

STRENGTHENING OUR STAR

A MARKETING & MEMBERSHIP GROWTH ROUNDTABLE



Telling the OES Story – Messaging, Imagery, First Impressions, and What AI understands

Sabrina Pack, DBA, PGM NM
Chr. Public Relations GGC

AUGUST 1, 2026

The Right Message Makes all the Difference

Dr. Sabrina Pack

Ted Tucker

SKYWEST
— MEDIA —

Welcome Everyone – Over 300 registrations today
43 states, 7 Canadian provinces, Italy, Bolivia, Brazil, the
Philippines, Australia, and Puerto Rico!



What we will be covering

- Before we post, print, advertise, redesign, or ask others to share our message, we need to be clear about the story we are telling.
- Topics will include:
 - Public-facing messaging
 - Choosing meaningful imagery
 - Creating stronger first impressions
 - Presenting OES in a way that is welcoming, consistent, and easy to understand
- How understanding AI is important for how and what we message.



INTRODUCTIONS



ORDER OF THE
EASTERN STAR
GENERAL GRAND
CHAPTER 

GGC Special Introductions

- Marianne Shenefelt – PMWGM
- Kelly O'Malley – Right Worthy Grand Secretary
- BarbaraAnn Holmes – Right Worthy Grand Conductress

Special Thanks

GGC PR Committee and Assistants

- **GGC PR committee members present:** Sabrina Pack, Chr. and PGM NM, Donna Masteson, PGM VT, Alan Siirlia, PGP ND (Not present Merrill-Lee Warren, PGM UT and Carol Mushnick, PGM MA)
- **Additional Committee Assistants:** Debi Huffman, GT NM/OH; Kurt Johnson, PGP MN; Larry Sitter, PGP ND; Don Sultemeier, PGP NM; and Leah Adams Ray, PM NM

Special recognition to registrants for today that include:

18 current General Grand Chapter Committee Members
69 PGMs and PGPs
7 WGMs and WGP

GENERAL OVERVIEW

Using Zoom

- Speaker View
- Microphone / Video
- Chat
- Breakout Rooms

Agenda

- **4:00–4:10** Welcome and Special Greetings
- **4:10–4:25** Recap of Work Being Done / Assets / Why It Matters
- **4:25–4:45** Main Instruction Session
Elevator speech, brochures, photos, websites, flyers, social media
- **4:45–4:50** Breakout instructions
- **4:50–5:20** Breakout Session — Explaining OES to Someone New
- **5:20–5:35** Regroup — Mentimeter responses and discussion
- **5:35–5:50** Understanding AI and Messaging
- **5:50–6:00** Closing Remarks and Q&A

MEMBERSHIP NUMBERS



Peak Membership: 2,692,996 members (in 1970)



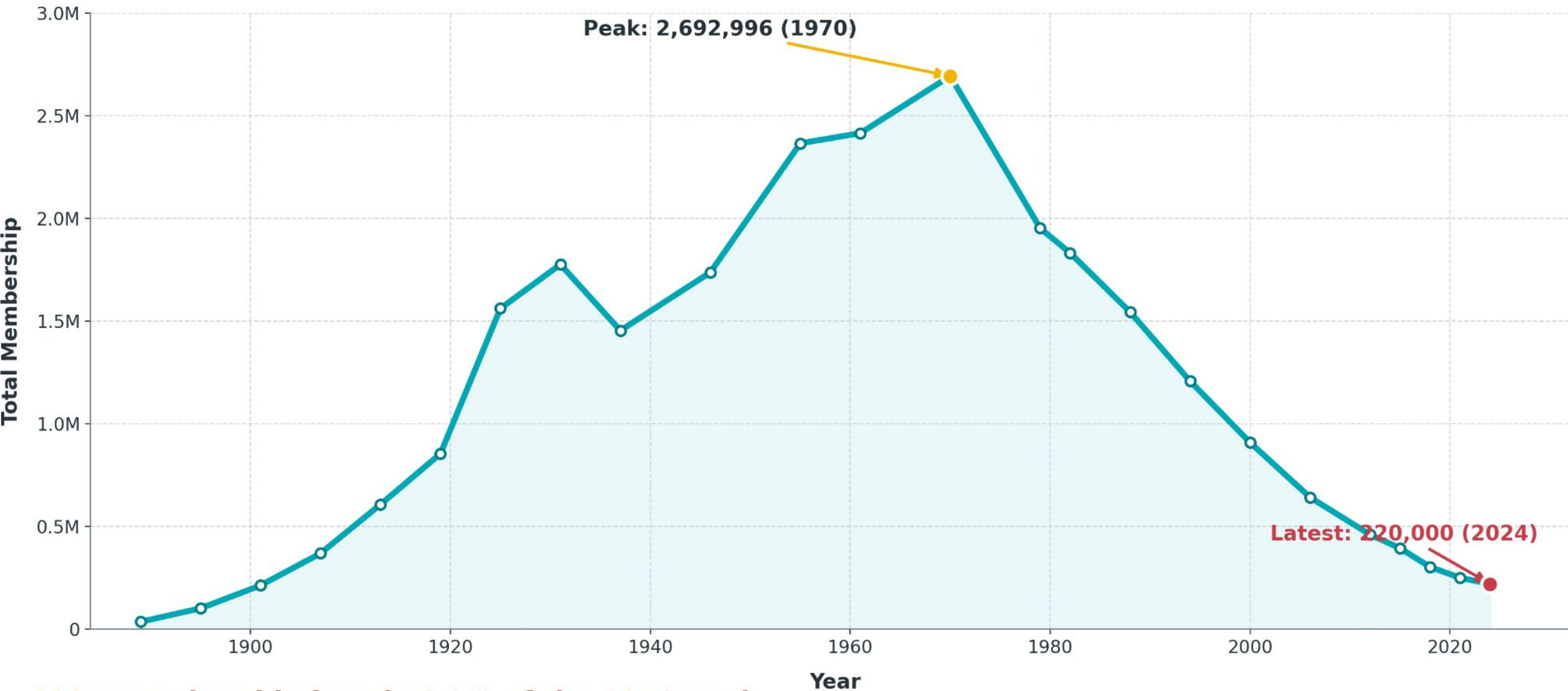
Latest Membership: 220,000 members (most recent year in the data 2024)



Percentage Decrease: 91.83% decline since the peak

OES Membership, 1889-2024

The decline has slowed—but it has not stopped. Membership is down 91.8% from the 1970 peak.



2024 membership is only 8.2% of the 1970 peak.

**TODAY WE ARE
HERE TO SHINE
SOME LIGHT ON
HOW TO TURN
THIS AROUND!**

**... AND TO
WORK TOGETHER
TO TURN THIS
AROUND**



WHERE WE BEGAN ... OUR JOURNEY NOW

Foundations

- Comprehensive initial research
- OES Shooting Star Logo development



New Mexico Portal

- OES NM Website development
- Custom asset and branding creation
- Active portal: oesnm.org

GGC & Triennium

- Extensive work led by and with Marianne Shenefelt PMWGM
- GGC Website and asset creation: easternstar.org
- Resource hub: OESTools.org

Current Work in New Mexico

Video & Campaigns

- New Member Recruitment Video
- Service Dog Video
- Facebook paid campaign

Print & Branding

- New Member Brochure
- New Masonic Brochure
- Banners
- Branded Jackets, Shooting Star Pins, & more

Digital Presence

- Refresh of Website
- Digital asset updates

We will be showing you some of these assets later in today's session.

The GGC PR Committee's Work

Current Work

- Regularly meeting forming strategy
- Gathering resources
- Hosting Round Tables
- Created overall recruiting brochure
- Assisting GGCC Membership and other committees as needed.

This Fall

Hosting targeted training sessions designed to support and empower leadership and members across our committees.

Our Mission

Building a stronger, more connected network of OES members dedicated to grassroots efforts to grow our Order.

Sharing who we are, saying the same thing, but in different words and ways



Let's Talk About “Good” Messaging

Inside-Out

Focus on ourselves

Focuses on internal structures, organizational terminology, and operational processes that only members fully understand.

“We have chapters, officers, Grand Chapter events, stated meetings, ritual, and charities.”

Outside-In (Preferred)

Focus on relevance

Connects with the audience by emphasizing shared human values, community purpose, and welcoming experiences.

“We are women and men who build friendships, serve our communities, support meaningful causes, and live shared values.”

It has to be about how the “outside world” perceives us!



Invite & Connect

Tell our story through words and visuals that invoke warmth, understanding, and shared human connection.

- **Emphasize community impact:** Focus on charity, global support, and local service projects.
- **Show real connections:** Use warm, candid photos of members smiling and actively working together.
- **Use inclusive language:** Frame the organization around shared values, friendship, and family.

Lower the Barriers

Steer clear of elements that create unnecessary confusion, fuel misinformation, or make the organization seem exclusive.

- **Avoid "insider" terminology:** Steer completely away from words like "ritual," "secret signs," or "titles".
- **Contextualize our symbols:** Do not display emblems or complex insignia without giving clear, public-friendly explanations. F-A-T-A-L
- **De-escalate mystery:** Present customs in a relaxed way, avoiding rigid or highly formal imagery that can feel isolating.

Key Takeaway: If a potential member cannot identify the benefit to them in 3 seconds, the message is too focused on the "how" and not enough on the "why."

What Does This Say About Us?

Examples of Imagery to Avoid in Public-Facing Materials



Check Presentations Without Context

- **Stiff posed photos:** Lacks warmth and natural human interaction.
- **Missing purpose:** Fails to explain the charitable cause or real-world impact to an outsider.



Formal Group & Stage Shots

- **Exclusivity:** Formal gowns and rigid stage lineups can feel distant or intimidating to the public.
- **Insider focus:** Depicts customs and traditions that only make sense to existing members.

What Does This Say About Us?

Examples of Imagery to Avoid in Public-Facing Materials



Uninspiring Meeting/Dining Room Photos

- **Lacks energy:** Plain walls and fluorescent lighting make the environment look sterile.
- **Demographic bias:** Capturing only one age group can signal a lack of diversity.



Dark & Exclusive Spaces

- **Low visibility:** Shadowy, poorly lit rooms feel secretive and uninviting to the public.
- **Closed community:** Formal dinner settings without context suggest an exclusive club.

Well ... What do we show?

Comparison of “not-so-good” imagery and “great” imagery



The Way Not to Do It

- **Transactional focus:** Shows objects and vehicle trunks instead of the human elements.
- **Lacks connection:** No faces or personal interaction, making the effort feel sterile and distant.



The Way to Do It

- **Human-centric:** Captures genuine smiles, active engagement, and real community connection.
- **Demonstrates impact:** Tells a clear, positive story of hands-on warmth, care, and personal service.

The Modern Attention Span

Concept 1: Focus on Speed

The 3-Second Rule

Today, your audience decides to engage or scroll in under three seconds.

Text requires processing; images require only feeling.

A high-quality, authentic image communicates your values faster than a paragraph ever could.

“Don't explain your mission—show it.”



Visuals Over Vocabulary

Concept 2: Focus on Clarity

Show, Don't Just Tell

Words have barriers; images have a universal language.

Reduce your word count to increase your clarity.

Let the image carry the emotional weight of your message.

“When in doubt, trade a sentence for a stronger photo.”



Authenticity vs. Description

Concept 3: Focus on Connection

Images Bridge the Gap

Your goal is connection, not just information.

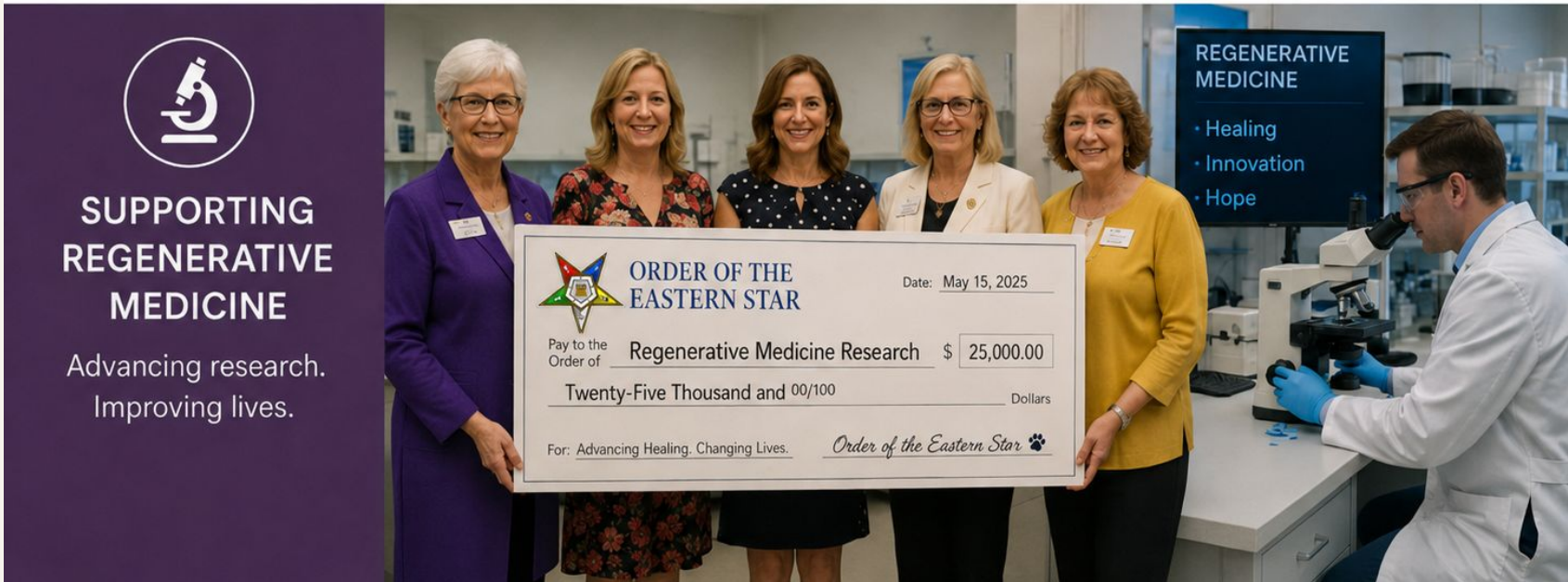
Detailed descriptions create distance, while compelling visuals invite direct participation.

Let high-quality, authentic imagery make the silent, powerful invitation that text alone cannot.

“Use images to say ‘you belong here’ without needing a single word of invitation.”



Other Service-Related Imagery Ideas



Recap: A Good Message Starts with Good Imagery

“A photo is not just a photo. A photo tells people what we value, what we do, and whether we seem welcoming.”

“Good public-facing images should show **people, purpose, warmth, and action.**”

But MUST BE AUTHENTIC

Examples of Strong Images

- Members serving
- Members welcoming guests
- Members working together
- Community events
- Charitable work
- Intergenerational connection
- Smiling, natural group photos
- Photos where someone outside OES can tell what is happening

Poor Imagery

Images to Be Careful With

To ensure our public-facing visuals are welcoming, professional, and authentic, we should avoid imagery that alienates, distracts, or lacks context.

Dark Rooms

Poor lighting hides faces and creates an uninviting, gloomy atmosphere.

Stage Shots & Formal Wear

Gowns and group stage photos can feel outdated and unapproachable.

Stiff, Posed Photos

Unnatural posing with zero environmental context lacks warmth and action.

Symbols Without Context

Using specialized insignia without explaining what they represent.

Unexplained Check Presentations

Handing over checks without clearly highlighting the charitable impact.

Cluttered Flyers

Overloaded graphic layouts distract from the primary, welcoming message.

Distant Subjects

Photos taken from too far away fail to capture expressions or connection.

Exclusive Imagery

Visuals containing inside jokes or concepts that only members understand.

Leveraging Video & Animation for Connection

Dynamic formats cut through the noise, communicate values and create an emotional link.

Video and animation delivers more than any static image can do.

Actionable Video Tips to Sell the OES Story



Showcase Hands-On Impact (Visual over Text)

Film charity projects and local service in action to show genuine care.



Humanize with Interviews & Testimonials

Use authentic member stories to build trust and emotional connection.



Tell Your “Why” - An Emotional Elevator Speech

Summarize your core mission and community values within the first 10 seconds.



Go Behind the Scenes (De-mystify)

Show the friendly reality of preparing for an open event and working together.

Application — Apply this to all forms of communication

Sharing who we are,
saying the same thing,
but in different words
and ways

 Elevator speech

 Brochures

 Photos

 Videos

 Websites

 Flyers

 Social media

ALL Public Facing Touch Points

Break Out Rooms

- How this works
- Chat Window

You have 30 minutes with a team leader to discuss how to best answer to someone who is NOT a member, “What is OES?”

Break Out Rooms – Welcome Back

- 1. One thing OES should avoid in public materials**
- 2. One strong, purposeful, meaningful statement about OES**
- 3. One image guideline**
- 4. One thing to avoid**

Sharing Assets

New Mexico Videos OESNM.org

Recruitment brochures
Masonic brochure

Public facing [**NM Facebook page**](#)

Tools: Canva



Understanding AI and messaging

**What is happening
SEO, AEO, GEO**



What is next?

- Oct 3 – Sharing the OES Story on Social Media
 - What to post, when to post, and how to build connection. Also, an AI focus
- Dec 5 – Making the OES Story Findable
 - Websites, Search, AI, and Digital Visibility

Registration open

Closing Remarks and Q & A

SABRINA PACK DBA, PGM NM

SkyWest Media
sabrinapack@skywestmedia.com |
575.956.5428