



The Grand Lodge of Free and Accepted Masons of California  
**STRATEGIC PLAN**

**Freemasonry**

Freemasonry is the world's first and largest fraternal organization. It is a body of knowledge and a system of ethics based on the belief that each man has a responsibility to improve himself while being devoted to his family, faith, country, and fraternity.

**Our Mission**

The mission of the Grand Lodge of California is to understand and convey the wisdom of Masonic teachings to its constituent lodges in a way that engages and inspires members to conduct their lives according to Masonic tenets and values. The Grand Lodge charters and guides Masonic lodges within California and provides important resources and unity to lodges and members.

**Our Values**

Our Mission is guided by the enduring and relevant tenets of our fraternity - Brotherly Love, Relief, and Truth - and our core values, which include:

- **Tolerance**  
The fraternity values religious, ethnic, cultural, social, and educational differences. We respect the opinions of others and strive to improve and develop as human beings.
- **Freedom**  
Masons value the liberties outlined in the U.S. Constitution and continually promote freedom of speech and expression, freedom to worship a Supreme Being in an individual way, and other important liberties. We believe it is our duty to vote in public elections and to exercise all of our liberties within due and proper bounds.
- **Philanthropy**  
We make a difference in our communities through charitable giving, community service, and volunteerism.
- **Family**  
We strive to be better spouses, parents, and family members and are committed to protecting the well being of members and their families, especially when they are in need.

- **Personal growth**  
Our continuous pursuit of knowledge, ethics, spirituality, and leadership brings more meaning to our lives.
- **Ethics**  
Our lives are based on honor and integrity, and we believe that honesty, compassion, trust, and knowledge are important.

## **OUR VISION**

Freemasonry in California is a relevant and respected fraternity committed to attracting, developing, and retaining members of high quality who seek self-improvement and opportunities to make a positive difference in their communities. Through the study of our heritage and dedication to new and ongoing Masonic education, members understand and can apply the tenets of Freemasonry. The organization is well led and governed.

Our vision is measured by member vitality, lodge prosperity, and the general awareness of Freemasonry throughout California.

### **Member Vitality**

Masons in California are informed and well connected to their lodge and to the Grand Lodge. They understand and practice what it means to be a Mason both inside and outside the lodge. They actively develop their Masonic knowledge and share it with others.

Key measures of member vitality include:

- personal and professional achievements
- the quantity and quality of new shared Masonic study
- philanthropic activity
- membership recommendations
- participation in lodge, district, Grand Lodge, and community activities and programs

### **Lodge Prosperity**

A lodge is a brotherhood of Masons who attract and develop leaders, retain quality members and inspire pride in the membership and the community. The prosperous lodge possesses the ability to:

- attract quality members
- impressively convey Masonic teachings through a relevant and thought-provoking performance of the ritual
- sponsor worthwhile educational, philanthropic, and social activities
- govern and manage the business of the lodge and center association effectively, efficiently, and with high standards of integrity and accountability
- maintain a Masonic center that demonstrates commitment to providing a quality environment for Masonic and community activities through the maintenance and renovation of existing centers, or the development of new ones.

### **Community Awareness**

California communities are aware of Masonry's mission and values through lodge activities and programs that improve public education and the general well being of fellow citizens. Lodges and the Grand Lodge effectively use the Internet and local media to communicate with their communities.

Community awareness is measured by:

- the frequency and quality of lodge participation in community activities and programs
- media coverage of Masonry
- the quality of lodge and Grand Lodge Web sites
- public inquiries on lodge and Grand Lodge Web sites