

2020-2021 New York DeMolay State Term Plan

Prepared by Br. Michael Jordan

Theme: UNITY!

Key Dates**

8/12 & 8/13: Convention

8/16: State Executive Committee Retreat

Each Region to host an event between convention and 12/31/2020

10/17: Grand Master Bohn Visit

11/13-11/15 LeadCon – MJ, Brian with “Dad” Schneider & “Dad” Alvarado. New: Young women welcome! ** (By 9/15 we will determine if it is virtual or in person)

11/30: Advisor Renewals due to DeMolay International

Each Region to host an event between convention and 12/31/2020

1/29-1/31 WinterFest 2021, 4 Rivers RMC & DSMC, with “Dad” Evarts

2/2021 –Grand Royal Matron Class in Western/Upstate*

3/20/2021 – Grand Assembly

3/??/2021 Grand Master’s Class in Metro*

5/2021-> Metro or Lakes Region Degree Class*

6/2021 -> International DeMolay Congress

6/2021 -> 4 Rivers Degree Class at St. John’s Day

7/2021 -> Metro or Lakes Degree Class*

7/2021 -> Oriskany Weekend

8/2021 -> Convention, SMC/DSMC/SSH & “Dad” Howard*

*specific dates will be announced as we can start doing contracts and firming dates up.

**All events will be determined based on COVID

Key Goals:

Empowering the Regions: Each region will be empowered to run events and programs as they see fit. Think about their approach and develop a plan for the region. Each Region is asked to host one event before the end of 2020 and one event in 2021.

Membership: Goal is: 75 new members between now and next convention, with at least 31 coming in before the end of the year. We need to hit positive growth for the year. We are 31 away from growth in 2020. This is achievable using virtual degrees and the return of several chapters to in person work. We are launching our Membership Incentive Program



We will be hosting a series of events for new members get to attend an event with their first line signer. New members less than one year.

Membership Incentive Program

LeadCon Membership Drive

→ 1 member = 20% off

→ 2 members = 50% off

→ 3 members = FREE

→ any new members initiated at Convention 2020 until LeadCon registration date.

→ LeadCon Membership Drive Award (Top First Line Signer)

Winterfest Membership Drive

→ Timeline from after LeadCon registration deadline until Winterfest registration deadline.

→ 1 member = 20% off, 20% for every incremental new member

→ 4 members = FREE

→ Winterfest Membership Drive Award (Top First Line Signer)

Convention Membership Drive

→ Timeline from after Winterfest registration deadline until Convention registration deadline.

→ 1 member = 20% off

→ 5 members = FREE

→ Convention Membership Drive Award (Top First Line Signer)

Full Year Awards

→ Full Year Convention Award (Top First Line Signer)

Increasing Ritual Excellence: We are developing a ritualist of the year award which we will announce in September. We will show pride in our work

Increasing Completion of LCCs/RDs: We will recognize brothers at each state event on their completion.

Greater Engagement with Masonic Youth and Sweethearts: Sweethearts and Young Women will be welcome at LeadCon, and increase in sweetheart programming.

Greater Youth Leadership: Youth will be promoting key programs for the chapters.

