

Step 3: Approaching Prospective Candidates

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- What can a Freemason say to someone who is not a Mason?
 - The Board of General Purposes has stated that a Freemason is “free to reveal his own Masonic membership, except when it might appear that business, professional or personal advantage is thereby being sought for himself or another”.
 - A Freemason is free to discuss any aspect of Freemasonry providing he does not:
 - breach his obligation to keep the traditional modes of recognition private
 - describe the detail of our ceremonies.
- What should you say?
 - Create a succinct personal statement ready for a suitable occasion:
 - Describe your experience of Freemasonry and what you personally enjoy most
 - Look through the UGLE web site, *Freemasonry Today* and your own Province’s web site. You will see ideas from the Rulers and your Province’s leadership team
 - When delivering your pitch do more listening than talking – that way you can follow up topics that interest him
 - Above all be honest.
- What next?
 - If the person you are talking to remains open to the idea, invite him and his partner to a Lodge social or white table evening
 - Try and finish the conversation by giving him something physical such as your Province’s website address and, if your Lodge has one, a Lodge Information sheet (based upon the Lodge profile created in [Step 1](#))
- When to stop?
 - Do not ‘flog a dead horse’ – you will lose friends and gain nothing for Freemasonry
 - If he does not mention the subject of Freemasonry again for some time, it is acceptable to raise it on one more occasion.