



## **ACE** (*Advisor Continuing Education*)

### **The Magic Number 7.**

While this number has a certain symbolic meaning to each of us and those within our organization, we would ask you to consider an additional meaning. While it may be well known to some, it is so easily forgotten by everyone, the Rule of 7.

The Rule of 7 is a marketing tip that states a customer must have heard from you, or seen your product at least seven times before they decide to take action or buy anything. So many people only try two or three times and then are disappointed by the results they receive. Consider how many times someone would see DeMolay in our jurisdiction and are there at least SEVEN available?

In the marketing world, the seven times would generally be email, phone calls, letters, etc, but since we aren't necessarily talking about making a sale, consider other resources that can have the same influence: a website, newspaper articles, signs, billboards, posters, radio spots, letterhead, stationery, email, phone, snail mail, t-shirts, car emblems, yearbooks, ad books, pamphlets, brochures, YouTube videos, MySpace page, facebook page, craigslist, business cards, Masonic Chips Program, texting, newsletter, e-newsletter, Masonic publications, and more.

The most basic way to look at our jurisdiction's Rule of 7 is, do you have at least SEVEN ways DeMolay is being consistently seen to the general public?

While this information leads best towards **membership**, please don't let it stop there. As leaders of our jurisdiction you are well aware of other pending issues you could use assistance on. The Rule of 7 can apply to many other things as a basic public relations concept, which applies to a broad range of categories.

**Adult Recruitment-** if DeMolay's name is out there, more people are likely to know what it is and donate time to it.

**Financial Aid-** As a non-profit leadership and character building organization, there could be people willing to offer grants, or even simple donations.

**New Chapters-** After the Rule of 7 takes effect, more word of mouth begins and could lead to new interested people who, till now, hadn't heard of DeMolay!

**Program Planning-** The Rule of 7 is a program in itself. Or could turn into several programs. Working with other opportunities such as Relay for Life, Presidents Volunteer Service Awards, DoSomething.org, it will generate more activities/programs for chapters and the state.

**Morale-** As the old saying goes, If you don't define yourself, someone else will.

*Seek out* opportunities to get DeMolays name out there, some will be free, some will not, but we need to make sure DeMolay is living up to all the meanings of SEVEN.