

California
IORG

RUSH

MONTH

2021

Unlock
YOUR
Potential

PRE-FORMATED,
ASSEMBLY
MEMBERSHIP PLAN



GROW YOUR ASSEMBLY MEMBERSHIP BEFORE
THE END OF THE YEAR!

MEMBERSHIP TEAM | CAIORG.MEMBERSHIP.TEAM@GMAIL.COM



WHAT TO PLAN:



**TWO (2) MEMBERSHIP-
FOCUSED EVENTS**



**ONE (1) APPLICATION
SIGNING PARTY**



**TIME FOR AN INITIATION
BEFORE THE END OF 2021**

HOW TO START:



**READ THROUGH THE RUSH
WEEK OVERVIEW**



**REVIEW THE RUSH KIT ON
THE WEB UNDER
MEMBERSHIP RESOURCES**



PLAN AS AN ASSEMBLY



**PUBLICIZE, INVITE, AND
IMPLEMENT**



**California
IORG**

RUSH MONTH OVERVIEW

RUSH Month is a great way for every assembly to make a membership push before the end of the calendar year. We all want CAIORG to have positive growth and your assembly's participation can help us get there.

RUSH is all about keeping membership as the focus. Events that are geared towards potential members are planned to make them feel comfortable and included while explaining our organization and providing resources.

RUSH entails a multi-event strategy that encourages repeated attendance from and your investment in a potential member. Having membership-focused events consecutively planned aids in the recruitment process.

RUSH MONTH OVERVIEW

RUSH runs through the entire month of October and should include two (2) membership-focused events and one (1) application signing party at the end of the month.

The CAIORG Membership Team hosts two (2) virtual state membership events (VSMPs) for assemblies to invite their potential members to. These are great resources for small assemblies to utilize as well as to provide options for potential members.

When planning your events, consider how and to whom you will be publicizing your events. Look through the RUSH Kit on the CAIORG website under the "Membership Resources" tab. Have every girl and adult in your assembly take the Personal Membership Assessment.

RUSH MONTH OVERVIEW

Use the resources in the RUSH Kit to publicize your assembly to your affiliated Masonic Bodies, school districts, and community at large. Participate in the State Membership Team's challenges. Consider buying RUSH t-shirts to wear at your assembly's Application Signing Party.

Think about how you are going to welcome your potential members in a warm, inviting way. Plan to put an investment into their membership by making them a welcome bag to your assembly with gifts to help them transition to being a Rainbow Girl.

RUSH can positively benefit your assembly. For questions, contact the Membership Team: caiorg.membership.team@gmail.com. Let's RUSH to Unlock our Potential for positive growth in 2021!