

Elevator pitch

e. Why should I join the Royal Arch

Let's be clear from the outset, Master Masons who are not members of the Royal Arch are missing out and it is our responsibility to help them take that step. However it raises the question what can we do, what can we say when asked about the Royal Arch and equally important, how can we say it. The messages within the Royal Arch are not always immediately apparent so our role initially is to stimulate further interest and encourage brethren to find out for themselves by joining us in the Supreme Degree. We can be most effective in this task by responding to the question in bite sized chunks or levels and avoiding the risk of overwhelming the Master Mason through our own enthusiasm.

Let's think about the first three levels in answering the question

"Why did you join the Royal Arch."

Level 1

"I wanted to join the Royal Arch because of its indissoluble link with the Craft, it is the completion of the journey through pure and ancient Freemasonry. We discover Freemasonry in the Craft, we discover more in the Royal Arch"

It is not difficult to imagine a response from brethren

"That's interesting, what will I discover"

Level 2

The Craft and the Royal Arch are one organisation and there is one journey, you will discover

1. *Answers*
2. *Companionship*
3. *The splendour of the ceremony*
4. *Even a little bit more about yourself*

Again it's not difficult to imagine the response

"Blimey!"

Level 3

Let me explain you will:

Follow the Clues from the Third Degree and discover ANSWERS to complete your journey in Pure Antient Masonry

Work together with old friends and new COMPANIONS to build on the principles of the Craft

Take part in a ceremony full of SPLENDOUR that you will remember for the rest of your life

Uncover new perspectives that will support you in a personal journey of discovery and perhaps find out more about YOURSELF

NB: This is not ritual, we do not have to learn these answers by rote, you may even have different reasons for joining the Royal Arch but we can be more effective in encouraging Master Masons to join us if we are:

- Clear, confident and consistent in our answers to questions about the Royal Arch
- We don't overwhelm people but feed them information in bite sized chunks

These answers can be given over time not necessarily all in one go but it is probably better to always start with Level 1, even if you are repeating yourself from time to time

This approach to communication is called an "Elevator Pitch" and is based on the new Discover more booklet

