



ACE (*Advisor Continuing Education*)

"A candle loses nothing by lighting another candle"

-- Father James Keller

DeMolay resources are diminishing, some are by time, others financially, and unfortunately some are by choice. We have counted on assumptions, traditions, or implications that are no longer there. Historically, DeMolay has been well received in the communities because its reputation preceded it with Senior DeMolays and Masons who were famous, community leaders, policemen, etc. We didn't need to go out and pursue relationships or ties to the community. Things are no longer the same. We are choosing to lose these resources by not using them. This ACE is to remind you that the time to reinvent, create, inspire, and **act** is now.

It rests on your shoulders to promote the Order of DeMolay within your jurisdictions and local communities. The best place to start is to make connections with those who already have lots of connections themselves. How many Mayors or Governors know what DeMolay is? How many Chamber of Congresses list DeMolay as a part of the community? How many policemen have had contact with DeMolay in a positive environment?

We no longer have people waiting in line to receive a degree in DeMolay, and our own members have a hard time bringing in friends, and it is because DeMolay isn't a household or even a community name. Who can change that? You can! Publicity doesn't have to be TV commercials, or paid Radio spots, but if each chapter, heck, two chapters in a jurisdiction reached out to the community, that would be over 100 new contacts right away for DeMolay.

Below is an excerpt taken from the National Council of Non-profits with some notes for DeMolay....

Members of Congress –

Many are posting special websites to let their constituents know about possibilities, so watch what they post. Indeed, if your issue is significant, consider asking your U.S. Senators and Representative to watch your issue for you as well. See, for example, this excellent resource published by Senator Hagan: http://hagan.senate.gov/files/Hagan_ARRA_Resource_Guide_for_NC.pdf.

By issue, they mean organization, or your organization's issue. Character and Leadership Building for Tomorrow's Leaders Today is an excellent issue. We are proud to be associated with it, why don't we offer the opportunity to others?!

Regional, State, and Other Federal Offices –

Many federal agencies are divided into regional offices, and others have state and sometimes even local offices, so reach out to them to let them know of your interest. If they are working in your state, that means they live there and they want to see you, their neighbors and communities, succeed. If you present your idea in a compelling way, they may be able to help you in ways that you might not have even considered.

Believe it or not, people outside of DeMolay, want to see you succeed. What DeMolay offers today's youth is promising, and could generate followers, if they knew more about it.

Your Governor's Office –

Don't be shy or timid; work with them. Most Governors' Offices are divided into units of expertise. So if you are interested in funding for the arts or environmental protection or mentoring youth at risk, you likely will be sent to different specialists on staff. Essentially, their job is to help make the Governor's actions look good to voters. These staff members often carry heavy workloads. So if you can quickly show them that you want to help people in your state in a significant way, you may find a staff member who will be your champion.

Once this contact is made, it can be vital, make sure not to abuse this relationship and use it wisely. Don't forget Presidents Bush, Clinton, Carter, Reagan, and a dozen before them were all Governors before becoming President.

Your Mayor's Office –

During the White House briefing, a presenter identified the Mayor of Philadelphia as being a forward thinking leader who has created a room geared to oversee bringing as many dollars to Philadelphia as possible. Because some of the federal funds flowing to states and local governments formally will require receiving governments to have community partners, establish those positive relationships immediately. If your Mayor doesn't already have outreach efforts underway, then step forward to help create pathways that help your community. Mayor Ryback of Minneapolis has ties to the Masonic Fraternity through his mother who is an OES member, and has attended several Masonic Charity events.

Mayors are similar to Governors but are so much more in reach for local issues and organizations. They are there for real issues as well as ceremonial things like installations, anniversaries, or to be the emcee at a dinner honoring local leadership which could be organized by your chapter!

Additional Websites –

The issues of interest to nonprofits are limitless, but think about whom else might be tracking the issue of most interest to your nonprofit. For instance, the National Council of State Legislatures has a strong web site with information it is tracking for state legislatures that may reveal insights of interest to your nonprofit. <http://www.ncsl.org/statefed/2009economicstimulus.htm> Also, the websites of various national or statewide issue-based coalitions (such as housing coalitions) offer excellent resources.

When we think of "issues of interest" we commonly think of DeMolay as an organization and therefore we only think of Boy Scouts, or other Masonic Groups when we consider interested parties. There is so much more we are missing by only focusing on that. Our issue is "helping young men become better young men". DeMolay's traditions and methods are how we go about doing it. Consider this as you go looking for partnerships, coalitions, or resources to help your jurisdictions or chapters.

These resources mentioned are twofold. 1) It gets DeMolay's name out to community leaders. 2) They can benefit the Chapter by helping with My Government Day, Patriots Day, Relay for Life, or any other project you would like their attendance, attention, or assistance with. Perhaps they have a project they would like help with.

Until we have exhausted ourselves and our resources we shouldn't complain about what we don't have. Relying on the Masonic Family as a solid base of support is a great place to start, but their support isn't meant to be life support. They should be a catalyst into the community, and at the very least a great bunch of people to try your ideas with, practice your presentations, or a consistent group to give you feedback.