

# "DeMolay Inc."

## 2008 Membership Drive

*"If football taught me anything about business, it is that you win the game one play at a time."*

*-Fran Tarkenton*

*Professional Football Player, Businessman, Senior DeMolay*

### Introduction

Some of the United States' most successful individuals and businessmen are Senior DeMolays, including Fran Tarkenton. After leading his high school football team to a state championship and having an outstanding career at the University of Georgia, he was drafted into the NFL, leading the Minnesota Vikings to three Super Bowl games. After his football career ended, Tarkenton went on to start twelve businesses of his very own. Along with Tarkenton, there is near-unending list of successful businessmen who got their start as members of DeMolay.

But how can DeMolay be like a business? Just like in any store, we are "employees" trying to sell a "product." That "product" is a quality one, the greatest youth organization in the world: DeMolay.

### Quotas

The 2008 Membership Drive serves as a business plan for our "company," setting benchmarks or "quotas" for Chapters to ensure that we as a Jurisdiction reach our goal. Your Chapter's quota is a personalized number of ideal new members based on your past membership statistics, designed to encourage growth and the quality of new members after they join. Below is a chart showing each Chapter's personalized quota.

Chapter	Quota	Chapter	Quota
Bolivar	9	Mark Twain	9
Carondelet	8	Mineral Area	16
Divine	10	Mochilla	9
Excalibur	8	Mother	8
Excelsior	18	Perfection	8
Farnsworth	8	Progression	8
Fidelity	8	Robert Goldberg	14
Frank S. Land	8	St. Charles	8
George L. Walters	8	Southwest Missouri	11
Heart of Missouri	8	Troy	8
Independence	11	Truell Harrison	9
Kirkwood	8	Waynesville	12
Lebanon	16	William F. Kuhn	8

A quota exists for the all of Missouri DeMolay as a whole as well. In the last four years, the Jurisdiction altogether has brought in over 800 new members. Missouri DeMolay has been #1 in the world in new members and membership growth for those past four years. Therefore, in order to improve upon our past totals, the state quota for 2008 is **256** members, the sum of the above Chapter quotas.

If every person in every chapter brought in just one new member, then we would not only meet, but *shatter* our goals. Because the quotas are different, it would be unfair to award prizes for making them, however; they are still excellent measuring sticks on your Chapter's progress throughout the year, and they may inspire a little friendly competition.

## Prizes

But what is a membership drive without the incentives? Just like you were working for any other company, you get paid for your hard work.

The year will be divided in to four quarters with three months in each, just like in the business world, with opportunities to win prizes throughout the year. Quarters are: Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec.

### Employee of the Quarter

The DeMolay ("employee") who brings in the most new members (at least four) within the time period of each quarter will receive a **\$50** "bonus."

### Employee of the Year

The DeMolay ("employee") with the most new members at the end of the year (at least 10) wins the honor of being the DeMolay "Employee" of the Year, as well as a cash "bonus" of **\$300!** Second place receives a **\$200** "bonus," and third place receives a **\$100** "bonus."

### Branch of the Year

The Chapter "branch" that meets the following qualifications by the end of the year will receive a "bonus" of **\$1000** to use as they please.

- The Chapter must hold at least 2 prospect parties in an attempt to recruit new members by the end of the year.
- Each new member initiated must be put through a New Member Orientation course explaining the basics of DeMolay. The program is to be headed by a member of the Chapter, preferably the Junior Councilor or another older, more experienced member designated by the Master Councilor.
- The Chapter must report all Form 10's before *all stated deadlines*.
- The Chapter must have the most new members at the end of the year.
- The Chapter must submit a report to the "CEO" (State Junior Councilor) signed by the Chapter Dad and Advisory Council Chairman, detailing the previous requirements.
- If the Chapter initiates 50 or more new members for the year, the "bonus" will double to **\$2000**.

Keep your eyes open for more special incentives throughout the year!

## Summary

Missouri has the honor of being the birthplace of DeMolay, therefore; it is our responsibility to be the leader and the best in DeMolay. If you have any questions regarding the program or about membership in general, feel free to contact any of the State Officers below, we would be more than happy to assist in any way possible!

Sincerely and Fraternally,

Mike Jones, "CEO" DeMolay Inc.

State Junior Councilor

Justin Woods, "Chairman of the Board" Ryan Cockerham, "Board Member" Kris Woods, "Board Member" Gabe Eggers, "Board Member"  
State Master Councilor State Deputy Master Councilor State Senior Councilor State Illustrious Knight Commander