



Independent Order of Odd Fellows
Dedicated Members for Change

June 30, 2013

Dear Dedicated Members for Change,

One of the truly great members of our Fraternal Order is Don Smith. In his 20's Don was elected Grand Master of California, and in his early 30's Don was elected Sovereign Grand Master of our Order. (In and of themselves remarkable achievements at such an early age.) He has served IOOF in so many different and varied capacities that it is hard to keep track. He is also one of the founding members of DMC, and he is the Senior Past Grand Master these days. Although Don is advanced in years now, his mind is still very fertile and active. In this regard, I attach to this e-mail some thoughts penned by Don very recently and I commend them to you.

Don reinforces the important notion that recruitment of new members is a task for EACH of us and ALL of us. We cannot just rely on the "other guy or gal" to do it.

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Dave Rosenberg, GW

PERSONAL PUBLICITY

I have been considering actions that might be helpful as we attempt to increase the number of members in our Order. It has occurred to me that we may have overlooked one ingredient for success.

Some might believe that our Order needs only newspaper, radio and television publicity, but what is most important of all is PERSONAL PUBLICITY brought about by individual members sharing information with others and being interested in building Odd Fellowship.

In our great fraternity some individuals might feel that he or she is not important to Odd Fellowship. Many members have been successful in obtaining applications from friends, relatives and associates because of their efforts to share information about the Order. Have you ever thought what this Order would be like if every member was just like you?



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Personal publicity depends upon the individual member expending a little effort to help advertise the Order. It would be helpful if Odd Fellows and Rebekahs would wear an emblem of the Order like a three links pin. It also has been helpful for members to wear Odd Fellow caps, and don't forget to place a decal or three links emblem on your vehicles. Using any of these ideas might generate the interest of a non-member and enable you to start a discussion on Odd Fellowship. I suggest you visit the California Grand Lodge Website to find emblems and items that are available.

– Don R. Smith