



Independent Order of Odd Fellows
Dedicated Members for Change

July 21, 2014

Dear Dedicated Members for Change,

You may recall when DMC was first founded in 2010, we strongly suggested that Sovereign Grand Lodge develop a Revitalization Committee to come up with an analysis of the challenges facing this Order and to suggest approaches and solutions to address and overcome those challenges.

Well, SGL did in fact create a Revitalization Committee. Brother Louie Sarmiento, from the Philippines served as a member of that committee, and he undertook a detailed study entitled "IOOF Case Study, Organizational Effectiveness Survey and Needs Assessment Analysis." That study was presented to SGL this very month, and is aimed at the Sovereign level of this Order. But the study presents very interesting results, and I am pleased to share it with each of you. It is attached to this e-mail. I commend it to you and to your Lodge mates.

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The Representatives, Officers and Members

Independent Order of Odd Fellows

Dear Sir/Madam,

Greetings!

Attached is a .pdf copy of a recent research study about the I.O.O.F. conducted and analyzed from November 2013 to July 2014. A total of 387 members responded to a 40-item online organizational effectiveness survey questionnaire employed for two (2) months. The survey is composed of six (6) categories: (1) mission and purpose, (2) communication, (3) opportunities for growth, (4) feedback, leadership, (5) activities of the organization and (6) specifics which included three (3) sub-categories such as website, ritualistic works and I.O.O.F. products. Participants rate each item using a 4-point scale (1 = strongly disagree, 4 =strongly agree). At least a 75% satisfaction rating or more suggests an effective organization. Participants in this survey were also allowed to write open-ended comments and suggestions about each category and sub-category as qualitative data. Moreover, 320 more people were interviewed while nearly about 1,800 comments and suggestions from different members were collected through the



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facebook.com page and private group forum of the Independent Order of Odd Fellows. Essays and articles from D.M.C written by approximately 30 people were also utilized.

The study aimed to quantify the level of satisfaction or dissatisfaction of the respondents who are members of the I.O.O.F. Hence, findings may serve as guide to help the Sovereign Grand Lodge vote and implement improvements that may bring the organization to a competitive edge compared with other similar international organizations and civic clubs that have a membership of more than 500,000. The Sovereign Grand Lodge admits the need to attract more younger people to be involved in the I.O.O.F. and are doing their best to catch-up with changing times. There are so many good ideas from both sides but a number of members report that many of these ideas die-out during the process or because of protocol.

It is commonly shared by several members, particularly younger people (50 years old and below) and including the researcher himself, that they find it hard to get their message and needs across to the Sovereign Grand Lodge. For some, they feel that the ordinary members do not have a voice. This is either because of miscommunication or failure to bridge generational differences. As a result, there seems to be a number of recorded cases of members reporting feelings of dissatisfaction and frustration which is one of the reasons why people leave or stop attending meetings. There are those who continue to be dues-paying members in their lodge but are taking more active parts in other groups. Further, there are also a number of people who drop their membership in the I.O.O.F. and joined similar organizations and clubs such as the Freemasons or Rotary International. This study collects the comments and suggestions of numerous members in the I.O.O.F. It is the hope that this document will serve as "voice" of the members. They can only hope that they will be heard.

While it is the duty of every single lodge to solve issues and grow its membership, the data gathered hopes to assist the Sovereign Grand Lodge in creating a tangible strategic plan with specific goals and deadlines. It is the optimism of the researcher that the level of satisfaction of members may increase and will hopefully assist in alleviating problems on membership retention. It is the hope of the researcher that the officers and members of the Sovereign Grand Lodge and other interested parties will read and review this study and find meaning on what possible improvements and changes can be applied to the organization. It is also the plead of the researcher that this study not to be taken as attack towards the I.O.O.F. and its officers but be taken as a guide for its improvement.

Thank you for the opportunity to try to assist this Order last year. I bid farewell.



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In Friendship, Love and Truth,

Louie Blake S. Sarmiento