

PROVINCIAL STRATEGY TO ENHANCE THE ROYAL ARCH (RA) IN DEVONSHIRE
AUGUST 2025

AIMS

1. To increase conversion rate of Craft to RA to 1500 Members (above 40%) by end 2026.
Increasing to 2000 (above 50%) by end 2029.
2. To recapture lapsed RA Companions, currently unattached.
3. To improve the Chapter experience, to retain existing members.
4. To further Develop Building Together “One Journey - One Organisation” between Craft and RA.

RESOURCES

PGM/MEGS, Craft and RA Executives
All RA Companions
Secretaries of Craft Lodges and Scribe’s E of Chapters
Craft Visiting Officers and RA Representatives
Membership and Communications Officers Craft and RA
Direct contact by email
Newsletters and publications including “Discover More”
Letter to all Master Masons inviting them to join the RA
Deliver “Red Table” evenings
Websites, Facebook and Events
Simplification of RA Ritual

**1. To Increase conversion rate of Craft to RA to 1500 Members (above 40%) by end 2026.
Increasing to 2000 (above 50%) by end 2029.**

1.1 To empower all Companions as recruitment ambassadors for the RA and with the Craft Lodge RA Rep. to ask every Brother individually if they would like to join the RA.
This is the most effective means of recruitment and can only be achieved by personal contact ideally eye to eye.

Timescale to complete end 2026

1.2 Provincial Membership Officers and Visiting Officers (VO) to focus on informing and encouraging all Craft Mason to complete their fourth step in Pure Ancient Masonry, by joining a colourful, impressive and revealing story, informing them that a greater weighting for Craft Provincial Honours, Appointments and Promotions will be given to those who are “active” members and members of the RA.

Timescale to complete end 2026

1.3 A core message approved by MEGS to be sent to every VO to be included in speeches.
To include promotion in Craft being strongly linked to presence in the RA.
Provincial Communications Officer to send all Freemasons Royal Arch News, be it quarterly or monthly – One Journey - One Organisation, always making the case for joining.

Timescale to complete end 2025

2. To Recapture lapsed RA Companions, currently unattached.

2.1 Assign one of the Executives (Deputy GS) to head his chosen team to contact by telephone personally every unattached member and work with PGScribeE to help choose a suitable Chapter.

Timescale to complete end 2026

3. To Improve the Chapter Experience to retain existing members.

3.1 Review and share ritual - Chapters to be aware they are at liberty to review and share their ritual. Thus involving more Companions.

One Chapter to use and demonstrate Savage Ritual.

Develop a Devonshire Ritual. Put one member of RA Executive in charge.

Timescale to complete end 2026

3.2 The Provincial Communications Officer to be able to email all RA Companions individually. Provincial Communications Officer to work with PGScribe E to achieve.

Promote the Solomon Academy Diploma and present Certificates.

Scribe's E to send Form P's to PGScribeE within two weeks of joining.

Timescale to complete end 2025

4. To Further Develop Building Together "One Journey – One Organisation" between Craft and RA.

4.1 PGM/MEGS and Craft and RA Executive to: -

1. Announce one Provincial Tie for Craft and RA.

2. Strongly recommend using Combined Toast "King, Craft and Royal Arch Masonry".

3. All Craft Summons to display **RA** in red against the names of Brethren that are also Companions of the Royal Arch.

4. Letter from PGM/MEGS to all Master Masons inviting them to join the RA.

Timescale to complete end 2025

E. Comp. Nicholas Ball

Most Excellent Grand Superintendent