Line Signers of multiple petitions (such as free dues, points toward perpetual memberships, room & board, etc.). Please submit a copy of the Valley's Incentive Project along with this completed workbook.
 - ❑ A Mentor is assigned to each Candidate during the Reunion who joins and spends substantial personal time with the Candidate during the Reunion experience.
 - ❑ Top Line Signers personally pick up, deliver, and return Candidates to their homes and can also serve as Candidate Mentors during the Reunion the Candidates attend.
 - ❑ The Valley Secretary mails follow-up letters of regret to prospects who do not accept an invitation to join.

2. NEW MEMBER ENGAGEMENT

- ❑ The Valley establishes a policy to maintain regular communication with new members (beyond dues notices) for a period of three years, and
- Accomplish any seven (7) of the following:
 - ❑ The Valley conducts post-Reunion surveys of new Masters of the Royal Secret.
 - ❑ Invitations are mailed to new members informing them of stated communications, upcoming Temple events, etc..
 - ❑ Form a Degree Team for a Degree not presently being conferred.
 - ❑ A Degree has been conferred within the last twelve (12) months by a team composed of New Members.
 - ❑ Members of the immediate previous Candidate Class are specifically invited to attend the next Reunion and are given the opportunity to interview and learn about all Valley organizations.
 - ❑ The Valley assigns a task, committee position, or volunteer role to every new Master of the Royal Secret.
 - ❑ The Valley conducts special Class Reunions for past Reunion Classes, providing recognition, activities, and participation opportunities alongside the current Reunion Class.
 - ❑ Present positive post-Reunion impressions via reporting of new classes in Sentinel within one week of each Reunion to expedite delivery of new member package and *Scottish Rite Journal*.
 - ❑ The Valley creates an orientation packet that includes, but is not limited to, a directory of Valley Officers, calendar of events, regalia suppliers, web/social media information, checklist of volunteer opportunities, and Reunion Class directory.
 - ❑ The Valley holds a Patent presentation for New Members.

3. DEGREE CONFERRAL PROFICIENCY

- ❑ The Valley performs at least five (5) of the Degrees from the 4th through the 32nd in a stage or Lodge setting each year with accuracy and effectiveness, and
- Accomplish any six (6) of the following:
 - ❑ Add one new Degree per year to the Reunion
 - ❑ The Valley performs a minimum of twelve (12) Degrees of the Rite each year with accuracy and effectiveness.
 - ❑ The Valley performs a minimum of eighteen (18) Degrees of the Rite each year with accuracy and effectiveness.
 - ❑ The Valley performs all twenty-nine (29) Degrees of the Rite each year with accuracy and effectiveness.
 - ❑ The Degree production program has a Valley Supernumerary Department providing volunteers for a range of non-speaking parts (guards, knights, crowds, etc.) in Degrees.
 - ❑ Degrees not conferred are communicated either by memory or are delivered extemporaneously by Brethren well studied in the lessons of the Degrees.
 - ❑ The Degree production program includes a Valley Wardrobe Department whose purpose is to keep the paraphernalia properly stored, in good repair, and replaced as needed.
 - ❑ Acting classes are offered to Degree participants.
 - ❑ The Degree production program includes a vocal and instrumental music department that provides a range of appropriate music for Degree conferral and offers a volunteer pool for talented Members.
 - ❑ A Valley Technology Department exists or is created that provides for quality sound, lighting, and equipment upgrades as needed for the enhancement of the Degrees.
 - ❑ All character parts exemplified in Degrees conferred by the Valley are memorized and/or augmented by audio recordings (e.g. prologues, ancient law givers, charges, etc. may be amplified off stage).

4. REUNION EXPERIENCE

- ❑ A recognition or achievement ceremony is held honoring new Masters of the Royal Secret with a certificate, cap and/or 14° ring, and
- ❑ Each Reunion consists of the following key elements: Formal Openings/Closings, Degree Conferrals, Degree Education, Social Time as a Group Activity, and
- Accomplish any five (5) of the following:
 - ❑ At least one Valley Reunion each year must consist of more than one day.
 - ❑ A social event is provided before or during each Reunion to encourage Brethren to come together in fellowship.
 - ❑ Music is an integral part of a good impression, and is included in Degree presentations.
 - ❑ Each Candidate writes a personal response to the legacy question as traditionally required by the 5°, and returns the same to the Class Directors or Education Committee before the close of the Reunion.
 - ❑ Each Candidate writes their own moral testament concerning religion, politics, and Masonry as required in the 30°, and returns the same to the Class Directors or Education Committee before the close of the Reunion.
 - ❑ The Valley Membership Committee, Class Directors, and Education Committee are actively engaged with Candidates throughout the Reunion experience.
 - ❑ The Valley officially registers ALL Reunion attendees.

5. SCOTTISH RITE EDUCATION—CANDIDATES

- ❑ Candidates are provided break-out sessions during Degree weekends in which themes and meanings of individual Degrees are more fully explained and discussed, and
- Accomplish any four (4) of the following:
 - ❑ Candidates are presented a written history of the Valley.
 - ❑ Candidates are provided an introduction to the Scottish Rite outlining its history, themes, Degrees, and its relationship to Blue Lodge Masonry prior to the Reunion in which they join.
 - ❑ Candidates are presented *A Bridge to Light* by the Valley at the Reunion in which they join.
 - ❑ Candidates are presented *Morals and Dogma* by the Valley at the Reunion in which they join.
 - ❑ Candidates are provided an interest and expectations survey.
 - ❑ The Valley establishes a “passport” program, encouraging members to see all twenty-nine (29) Degrees.

6. SCOTTISH RITE EDUCATION—MEMBERS

- ❑ Masonic or other appropriate education programs are presented at or in conjunction with every stated communication of the Valley, and
- Accomplish any six (6) of the following:
 - ❑ Valley members are individually and currently enrolled in the Master Craftsman I program.
 - ❑ Valley members are individually and currently enrolled in the Master Craftsman II program.
 - ❑ Valley members are individually and currently enrolled in the Master Craftsman III program.
 - ❑ The Valley offers and conducts a Master Craftsman group study program for its members.
 - ❑ Valley members are individually enrolled in the College of the Consistory.
 - ❑ The Valley maintains its own functioning College of the Consistory.
 - ❑ The Valley has an Education Committee that plans, directs, and carries out education programs.
 - ❑ The Valley maintains a Library and has a Library Committee that expands its holdings each year.
 - ❑ Masonic education is presented via papers, essays, speeches, or guided discussions at the Valley's stated communications.
 - ❑ Scottish Rite education programs for members on the themes and lessons of the Scottish Rite Degrees are conducted in break-out sessions during Valley Reunions.

7. OFFICER RESPONSIBILITIES & ENGAGEMENT

- ❑ The Presiding Officers of all four Bodies officially open their respective Bodies at each Reunion, and
- Accomplish any five (5) of the following:
 - ❑ The Valley maintains a list of duties and job descriptions for each elected officer.
 - ❑ The Valley maintains a list of duties and job descriptions for each appointed officer.
 - ❑ The Valley Officers plan and conduct the statutorily required annual Feast of Tishri.
 - ❑ The Valley Officers plan and conduct the statutorily required annual Feast of Remembrance & Renewal.
 - ❑ The Valley Officers plan and conduct the statutorily required annual Feast of Kadosh.
 - ❑ The Valley Officers plan and conduct the statutorily required Feast of Consistory.
 - ❑ The Valley Officers perform the statutorily required ritual openings as stated in Statutes, Art. XV, Sec. 9 for all four Bodies.

8. PHILANTHROPY & PUBLIC IMAGE

- ❑ The Valley maintains an up-to-date website or Facebook page (current with calendar, contact information, etc.), and
- Accomplish any five (5) of the following:
 - ❑ The Valley participates in a JROTC/ROTC program.
 - ❑ The Valley conducts fundraising programs for Orient or Valley-specific charities (i.e. scholarships, RiteCare, etc.).
 - ❑ The Valley participates in the Celebrating the Craft webcast.
 - ❑ The Valley submits at least one news item for inclusion in Supreme Council publications annually.
 - ❑ The Valley maintains a donor recognition program for Orient and Valley-specific charities.
 - ❑ The Valley holds a community recognition program for teachers, first responders, veterans, etc. (who are not necessarily members).
 - ❑ The Valley participates in at least one public service project per year.
 - ❑ The Valley offers to provide a Degree Team to assist Blue Lodge ritual ceremonies upon invitation.

9. MEMBER RETENTION

- ❑ Establish a structured Membership Retention Team (MRT) within the Valley, and
- Accomplish any six (6) of the following:
 - ❑ Contact delinquent members by letter, social media, email, phone, or in person every month.
 - ❑ A list of delinquent members is distributed to the MRT no later than June of each year. The MRT must include at least one Scottish Rite member in every Lodge in the Valley.
 - ❑ The Valley provides a reporting form or process for each member of the MRT to ensure monthly communication with the office regarding the status of dues-owing members.
 - ❑ A list of delinquent members is again distributed to the MRT at the Valley's Fall Reunion.
 - ❑ Personal calls are made by the MRT during October and November with a reporting mechanism to the Valley to report results and status of delinquent members.
 - ❑ Valley Secretary follows up with personal calls to all delinquent members during the month of December.
 - ❑ Conduct an exit survey for departing (e.g. suspended) members.
 - ❑ The Valley sends some form of newsletter at least twice per year.

10. VALLEY ORGANIZATIONS

☐ The Valley has at least twenty (20) of the following organizations in place and working:

- | | |
|--|--|
| <input type="checkbox"/> Banquets & Dining | <input type="checkbox"/> Media Production |
| <input type="checkbox"/> Blue Lodge Degree Team | <input type="checkbox"/> Membership |
| <input type="checkbox"/> Buildings & Grounds | <input type="checkbox"/> Military Veterans Liaison |
| <input type="checkbox"/> Business & Professional Men's Group | <input type="checkbox"/> Motorcycle Club |
| <input type="checkbox"/> Call a Brother (Brother to Brother) | <input type="checkbox"/> Museum & Archives |
| <input type="checkbox"/> Childcare During Reunions | <input type="checkbox"/> Peer-to-Peer Contact/Mentoring |
| <input type="checkbox"/> Cigar Club & Events | <input type="checkbox"/> Personnel & Records |
| <input type="checkbox"/> Class Reunions for Prior Classes | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Class Roll Directors | <input type="checkbox"/> Public Relations/Public Image/Valley Brand Management |
| <input type="checkbox"/> College Fraternity Liaison | <input type="checkbox"/> Reunion Transportation |
| <input type="checkbox"/> College Music Clubs | <input type="checkbox"/> Rose Croix Memorial & Remembrance |
| <input type="checkbox"/> College of the Consistory Campus | <input type="checkbox"/> Scottish Rite Clubs |
| <input type="checkbox"/> Credential & Registration | <input type="checkbox"/> Service Knights |
| <input type="checkbox"/> Degree Communications | <input type="checkbox"/> Skeet/Trap Shooting Club |
| <input type="checkbox"/> DeMolay Scottish Rite Chapter Dads | <input type="checkbox"/> Sojourners Contact Group |
| <input type="checkbox"/> Education and Rite Nite Committee | <input type="checkbox"/> Speaker's Bureau |
| <input type="checkbox"/> Masonic & Scottish Rite Education | <input type="checkbox"/> Special Productions |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Stage & Properties |
| <input type="checkbox"/> Esotericists/Esoteric Forum | <input type="checkbox"/> Supernumerary |
| <input type="checkbox"/> Estate Planning | <input type="checkbox"/> Temple Greeters |
| <input type="checkbox"/> Friends & Family Entertainment | <input type="checkbox"/> Top Line Signers Club |
| <input type="checkbox"/> Golf Clubs/Sponsored Tournaments | <input type="checkbox"/> Tour Guides |
| <input type="checkbox"/> Hobby Nights | <input type="checkbox"/> Wardrobe |
| <input type="checkbox"/> Hunting Clubs | <input type="checkbox"/> Web/Podcasting |
| <input type="checkbox"/> Innkeepers | <input type="checkbox"/> Widow's Outreach |
| <input type="checkbox"/> Internet Club | |
| <input type="checkbox"/> Knights of St. Andrew | |
| <input type="checkbox"/> Spouse's Association | |
| <input type="checkbox"/> Library Committee/Volunteers | |
| <input type="checkbox"/> Lodge Representatives | |
| <input type="checkbox"/> Makeup | |
| <input type="checkbox"/> Masonic Music/Musicians Club | |
| <input type="checkbox"/> Masonic Youth Group Sponsor/Liaison | |

Other:

- | | |
|--------------------------|-------|
| <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | _____ |

VMAP APPLICATION & CERTIFICATION

Dear Brother Sizemore:

Having accomplished the requisite tasks indicated by checkmarks throughout this workbook, the Valley of _____, situated in the Orient of _____, respectfully requests it be considered for the Valley Membership Achievement Award.

Personal Representative

Date

Valley Secretary

Date

SGIG or Deputy

Date

VMAP RECOGNITION & AWARDS

VMAP Valley Participation Recognition:

- Valley VMAP Letter of Participation (*suitable and appropriate for framing*)

VMAP Valley Achievement Award:

- VMAP Plaque of Scottish Rite Excellence
- VMAP Lapel Pin for each participating Valley member
- VMAP Date Plate for each year of VMAP Achievement Award recognition

FURTHER VMAP INSTRUCTIONS

Thank you for participating in the **Valley Membership Achievement Project!**

Please mail this completed, signed, workbook to:

Grand Executive Director
The Supreme Council, 33°
1733 16th Street, NW
Washington, DC 20009-3103