



Independent Order of Odd Fellows  
Dedicated Members for Change

December 3, 2014

Dear Dedicated Members for Change,

It is with great pleasure that I forward to you the latest video message from Sovereign Grand Master Jimmy Humphrey. (You will find the link to this video, below.) This is the fifth such video from SGM Jimmy, and I commend him for his vigor, his vision, and his ability to effectively use video technology to directly reach out and communicate to Odd Fellows Lodges and members.

The SGM and DMC are on the very same page as we focus on the need to increase our membership. We both recognize that declining membership is the ultimate challenge we face. It is the imperative of our Order that we re-focus our energy on membership, because without that influx of new blood, we cannot sustain - and we certainly cannot grow - this ancient fraternity. And the quest for new members is a responsibility of all of us - all Lodges and all members of this fraternity.

I was particularly gratified to watch the attached video. In that video SGM Jimmy has some kind words for DMC. This recognition by the top official in our Order is most welcome, because DMC has not always been kindly received by some of our most "conservative" members. In fact, we have been criticized - sometimes by Odd Fellows in high office. Somehow, the critics must have believed that highlighting declining membership and focusing on evolution and change, were bad for our Order. The SGM's message should put their angst to rest. If you watch the video, you will see that the SGM has embraced the need for change, the need to have fun in our Lodges, and the need to reach out into our communities - all matters touted by DMC. In fact, at one point in the video, the following message is flashed on the screen: "CHANGE IS A GOOD THING." Hear, hear.

I suggest, that being a "Dedicated Member for Change" is now the mainstream in this Order, and being an Odd Fellow opposed to change is passe. I know that SGM Jimmy receives the DMC Newsletter and he forwards it on to many others in the Order. The SGM has mentioned to me many encouraging words in support of DMC and what we are accomplishing with our drumbeat of concern regarding membership. And he knows that we don't just TALK about the concern here at DMC, we actually do something about it by suggesting specific methods for members and Lodges to both retain and increase their membership. You will note in the video that SGM Jimmy even makes reference to "the three-legged stool" - a DMC concept that Lodges must become three-dimensional to grow in the 21st Century. The three legs of the stool reflect (1) the ritual and history of our Order; (2) fun social activities for the members; and (3) active outreach



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and good works in our communities. If any leg is weak, the stool will wobble; and if two legs are weak, the stool will inevitably topple.

So, without further ado, I invite you to click on the link, below, to view the latest video from Sovereign Grand Master Jimmy Humphrey.

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Dave Rosenberg  
Deputy Grand Master

[https://www.youtube.com/watch?v=-W2joVFeEC4&list=UUGvSo1xh9Nu91UfRfS\\_Dd-Q](https://www.youtube.com/watch?v=-W2joVFeEC4&list=UUGvSo1xh9Nu91UfRfS_Dd-Q)