



Job's Daughters....

what's that?

**1999-2000
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Supreme Guardian Council Promotional Materials

An Annotated List

Form 302. Attention Masons poster. Newly revised. Poster comes with a pad of postcards that can be replaced as needed.

Form 303. Support the Masonic Fraternity. Useful for getting names of prospective members at lodge events.

Form 304. Parents brochure. Excellent information for new parents. Should be given to them on the night of their daughter's initiation into the Order. NOTE: There are blanks, which must be filled in by someone before they are distributed.

Form 305. What Job's Daughters IS. Folded business card. Handy and easy to carry with good, concise information. NOTE: Name and telephone of a local contact person needs to be added on the back.

Form 306. Information Folder. Excellent and up to date brochure. It includes an overview of information about the IOJD.

Form 307. Recruitment brochure. Up-to-date, attractive brochure for prospective members and Masonic bodies. Addressed to girls, but also appropriate for Masonic/concordant bodies. Well worth the price. NOTE: Name and telephone of a local contact person needs to be added on the back.

Form 308. Bookmark. Explains Job's Daughters on one side and Masons on the other. Especially good for prospective members whose relationship to a Mason is unknown or distant.

FIRST THINGS FIRST.....

What is Promotion?

The word "promotion" comes from the Latin and literally means "to move forward." The dictionary defines promotion as the process of furthering the growth, establishment, sales, etc. of something. Promotion in Job's Daughters, therefore, is all those things that we do as an organization to make our Order more well known to the general public, more respected within the Masonic family, and to acquire new members.

So now that you know what promotion is, you're ready to go out and promote, right?

But promote what? Promote where? And how? With what?

So, let's start with the basics.

Who are we?

How many times have you seen or done this? Somebody asks you what Job's Daughters is and you reply, after taking a deep breath, shuffling your feet and rolling your eyes upward:

"Job's Daughters is an organization for young women between the ages of 11 and 20 who are related to Master Masons, to band them together for spiritual and moral upbringing; to teach them love of God; love of their country and its flag; respect for parents and elders; and love for all mankind."

Oh boy, I'd want to join that group!

GENERAL PROMOTION

- Have cards and stamps at the meeting so they can be signed at the meeting and send out that night to prospective members, get well cards, etc.
- Assign one or two of the Daughters to greet visitors before the meetings
- Have Bethel friends on phoning list
- Hold a special function to honor Bethel friends
- Wear a Job's Daughters t-shirt or pin to all appropriate events, to school, etc.
- Make sure you have IOJD information at public events
- Have a display in the school, public libraries, banks, churches, etc.
- Decorate store windows with robes, capes, and crowns and pictures of your activities
- Have a dessert auction and invite EVERYONE including Masons, Star, friends, families and the bakery manager from the supermarket or local bakery
- Ask schools if you can do a presentation-make Job's Daughters look like fun!
- Don't let "You gotta be related to a Mason" be the first thing out of your mouth
- Have an Honoring Past Honored Queens night or Honoring Majority Members night and invite the PHQs/MMs from your Bethel. It may be a lot of work to get their new addresses but it will be worth it. Don't just go back 5 years, but 10-20 years.
- Invite friends and younger sisters to fun events
- Be in a parade
- Have a Job's Daughters Week or special day
- Bethel Battle of the Stars with silly games
- Keep a notebook of events with the Guardian Secretary. Record the names of people contacted, cost of items, problems and solutions, suggestions for next time.

OKAY, NOW WHAT!

Where do we go to find members?

Advertisers use the term "target markets" so they know who to direct their message to. Target markets are specific groups of alike peoples. For example, if you were going to be selling a line of petite womens clothing your target market would be women under 5' 4".

We have a few target markets to deal with when we're "selling" Job's Daughters:

- Parents
- Girls
- Masons / Masonic families
- Our own members

MARKETING TO PARENTS

A lot of the trend researchers say that society is going back to placing a great deal of importance upon "the family" and family life. However, the economics of society today, make that difficult. In the book "CREATING EVER-COOL; A MARKETER'S GUIDE TO A KID'S HEART", Gene Del Vecchio talks about "The Things That Are Changing". He says that, "Kids are expected to grow up faster. Today, some 26% of households with children under 18 have only a mother at home, and 4% have only a father. Additionally, 70% of moms work full- or part-time, leaving the child to spend his time in daycare or to come home to an empty house."

What does that mean for us? It means that parents have to balance spending time with each of their children and doing what they need to do. We need to make Job's Daughters a place that the parents want to come to as well. And it means that we can no longer rely on only parents to supply all the support our Bethels require.

under the chairs at meetings

- Send correspondence to parents (in addition to Daughters)

COMMUNITY SERVICE

- food drive
- helping physically challenged kids at events
- clothes drive
- Adopt-a-Highway
- Collecting for charities: Heart Fund, MS, Diabetes
- Donate a tree in honor of someone
- Lay a wreath at the Memorial / Remembrance Day service
- Plant flowers in public place
- Collect toys for children's hospital
- Help with Welcome Wagon
- Recycle
- Visiting at hospitals, veterans homes, seniors residences
- A-thons: hike, bike, wake, dance, skate, swim
- Salvation Army bell ringing at Christmas
- Collect toiletries from hotels for shelters
- Volunteer babysitting
- Habitat for Humanity

MASONIC FAMILY

- invite to official visits: have seats reserved for them and introduce them
- invite members to speak about their organizations for Librarian's Report
- provide refreshments for their meetings
- have an information night where every organization explains about their Order
- set up a contest to see which Bethel can get the most Masons to the meetings during a term
- have a fun activity with a Lodge/chapter: bowling, ice

▲ **Job's Daughters gives your daughter an edge in the adult world.** The skills that are taught in Job's Daughters do give us edge in the adult world both professionally and socially. We don't talk about the interactions with people from all ages and backgrounds but it is one of the most important skills we learn in Job's Daughters. The ability to think and speak on your feet. How many times has that come in handy! Knowing how to run a Roberts Rules of Order business meeting is a skill known by very few people.

MARKETING TO THE GIRLS

What do girls want? Del Vecchio again in "Creating Ever-Cool" talks about what all children want. "It goes down deep to the core of desire, to the child's very heart, to the wishes that whisper constantly for that which he yearns - control, achievement, pride, recognition, love and acceptance."

The one other thing that he talks about that relates specifically to girls is the want of glamour. In today's liberated world we tend to see glamour as outdated. But then why is the Barbie doll so popular? The opportunity for them to dress up may seem trivial but it is not trivial for the girls. The ability to know how to dress for any event and situation is another life skill that we sometimes overlook.

Del Vecchio also says that, "Children love to learn, for the act of gaining knowledge about the world and discovering new horizons elicits so many positive emotions; children take comfort in knowing how the world works, because that can make it a less frightening place. As children learn, they can take pride in an accomplishment and the mastering of a skill. This combines with the feeling of advancing, getting smarter, getting older and being more mature. To be recognized for an achievement is important, because it feeds self-esteem." Do we allow our Daughters to learn and take pride in their achievements?

IDEA SWAP INFORMATION

These ideas were gathered at the Supreme Leadership workshop in September of 1999.

FUND RAISING

- family portraits
- flamingo project: put flamingos in people's yards, have them pay to pass them on
- serving at convention centers
- concession sales at community events: cotton candy at fair; coffee & muffins at a morning event
- Food sales: Super Bowl subs, sell lunches at work places, meat, chocolates (Valentine's Day), hams at Easter, pizza kits, Christmas goodies, Halloween candy, Mother's Day cookies, pies, salads to you
- rummage sales
- gift wrap at Christmas
- serve meals: pancake breakfast, spaghetti dinner, ice cream social; steak fry
- catalogue sales: Avon, magazines, gift wrap, Tupperware
- delivering flowers for Mother's Day
- delivering flyers, catalogues
- clean new houses
- Auctions: wrapped up bottles, art work;
- Sell merchandise: Christmas greenery, poinsettias, bedding plants, popcorn, juice, calendars; balloon bouquets
- Car Wash
- Haunted House
- Raffles

USING THE MEDIA

"PRESS CONFERENCE!" screamed the headline on a non-profit group's news release sent to a newsroom last summer. The headline is seen on news releases every day, in every newsroom. What was odd about this particular news release was that, after several paragraphs of tedious background information, there was no address, no time, and no phone number.

That press conference did not get any coverage. The assignment or "city desk" editor at any newspaper or broadcast station is absolutely swamped by paper and electronic requests every day of his or her life. Every morning, there is a sheaf of paper awaiting the editor's judgmental eye. Every few minutes, more news releases come in, while the phone is ringing, the mail is opened, the reporters are assigned, the e-mail is checked, the photographers call in...you get the idea.

A modern newsroom is an unbelievably busy place, and everyone wants a story. That, in large part, is why the editor did not assign anyone to the non-profit group's news conference. He/she did not have time to track down the missing information. He/she may not have covered it anyway, depending on the event's news value, but the group shot down its own chances of coverage with its extremely bad, boring, and uninformative news release.

Even if the news conference was not covered, the group might have had a chance at minor coverage in an events column, if they had sent in the right information.

Everyone (who gives it any thought) wants to write an interesting, exciting news release that catches an editor's eye. That's great and very important, but it will never beat

that the Bethel members are thinking about her.

Step 9 - On the day of her Initiation, a diploma signed by the Honored Queen and Bethel Guardian and stamped with the Bethel seal makes it official - she is no longer a To-Bee but a full member of a Job's Daughters Bethel.

The To-Bee can help at fund raisers, be in parades, be a program attendant at Installation or escort the Bible by carrying candles (battery operated) and lighting the way for the Bible Bearer, attend functions before or after a regular meeting and be at any fun things the Bethel does. All of these activities help the To-Bee make Job's Daughters part of her life and daily routine and thus, readies her for full membership as soon as she is 10 years old.

On the state/provincial level - Keep a spread sheet with names and initiation dates for all the To-Bees to help the Grand Officers keep track of when these girls will become members and possibly they will be able to attend their Initiation to make it really special.

This program takes some work to keep sending cards, making sure the To-Bees are informed and not forgotten, but the effort pays big time. Job's Daughters has a new member who knows what we do, what to expect and already is used to attending meetings.

There are packages available from the Supreme Guardian Council. Included in these packages are:

- Jo-Bee-To-Bee pin
- pamphlet about the program
- welcome letter
- card with each month's activities to be filled in
- "Happy Birthday" sticker

Let's say your non-profit organization is raising money to help support a refugee family you brought to Canada from overseas. You have decided to run a mini-folk festival in the local church, because it offers many coverage options -- and you know that the better the coverage, the wider your audience for donations.

A mini-folk festival could provide great photo options, would qualify for the happenings calendar, and your refugee family, if they felt okay about it, would make great interview subjects. It wouldn't be going too far to have a news conference announcing the event, either -- although don't expect all of the news media to turn up. Even if two outlets make it, you're doing pretty well.

Do put "news conference" at the top of the page, but support it with "St. James' Church Folk Festival: Fun, Fellowship and Fantastic Food!" Underneath, explain that the attendance fee will go to support the refugee family and further donations are welcome.

Don't forget to assign one liaison person, who will set up interviews with the family members and ensure they are not overwhelmed by the attention.

Then fax and e-mail your news release to all the media outlets you can think of. If two media outlets operate out of one building, send to both. Send your release to the city desk as well as any other departments that it might pertain to - Business Editor, Lifestyles Editor, "Happenings" columnist, etc.

NEVER WRITE THE ENTIRE RELEASE IN CAPITAL LETTERS. This is very difficult to read and there isn't an editor on earth who will believe your news is more important just because of the CAPITALS.

JOBIE-TO-BEE PROGRAM

The "To-Bee" program is designed to bring in new members by introducing Job's Daughters to them early. It is a program for the 8 - 9 year olds.

Here's how to get a program started in your area.....

Step 1 - Have the Grand or Jurisdictional Council endorse the program in their area.

Step 2 - Get a good Chairman! This is vital to the success of the program. Have that chairman find someone in each Bethel to work with the program. Again, the success is in who you have working the program.

Step 3 - Let every Bethel know that the jurisdiction is participating in the program. An article in the newsletter, a letter to each Bethel explaining the program and the materials that are to be used and a list of the people working with the program. Have each Bethel chairman go over what's involved with the program with members and Council so that everyone understands how the program works.

Step 4 - Now the fun can start!
Have the Bethel members have an informal meeting around a table or in a slump on the floor and list the names of the 8 - 9 year olds they know. They can gather names from family, friends, girls they baby-sit, girls from church, neighbors, etc. The Council needs to do the same thing only it's their friends, relatives, people they work with, go to church with or socialize with. Don't worry about Masonic relationship at this point - write down every 8 - 9 year olds name. It takes everyone from the Bethel working together to make this work.

GETTING NEW MEMBERS

How to Plan a Prospective Members Party

About 6 weeks before the party is scheduled, letters go out to each Bethel in the area telling them about the party and asking them to give invitations to their friends. We ask the Daughters not to get into the Masonic relationship part of it, just invite anyone they would like to see in their Bethel. Invitations are made up and a bunch are given to each Bethel to distribute. Prospects are asked to bring their parents and invited to bring any friends they want.

On the day of the party, the guests are greeted at the door by your Miss Jurisdiction, Junior Miss, etc. The Prospects are given a goody bag that includes the promotional brochures from SGC, a petition, old pins from Grand Session, little prizes like balloons, pencils, erasers and some candies.

A program is made up which lists the general agenda, an explanation of the party and a list of the Bethels in the area including the Bethel Guardian's name and phone number, when they meet and where. Each Prospect is pinned with a pin that lets all know which girls are Prospects. They are then ushered into the Lodge room and seated. You can begin with a video of Grand Session, Supreme Session and other fun activities such as camp. Then a composite Bethel performs one of the Prospective Members Ceremonies and end the meeting with a Closing formation. You may want to keep the meeting short and have a fun activity for the Prospects, Daughters and all the adults together.

Form 310. Promotion folder for inserting material.

Folder with IOJD logo to hold 4 x 9 inch or smaller promotional materials (Forms 304, 305, 307, 308).

Form 311. JD-To-Bee packets. Includes: calendar, program information, welcome letter, pin, Happy Birthday sticker. Basic, get-started. Can be supplemented with GGC or Bethel materials as desired.

Form 312. JD Pencil. Purple pencil imprinted with JOB'S DAUGHTERS in white.

Form 313. Balloon. Purple balloon imprinted with JOB'S DAUGHTER in white.

Form 314. What is a Mason card. Same wording as that on Form 308.

Form 315. Tie That Binds pin and card. Triangular pin with square knot and business card. Excellent promotional item. Especially appropriate as a favor when honoring the Masons.

Research shows that we have between 3 and 5 seconds to catch someone's attention. So, how do we convey all the benefits and skills learned and friendships made in 3 to 5 seconds? Well, you don't. What you get is 3 to 5 seconds.

So what is Job's Daughters?

JOB'S DAUGHTERS IS A GIRLS LEADERSHIP ORGANIZATION

That is what we are, isn't it? If they want to know more, they'll ask. Then you can get into a few more specifics such as learning to participate in a business meeting (try not to use the term "Roberts Rule of Order business meeting" as a lot of people don't know what you're talking about); planning fund raising activities; community service; character building. It is not necessary to talk about the Masonic relationship if it doesn't seem appropriate.

- Thank everyone who helped [businesses, media, individuals] with a card or note. Make sure they are sent promptly! You may want to include some information about how the project went, such as profit.
- Notices on school bulletin boards
- Newspaper articles about installations, meetings and functions
- Internet web sites
- Jobie Jamboree
- Wear robes to Go-to-Church Sunday



So, how does all that translate into promotion? Here are some selling points:

▲ **Job's Daughters is something you and your child can do together.** In a lot of extra-curricular activities for children, such as sports & music, the parents are required to leave the child and pick them up at the end leaving even less time for the parent to spend time with the child. To some parents this is a bonus, but to others it is not.

▲ **Caring and loving adults of all ages and from all backgrounds.** Let's face it: there are a lot of really scary things that can happen to our children. Probably not anything new but a lot more publicized. Parents want to know that their children are safe. Del Vecchio also talks about the need for older adults in children's life. "Grandparents play a growing role. In a flashback to another time, grandparents are on the comeback trail. As single, working, and divorced parents become more prevalent, grandparents shoot in to help with the grandchild's upbringing."

▲ **Job's Daughters give you, as a parent, another avenue to use your skills.** If you're good at organizing you can help planning projects; if you work as a Mary Kay representative you can have a make-up party for a mother & daughter event; if you want to spend time with the girls you can drive them to another Bethel's meeting. We, as Council members, have to be prepared to take whatever the parents are willing to give.

▲ **Job's Daughters is not expensive to belong to.** Dues in most Bethels are between \$10 and \$30 per year. You're not going to find those kind of dues in any other youth group and certainly not in sports! The "uniform" is provided. Some Bethels require a deposit, but most of the time you get your robe and slip and only have to purchase white hose and shoes.

- cream social, Christmas decorating,
- Shrine kids Christmas party
 - Assist at Shrine Circus
 - Give Masons/Star attending a meeting a button that says "I have visited a Job's Daughters Bethel recently. Have you?" for them to wear to their next meeting
 - Ask for intangible support such as attendance at meetings, membership referrals, rather than money
 - Provide Lodge secretaries with membership information
 - Invite Masonic family to all appropriate functions
 - Attend lodge and chapter events
 - Participate when invited to do so
 - Encourage formation and support of youth committees
 - Ask permission for displays, representation or other exposure at Grand Lodge/Grand Chapter
 - Visit Masonic/Eastern Star homes
 - Establish a grandparent program
 - Exemplify as often as possible with proficient Daughters
 - Organize secret dad with dads not already involved
 - Submit articles with photographs to masonic publications
 - Honor Masons and Star at Bethel meetings; send invitations early
 - Make sure the HQ knows the correct titles
 - Shadow Night: Lodge/Chapter members come to meeting and sit in the stations with the Officers. They do the opening march and can stay on the sidelines for closing
 - Give out the Masonic Heritage pins
 - Promoter of Fraternal Relations announces Lodge/Star functions at Bethel meetings
 - Father/Daughter/Mason pumpkin carving
 - Parade float with Masonic family
 - Serve a brunch after a Masonic training session

Del Vecchio also says that, "Kids have a greater need to be and feel safer." With all the media attention to missing children and child abuse it's no wonder that they want to go where they feel safe.

"Kids have a greater need for family. As families become separated by the nature of our evolving society, kids have a greater need for the bonds that family provides. In survey after survey, kids continue to say that family is vital to them. And although it may come as a surprise to many, kids still continue to list parents as their role models (although few will admit it to their parents). Importantly, in the face of a high divorce rate and dual-income families, which can separate parents from children, many parents are striving harder than ever to maintain the bond with their kids." This selling point can go towards both target markets of parents and kids.

PROMOTING IN THE BETHEL

- work as a T.E.A.M. (Together Everyone Accomplishes More); whether you are Honored Queen or a Choir member, you still have a say in what happens in your Bethel
- Mother/Daughter Dessert Party
- Make sure everyone gets phones including adults
- Under Reports, thanks the girls who have done something special for the Bethel or mention an honor a Daughter has received
- Talk to people and let them know you appreciate what they've done: no one feels worse than when they have been totally ignored
- Purchase leftover t-shirts from wholesalers to make Bethel t-shirts to wear at car washes, Grand Session, etc.
- If a girl misses a meeting, phone her the next day and tell her what happened at the meeting and BE FRIENDLY! Don't chastise her for not being there - make her want to come back
- Packet for parents with term plan and phoning list
- Joint activities with other Bethels
- Provide baby-sitting service at the meetings for younger siblings of Daughters so parents can attend meeting
- Friendship baskets
- Support other activities Daughters participate in
- Big sister / little sister program
- Miss you cards to inactive members
- Activity newsletters
- Associate Bethel Guardian giving Masonic information
- Sit with initiate's parents during meeting
- Have fun activities that everyone can participate in: bowling, scavenger hunt, pizza party, skating, swimming,
- Buddy system for new parents
- Read constitution and/or ritual at meetings
- Have a specific Council member put paper and pencils

providing the five W's. Every reporter in the entire world has had the five W's figuratively beaten into his or her brain and every news reader or watcher instinctively knows when those important facts have not been provided. It may seem simplistic to mention this, but many groups still seem unable to follow the basic rule that you must answer these five most critical elements in any news release.

WHO: Tell people who you are -- the name of your group and, VERY briefly, what your group does if it is not obvious. For example, it is obvious which group the Canadian National Institute for the Blind represents.

WHAT: Explain the event or issue you want covered. Tell the editor what you want from him/her -- attendance at a news conference, coverage in an events column, or a feature on a volunteer, for example.

WHY: Provide a reason or a "news angle", for the coverage. Perhaps you have raised more money than any other chapter in the country for a particular charity or you have done it in a very unusual way.

WHERE: Tell the editor where the event will occur, or occurred.

WHEN: Tell the editor when the event will occur, or occurred. For press releases, the five W's should really be six: never forget a second Who -- a contact person and phone number.

Once you have nailed down these six important items, it's time to get a little bit creative -- but not too creative, because editors don't have time to figure out a cute headline or complex copy. It has to be short, snappy, and easy to read.

Take the basic program and run with it. Have a bee hive with bees named for the registered To-Bees. A poster contest, a banner with names, anything you can think of to make everyone aware of the program and its benefits will work. Have a contest for the Daughters to draw cards for each month to be sent to the To-Bees. If something doesn't work, don't give up, try something else!

This is a great program and everyone can reap the rewards by giving the effort needed. You only lose if you don't try!

Written by Nancy Saggio, PHQ, PGG Wisconsin



Follow up a short time later to ensure people have received your faxes and e-mails. Present your case for coverage briefly and pleasantly, and be sure to point out a newsworthy angle the editor may not have considered. Try to avoid arguing with editors: they have no obligation to cover your event and will remember next time whether you are difficult or gracious.

And please, don't ask anyone to shave their heads for charity. In one morning, one editor received six calls from schools asking the news outlet to photograph teachers having their heads shaved. That's just one morning. We could never photograph them all, especially after weeks and weeks of earlier shaved heads. Popular stunts do not gain attention for long; never jump on a bandwagon, but find your own creative idea to snag an editor's attention.

Written by Joanne Paulson, Business Editor, The StarPhoenix, Saskatoon, SK

Step 5 - When several names have been put down, then plans for a fun activity need to be made. Something fun for the To-Bees as well as the Bethel members needs to be well planned. Games, a Mystery Dinner, bowling, scavenger hunt, rubber stamp party (make cards for a nursing home), cooperative learning games are wonderful fun for all. The scavenger hunt with a member paired with a To-Bee allows both to know each other better and they can explore the hall at the same time.

Step 6 - Next is food. Plan on something that all will enjoy. Ask the members. Pizza - make your own or buy one. Individual make your own pizzas are lots of fun. Have many toppings and let each person design their own on an English muffin or small pizza shell. During the baking, the girls and adults can talk or play games to become better acquainted. Make your own taco or make your own ice cream sundae also works.

Step 7 - Once a girl decides to become a To-Bee, a special ceremony "The Seeds of Promise" from the Book of Ceremonies can take place. This is especially nice when done at the close of an Installation when many guests are present to be witnesses.

Step 8 - During the time she is a To-Bee, a countdown calendar with special stickers for each month and one for her birthday helps the time pass until the big day. Cards or postcards with different bees for the different months keep the To-Bee informed of the activities in the Bethel should be sent. These can be filled out before or after the last meeting of the month, signed by all the girls and mailed that night.

The cards let the To-Bee know what she can attend and

After the Closing formation, the Daughters and Prospects go into the dining room for games. The adults are then told about Job's Daughters and given an opportunity to ask questions. You can start with the Grand Guardian speaking about Job's Daughters in general. Then the Associate Grand Guardian can talk about being a Mason and about how we find a Masonic relationship for someone who isn't sure if they have one or verify the relationship for someone whose great-grand- whatever is deceased. The HIKE Fund Committee can then speak about HIKE and what the girls usually do.

After the talks and questions, the adults join the Daughters in the dining room for refreshments.

These parties usually last about 3 - 4 hours. The key seems to be having them in population centers. All the Bethels in the area need to be asked to participate. Another key is getting all the Daughters to participate by inviting their friends, attending the parties, and most especially by getting them to interact with the Prospects. The Daughters are reminded about the interaction in the letters sent to the Bethels before the parties. The Bethel Guardians are also asked to remind them and certain key Daughters are asked to be "circulators" to be sure no Prospect is ever left alone. Make sure the adults know to interact with the parents of the Prospects as well.

Names of the Prospects are given to the Bethel Guardians and they are encouraged to remain in contact with the Prospect, help with the Masonic relationship and make sure the Daughters keep in contact with them.

Written by Leian Faulkner, PGG Arizona, PHQ

What to do After the Prospect Party

- hold another fun activity: take a Bethel and friends trip to the nearest amusement park, hold a "bring-a-friend" sleep over, go bowling
- have a term incentive for bringing the most friends to a prospective event or for bringing in the most members. Ideas include: cash, gift certificate, bath products
- get the parents of your prospects involved
- have a Bethel parents get-to-know-you night. Remember that adults also need to have fun in Job's Daughters!
- once you've got them waiting to join, send 2 or 3 members and at least 1 adults to visit with your prospect and parent(s) to answer any questions. Remember that we are NOT a secret society or cult so it's okay to talk about the Ritual and answer almost any question that they may have. Show them the Ritual! Calm their nervousness, don't make it worse by saying, "I can't tell you that" or "You'll have to ride a donkey during the ceremony".
- go out of your way to ALWAYS make your prospects feel welcome and wanted! TALK TO THEM! Don't be shy

*Written by Amanda LeBlanc, MIJD 1998-1999, PHQ,
Minnesota*