

AUGUST 1, 2026 ROUND TABLE | PARTICIPANT CHAT SUMMARY

Voices from the Round Table

Ideas and takeaways from the participant chat during Telling the OES Story

The chat extended the conversation. Participants shared examples from their jurisdictions, responded to the presentation, and raised practical questions about how Eastern Star can communicate more clearly and authentically.

ABOUT THIS SUMMARY This document preserves the strongest public-facing themes without reproducing the raw Zoom chat. Names, personal details, informal exchanges, technical comments, and unverified statements have been omitted. The ideas reflect participant discussion and do not represent official General Grand Chapter policy, approved membership language, or blanket guidance for every jurisdiction.

What rose to the top

One question surfaced again and again: Before we can explain Eastern Star to others, can we explain it clearly to ourselves?

1. **Belonging.** People want to feel welcomed, seen, valued, and connected.
2. **Friendship across generations.** Relationships are one of the Order's most meaningful strengths.
3. **Service with visible impact.** People understand service when they can see the work and the people it helps.
4. **Values in action.** The public story becomes stronger when our words, images, and experiences reinforce one another.
5. **Authentic personal stories.** Members' own voices help others understand why they joined and why they stay.

PARTICIPANT-SHARED LANGUAGE *"Where values become action. Where friendship becomes family. Where service creates light."*

Presented as discussion language, not as an official or approved tagline.

THE MESSAGE**01 Define who we are**

The public needs more than a list of meetings, fundraisers, and projects. Participants wanted a clear, natural explanation of what Eastern Star offers and why it matters. The language varied, but the strongest descriptions centered on friendship, service, shared values, personal growth, mutual support, and an international community of women and men.

02 Lead with belonging

Belonging emerged as one of the most resonant ideas in the chat. Participants spoke about being welcomed, included, known, and supported through different seasons of life. That emotional truth can make an introduction to Eastern Star more meaningful than a description focused only on activities.

6. **A stronger opening:** Explain what people may experience - friendship, purpose, connection, growth, and the opportunity to serve.
7. **A weaker opening:** Begin with meeting frequency, internal terminology, organizational structure, or a long list of projects.

03 Show the experience in action

Formal meetings and traditions are part of Eastern Star, but they should not be the only first impression. Participants repeatedly called for photographs and videos that help an outsider understand what membership feels like.

8. Members smiling, working together, and enjoying genuine fellowship.
9. People serving alongside community partners and those affected by the work, when appropriate and respectfully documented.
10. A realistic range of ages, backgrounds, abilities, personalities, and life experiences.
11. The outcome of charitable work, not only the collection of supplies or presentation of a check.

04 Protect the first conversation

Public communication should begin with accessible information and everyday language. Detailed questions about ritual, secret work, religious qualifications, or individual eligibility require accurate, jurisdiction-appropriate responses. They should not be answered casually through public marketing materials or generalized chat advice. A welcoming introduction can invite the next conversation without trying to explain everything at once.

THE STORY IN PRACTICE

05 Let members tell the story

The videos shown during the Round Table generated some of the strongest reactions in the chat.

(These videos can be found on OESNM.org) Participants valued honest testimonials and personal stories that showed what members enjoy, what they have gained, and how Eastern Star relationships and service have affected their lives.

12. Why I joined - and what surprised me after I became involved.
13. Why I stay and what keeps the experience meaningful.
14. A friendship, mentor, or moment of support that mattered.
15. A service experience that changed a member or strengthened a community.

06 Be visible wherever people look

One channel will not carry the whole story. Participants discussed websites, social media, YouTube, community events, Chambers of Commerce, brochure displays, connections with Masonic Lodges, scholarship presentations, schools, and QR codes. The common need is current, consistent, welcoming information that gives an interested person a clear next step.

07 Tell the story to our own members

"We need to tell the story to ourselves as well" was one of the chat's most useful observations.

Participants described email, newsletters, mentoring, and more reliable communication about activities. Members cannot confidently invite others into an experience they do not fully understand, hear about, or feel connected to themselves.

08 Give local leaders practical tools

Participants were ready to act, but many asked for guidance, adaptable materials, and clear permission. They want to know what they may use, how they may adapt it, and where to obtain help. Participants also emphasized that AI can assist with the work, but **people remain responsible for accuracy, authenticity, judgment, and the final voice of the organization.**

FROM DISCUSSION TO ACTION

Practical resources participants requested

16. The presentation, meeting recording, and guidance for sharing the videos shown. (See OESNM.org for videos. On OESTools.org, meeting materials will be provided a week to two after the meetings.)
17. Editable or adaptable brochures, recruitment cards, and other campaign examples. (Examples can be found on OESTools.org and OESNM.org website. Over the rest of the year, there is a plan to provide more examples for use. Through attending future Round Tables, participants will be able to stay informed and connection with advancements.)
18. Approved logos and usable production formats, including guidance for specialized applications such as embroidery. (These can be found on OESTools.org)
19. Help forming chapter or jurisdictional public relations teams and defining who is responsible for the work. (The GGC PR committee, will take a look at this request.)
20. Practical instruction for photography, video, printed materials, websites, and social media. (Additional Round Table meetings will cover this materials further).
21. Clear information about international access, translation, marketing assistance, and any funding that may be available. (The GGC PR committee, will take a look at this request.)

A simple starting point for chapters and jurisdictions

22. Agree on a short, accurate answer to the question: Who are we?
23. Identify several members whose authentic stories reflect different experiences and generations.
24. Plan photographs and short videos that show friendship, service, and impact in action.
25. Review the first impression created by the website, social channels, printed materials, and search results.
26. Designate people who will keep information current and help the organization speak with a consistent public voice.

Continue the conversation

The recording and meeting materials are being posted at OESTools.org/home/ggc-marketing-meetings/. The same page includes registration for the next two Round Table meetings on October 3 and December 5, 2026.

Additional Support:

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