



Independent Order of Odd Fellows
Dedicated Members for Change

May 31, 2012

Dear Dedicated Members for Change,

Our excellent "chart-maker" Linda McGahen has prepared a couple more pages of charts and graphs, tracking the recent history of declining membership in California (from 2007 to 2011). The decline continues. And it is our focus and goal as DMC members to help stop the decline and help start the ascent of this Order. Our focus is singular: Increasing the membership of Odd Fellows in California.

In the coming weeks and months, we will use this "newsletter" to discuss strategies, ideas, and techniques to grow membership. Trust me when I say that declines in membership are not unique to Odd Fellows. We see it in fraternal orders and clubs and social organizations around the country. But in my opinion, we have the history and the assets in this Order to be attractive to a new generation of members. We simply have to bring them into our doors.

So, DMC members, I invite YOU to write to me with your suggestions on what we need to do to attract new members into our Lodges. As I have said many times in the past, growing membership is not something that Sovereign Grand lodge can accomplish; it's not something that Grand Lodge can do; it's something that YOU and your Lodge have to do. In particular, if you have used a strategy or a technique that has worked for YOU and your Lodge, please share it with the rest of us. In the face of the terrible decline in our membership, SOME Lodges are growing (and growing well) - what is it that they do that makes a difference? Let's use this newsletter as a healthy forum to discuss ways to grow the membership of Odd Fellows in California.

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Dave Rosenberg