



The United Supreme Council

Ancient & Accepted Scottish Rite of Freemasonry | P.H.A
Northern Jurisdiction USA, INC.

OUR VISION

SECURING THE FUTURE – ENHANCING THE SCOTTISH RITE EXPERIENCE
(Philippians 1:6 and 3:14)

OUR MISSION

**UNITED IN SERVICE AND COMMITMENT –
ACTION, ACCOUNTABILITY, AND SUSTAINABLE RESULTS**

OUR GUIDING PRINCIPLES

**BALANCING TRADITION AND INNOVATION
WORKING AT ALL LEVELS
COLLABORATION FOR THE BETTERMENT OF THE RITE
LEADERSHIP THROUGH STEWARDSHIP
FEEDBACK FROM EVERYONE**

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Executive Summary

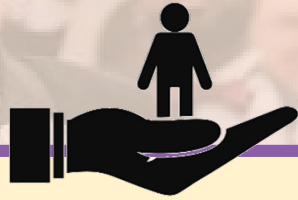
Objective: To receive input from the senior leaders of our Organization in order to build an actionable Strategic Plan to help us to become the Premier Scottish Rite Organization with the ability to overcome foreseen and unforeseen challenges in our future.

- Received responses from more than 35 participants, including Deputies, Assistants, and Key Stakeholders
- Received workshop input & feedback from the Mid Year Deputy's Conference
- Reviewed more than 800 pages of responses & input
- Reviewed Annual Session registration numbers, membership numbers, and Benevolent Foundation membership participation from 2014-2019
- Reviewed education programs from the Supreme Council of the Southern Jurisdiction (Master Craftsman's Program)
- Reviewed current literature and studies from the United Supreme Council, Southern Jurisdiction's (TN) educational symposium
- **Most importantly:** All areas presented came from discussion with members of our organization and your input



Lines of Effort

MEMBERSHIP



Enrichment

- Improved Session schedule
- Syllabus and Survey for GIG Class



Development

- Lecture Series and Learning Plans
- Ritualistic, Historical, Administrative



Growth and Retention

- Conduct Satisfaction Survey
- Membership Benefits Seminar



Expertise

- Create Internal Talent Network
- Leverage 33rd Class Information Forms



Reclamation Strategy

- Inactive Member Survey
- Compile Lessons Learned



Scottish Rite Education

- Leverage Current Resources
- Implement Education Program

MEMBERSHIP ENHANCEMENTS



Online Payment

- Better Tracking and Flexibility
- Session Registration and Dues



Online Report Submissions

- Streamlined Process for Document Submission



Website

- Online Destination for the AASR NJ and its Members



Electronic Communications

- Increased Communications Across Multiple Platforms



Membership Portal

- Improved Membership Services and Access to Records

FINANCIAL SUSTAINABILITY



Dues

- Online Payments
- Lifetime Membership



Fundraisers

- Walk of Fame initiative
- Benevolent Foundation Participation



Investments

- Planned Giving
- Endowment and Insurance Programs

MARKETING & COMMUNICATION



Corporate Sponsorship

- Event and Initiative Partnerships
- Matching Gifts



Branding Strategy

- Increased Social Media Presence
- External Marketing Strategy



Community Outreach

- Cradle to College Program
- Medical Foundation Initiative

Next Steps

REPORTING STRUCTURES | STRATEGIC ROADMAP | COMMUNICATIONS PLAN

