

ELMC (East Lancashire Masonic Charity) Funding Channels (for effective initial focus).

- 1. Lodge/Chapter commitments:** some Lodges/Chapters maintained their excellent regular donations throughout the Festival period. Many others need to be encouraged to start/resume this.
- 2. Lodge/Chapter casual donations:** Whether at Installations/Celebrations or when considering annual/occasional charitable giving : ELMC to be considered as a priority.

Lodge/Chapter honorifics can be attained from the above totals.(covered by the Powerpoint Presentation).

- 3. Become ‘A Friend of the ELMC’,** especially by Standing Order / Direct Debit: (previously known as Membership) Extremely important and the sole level of honorific for individual members. This entitles us to wear the ELMC Pin for the year (also see the Presentation detail).
- 4. Legacies:** Historically an important source. I have included “Closing Lodges” under the same category.
- 5. On-Line Giving / Text Giving**
- 6. Casual Giving Boxes / Merchandise Sales**
- 7. Fundraising Events** (discussed below)
- 8. Non-financial Giving:** Time & Skills (also below)

➤ **Communication is the Key**

- 1. Education:** Brethren / Members need to know about:
 - a. What ELMC is
 - b. What it does
 - c. Why support it
 - d. and How to support it.

Intelligent Giving: Direct your giving to the ELMC and support your favourite causes by applying for Grants through the ELMC. (Grant Making Committee for Local and Grand Charity for National) .

Larger donations Bigger impact Better recognition Make use of the ELMC PR machine.

- 2. Information:** Regular updates about what ELMC is doing; including Hewlett Court visits.
- 3. Encouragement:** Consistent and ongoing message: “Please Give!”
- 4. Support** Lodges and Chapters in their directed Charitable Giving & Grants applications.

➤ **Communication Channels:** some include :

1. District Webpage: We have a link to ELMC website
2. District Newsletter / Circulars
3. District / Area Meetings / AGMs
4. Regular Mail Merges (To Charity Stewards – have been ongoing even throughout the Festival)
5. Educational Events / Workshops
6. Speeches by the Senior Officers / Reps at the Social Boards / Installations

7. Word of Mouth: Still a strong tool considering our demographics
8. Our Friends / Contacts in the Lodges within the District / Area (Always reliable!)
9. Social Media (as below)
10. Presentations to Individual Lodges/Chapters; by the District Charity Stewards
11. Leaflets, Handouts, Information Packs

➤ **Action:** No doubt the District Charity Steward will continue to carry out his duties in fulfilling the District /Area -wide efforts. But he needs strong support from the District team. I would be grateful if some of the following could be considered (in no order of preference):

1. **Administration:** Just a subjective observation: Although operationally central, the role of the Lodge/ Chapter Charity Steward has variable strength/activity in different Lodges/Chapters: both in terms of spreading the word and directing the donations. This is currently the only admin. channel for the District Charity Stewards.

If considered appropriate; sending some of the correspondence through other channels (e.g. District Secretaries) instead/as well; may prove more effective. These could be passed down to the Lodge Secretaries, District Reps, etc. The District Charity Steward will provide / put together the appropriate material. Keep the Lodge and Chapter Charity Stewards informed.

2. **Masonic events:** Support by the Senior Officers when/as appropriate.
3. **Royal Arch:** I am pleased to say that some of our most active and supportive Charity Stewards are in the Chapters. 'A Friend of the ELMC' membership can be registered via the Chapter, as well as the Lodge of every member.
4. **The Summonses:** As well as proudly announcing Lodge/Chapter patronages; if considered appropriate, the Summons can include information about "how to donate". This was suggested at the Joint meeting.
5. **Word of mouth:** ELMC can be a topic of casual Masonic conversation at Masonic visits. This includes asking for feedback / new ideas / any initiatives.
6. **Toasts to the Masonic Charities:** Can we ask that ELMC is highlighted?
7. **"A Friend of the ELMC" application forms:** Both electronic and manual. The main distribution patterns to be decided. District Charity Steward will obtain these – Emphasis on "Direct Debits / Standing Orders".
8. **Gift Aid envelopes:** In a manner similar to the above. Selected events may be most productive.
9. **Fundraising Events:** Suggested on average 4 Area-wide events per annum, one being the Sportsman's Evening. We have plenty of talent within the Districts (some on the District teams): their advice and ideas will be invaluable. The District Charity Stewards will approach them, as well as many Lodges / Chapters who used to hold regular events and may do so again if supported. ELMC Fundraising Committee will support us too.
10. **Proposing a "District Charity Steward's Fund":** However small, if practical/ appropriate, this recycling fund can help subsidising future fundraising events.
11. **Links to the ELMC 'Just Giving' page:** Any excuse to include this in correspondence; whether through Sponsorships or casually.

12. **Workshops:** For Lodge / Chapter Charity Stewards. The ELMC will support us. We can arrange these in conjunction with other Districts / Areas.
13. **Non-financial help:** Time and skills. Deputy PGM's remarks at the Joint meeting were moving. We may have missed some opportunities in demonstrating our caring nature. Can we enlist a small relief group from within the District(s) for reacting to local emergencies? We live in a flood-prone area!
14. **Regular (e.g. annual) Feedback** to (some) Lodges / Chapters; even when Patronages not yet achieved. If considered appropriate, these can be presented as an expression of gratitude for what has already been given.
15. **Social Media:** Informing the users of Facebook/Twitter/Google+ about ELMC activity: we can simply link with/re-tweet from the Provincial pages. Our "ELMC link" on the District web-page can be made more conspicuous & include "Giving" links & information.
16. **Legacies:** Simply informing our members of the concept and the fact that it is currently available. Closing Lodges to remember ELMC: Their widows may become beneficiaries for many years!
17. **Almoners:** Is it possible / appropriate for the Lodge/Chapter Almoners to occasionally reflect on what ELMC is doing for hundreds of its beneficiaries? No doubt many cases are linked to some Lodges/Chapters.
18. **TLC:** District Charity Steward will support our TLC Officer. Lodge/ Chapter donations can now focus on ELMC.
19. **Presentations (Powerpoint – 5-10 Mins):** Can be delivered by the District Charity Stewards at the District/Area meetings – The District Charity Stewards can start a tour across the Districts; primarily targeting the Lodges/Chapters who need more support.
20. **Hall Noticeboard / Reception:** Leaflets, "A Friend of the ELMC" forms, Posters.
21. **New Members:** Thanks to our Mentors already. Just basic info on ELMC, reflecting on what / how we operate our charitable work locally. That's it!
22. **Approaching Friends/Committed Members/ Senior PMs at selected Lodges/Chapters:** I observed this to be a very strong tool throughout the Festival; making it happen, even when we thought capacity had been achieved. I personally think that this may again be one of our strongest means of maintaining awareness of the ELMC throughout the District.
23. **Grant Making Committee applications:** Whilst encouraging intelligent giving to ELMC, these can make individual Lodge / Member donations more fruitful and rewarding.

I would be grateful to ANY District Officer and /or Member to inform me of any local Charities worthy of contribution and /or active involvement (what about the local projects led by the National Charities?). In the meantime, I will be contacting some local known Charities.

24. Please ' Promote the ELMC and it's ongoing activities ' at every opportunity.

Thank You. Mo Afsa -- District Charity Steward, City Derby.