



January 1, 2013

To the Members of the Supreme Council:

I would like to give each of you an update on the status of the Kingdom of DeMolay.

As many of you know, the Board of Directors (Board) made the decision in November, 2010 to enter into an agreement with Boston Light to develop a new marketing strategy. There were 4 main “pillars” that were to be developed as a part of this project.

1. DeMolay Speaker’s Programs – Visits to Lodges by DeMolays and/or Advisors. Includes film DVD, introduction of DVD and other recruitment print materials
 - a. Most of this Pillar is complete. Includes:
 - A 10 minute “documentary” film showing the importance and impact of DeMolay in the world. To be used via speaker’s programs throughout the Masonic Family.
 - Copy to introduce film to groups. Available to EO’s in a PDF format.
 - Downloadable Print Brochures for recruitment of Parents/DeMolays; Advisors/Mentors; Chapter/Lodge Officers.
 - DeMolay’s Charge to Mason Charge to Masonic Lodge. This portion is not yet complete.
2. Grand Master’s Recruitment Program – Advertising in Masonic Publications.
 - a. Advertising Campaign – to be distributed through the EO’s to their respective Grand Lodges and various Masonic Publications. Full page ads will be placed throughout Scottish Rite, Shrine, York Rite and Grand Lodge Publications.
3. Additional Marketing Materials – Social Media, Public Relations, National Radio & TV ads.
 - a. This Pillar is still being developed and additional funding will be necessary if it is to be implemented.
4. Collaborative and Educational Virtual World software to be utilized as a membership recruiting and retention tool.
 - a. Kingdom of DeMolay (KOD) is now open to all EO’s for training. To date, only 22 current EO’s have registered and visited the Kingdom. We need 100% “buy-in” from the EO’s and Jurisdictional Officers
 - b. We are still recruiting adults to serve as monitors in KOD during hours of operation. This is currently needed to cover our Youth Protection requirements. We are currently reviewing our policies to see if this monitoring, in fact, needs to continue.
 - c. While KOD is up and running, there are several areas that are still being developed:
 - Orientation Island – area where prospective members can go to learn more about DeMolay and where members can go to learn how to maneuver within the KOD.

- Database must be upgraded to allow proper registration of members and advisors and access to KOD.
- Other new and additional areas are still being constructed.

The Board was told by Boston Light that this would be a three year project to get everything fully developed and operational. As of today, we are only two years into this process.

To be perfectly honest, DeMolay had been our own worst enemy regarding this project. At Session 2010 in Dallas, we introduced the program for the first time. We then began advertising to everyone on the website that KOD was coming. Unfortunately, what we did not do was work through all the problems with development and distribution before we presented it for viewing and use. With the investment that DeMolay International made in this project, there were those who thought that the sooner we had it up and running, the sooner we would see the fruits of those investments.

We have made a significant investment in this project which is in line with our contract. For decades we have tried brochures, PSA's, incentives and more. These and other marketing ideas are not new to us and other youth groups who are looking to increase their footprint and program. But those types of marketing ideas are **no longer successful**. KOD is embarking on an innovative and creative venue that is in line with what the youth of today are engaged in: The internet, smart phones, tablets and virtual worlds. Virtual worlds may not be the newest technology, but enveloping it in our code of safety is.

One of our stumbling blocks has been the ability to provide DeMolay adult monitoring during the hours the Kingdom is available. This has resulted in increased costs. But like any new, untested program we need to be flexible in its development. As we see KOD "coming to life" we have increased our focus on the last stretch of funding. We have re evaluated priorities and economics which will allow us to have a viable product within the contractual period of time

Our Congress Officers' have been providing input which has been helpful.

Yes...DeMolay has made a sizable investment in KOD. Yes...We owe it to DeMolay to give it a chance.

I have asked the Kingdom of DeMolay committee to prepare a business plan to be presented at our next session in Minneapolis. At that time, we can discuss what steps we need to take to make the program completely successful. Long term success of this project will only be accomplished if we are able to secure continued funding for the World.

In recent months, we have utilized Kingdom to conduct an advisor training session and a ritual seminar. The Board and several of the various committees are also looking at ways to utilize the World. Other possible ideas include Board Meetings, committee meetings, etc. We hope that with the completion of Orientation Island, we can better utilize Kingdom for membership recruitment which was one of the main intents for the project. While the results have not been large at this point, I do know that we have gained some new members as a result of their requesting guest status and learning more about DeMolay as a result.

Kingdom can be successful, but it will take all of us working together.

Fraternally,

Gregory A Chiles
Grand Master