

## MY FEZCARD VIEWER & WEBFEZ QR SCANNING FREQUENTLY ASKED QUESTIONS & ANSWERS

v. 1/9/2023

### **1. For the year 2023, how does a Noble demonstrate that he is current in his dues?**

- **The primary method** is scanning the QR code located on the new My FezCard Viewer, available through the Google App Store or the Apple iStore. If the Noble's My FezCard Viewer presents a gold-colored digital card, his 2023 dues are not posted in WebFez – the card for those who are paid through 2023 will be black in color.
- **The secondary option** for Nobles who don't have a smartphone, or who have a smartphone and are unwilling to download the Viewer, is to scan the QR code on the Noble's existing gold-colored membership hard card.
- **The third option** is to enter the Shrine ID found on the existing gold-colored membership hard card into WebFez QR Scanning Module
- **The fourth option**, (for 2023) is for a Noble to download a copy (or take a screenshot) of his digital card from WebFez or ShrinersInternational.org member center. Presenting a photo on his device of his 2023 digital black membership card indicates that the Noble is current in his dues.
- **The fifth option**, which is not being announced to the general nobility but was relayed to Recorders, Potentates, and Temple Staff, is that Shriners International sent a limited number of 2023 stickers directly to the temple to resolve the rare and specific exceptions that may arise.

### **2. Can Nobles still use their gold-colored membership hard card?**

Our recommended strategy is to utilize the benefits afforded through My FezCard Viewer; however, a Noble can absolutely continue to use his gold-colored membership hard card. To be clear, no communications from Shriners International, the Imperial Divan, or staff indicated that the physical (hard) membership cards are being discontinued at this time. Exactly the opposite was explicitly stated in several communications, *"in several methods, for Nobles who do not own a smartphone, the local Temple, Club, or Unit can scan the QR code on your existing gold-colored membership hard card to instantly determine membership status and check-in for stated meetings/events."*

### **3. Will Shriners International continue to distribute the gold-colored (hard) membership card?**

As in prior years, for year 2023 the gold-colored (hard) membership card will be sent to new members, reprint cards are available for order (at a fee) through the temple, and we strongly encourage downloading the "My FezCard Viewer" onto your mobile device to access the newly designed black-colored (digital) membership card (which will only appear if 2023 dues are paid). For additional information on the sticker distribution process changes, please refer to the responses to questions one, eight and ten.

### **4. Does QR Scanning add a significant expense to the temple operations?**

Utilizing the QR scanning function at a temple, club or unit level does not add significant expenses to a temple; however, not scanning membership cards can come at a great expense and loss of opportunity for temples, clubs, and units. Either a purchased 2D QR/Barcode scanner or an individual's mobile device (i.e. a smartphone or tablet) will work with WebFez QR Scanning Module. However, it is recommended that a temple, club, or unit procure a dedicated 2D QR/Barcode scanner to assist in this process. These scanners have been used for decades in retail outlets (grocery stores, convenience stores, gyms, etc.) to register a transaction and identify loyalty members. Therefore, these devices are readily available for sale at most major electronic stores at a low price – a one-time purchase of only \$30-\$50. Alternatively, an existing mobile device can be used at no cost. The use of the QR code should result in financial savings for temple operations, considering the time saved

in being able to quickly and seamlessly manage membership-related data without relying on staff or volunteers to employ a manual process for data entry.

**5. Is Imperial forcing Nobles to download the app?**

No communications from Shriners International, the Imperial Divan, or staff in any way indicates or implies that Nobles are being “forced” to download the app. Simply said, had these efforts intended to “force” a change, alternative processes to using the My FezCard Viewer would never have been developed, deployed, or communicated – including the option to continue using the existing gold-colored membership hard card to determine dues status, check-in, etc., nor would a limited quantity of 2023 stickers have been produced or sent via FedEx for temples to use and distribute.

**6. Is Imperial investing in individual member experiences or treating Nobles as a number?**

A key element of transitioning from a *dues card* to a *membership card* (as many membership and Masonic organizations have done) is to better identify the voice of the member by determining interest through participation. While the capability of scanning QR codes within the Shrine has been around since 2015, temples that have avoided utilizing this technology for fear of change are unable to identify in any meaningful quantitative manner (either aggregate or individual) in what their members are interested. This initiative and the corresponding systems in which Shriners International has significantly invested can and are already providing business intelligence on how the temples, clubs, and units can better serve the specific needs of the members. Scanning alone, at an enterprise level, could completely transform how we deliver value, retain and recruit members. However, it requires slightly more effort to be extended beyond simply looking at a sticker on a physical dues card at a local level.

**7. Why should temples adapt to new technology and processes — if it ain't broke, don't fix it?**

100+ years ago, horse-drawn carriages were in use. They cost as little as \$25, were very reliable, could provide transportation nearly anywhere, and parts and service were readily available. They were so safe that even children would drive them. City centers were specifically located to account for a day drive for the surrounding population. If a decision was to be reached using the concept of “if it ain't broke, don't fix it,” then why do we currently have 276 million vehicles on the road in America? How – and more importantly why – did we invest in new technology to perform the same transportation that, by all accounts, performed just fine through a horse-drawn carriage? Keeping the theme of this same topic, which is continuing to operate our membership operations in a similar manner as we have in the past, then by what means will we reverse 40+ years of consecutive membership losses? Doing the same thing repeatedly and expecting a different result is the textbook definition of insanity, but is also a pathway well defined as a losing proposition. We must seek to support the areas that are proven to create stronger member engagement and recruitment.

**8. Is Imperial cutting back by transitioning away from dues stickers?**

Shriners International is sunsetting one process, dues stickers (a regular and common source of complaints from temple leadership, Records, and Nobles alike), and moving toward increasing resources into areas requested by temple leaders in alignment with the number one focus: increasing membership – which includes recruitment, retention, and reinstatement. Shriners International is investing in effective technology solutions to attract new members who typically conduct their personal and professional business using mobile devices.

**9. Did Imperial offer a digital card before the My FezCard Viewer?**

Shriners International offered digital versions of the membership card for download for at least three to four years, accessed via “Mobile Noble” and WebFez. To make it easier for members, a Noble may now access the digital version of his membership card by downloading *My FezCard Viewer* from the Google Play Store or the Apple App Store, via the Member Center located at ShrinersInternational.org, or accessing WebFez.

**10. Isn't this Imperial's first attempt to roll out QR scanning functions?**

The current QR scanning function within WebFez was first deployed in 2019 – and the accompanying unique QR codes have been provided on each physical and digital membership card since 2015. Training and education modules for this function have also been available since 2019. The QR code has appeared on the original Gold Membership Card since its initial release in 2015. Tens of thousands of Nobles still have that original card with the signature of Imperial Sir Jack Jones, along with their original QR code on the reverse side. The QR code scanning process was used daily at the 2021 and 2022 Imperial Sessions to award prizes to randomly selected Nobles who presented and scanned their cards. Simply stated, QR scanning from membership cards is not new.

**11. Temples currently do not use the QR scanning function, right?**

Before the increased focus in this area, more than 60 temples created events in WebFez for scanning membership cards in the preceding twelve months. Their success in utilizing the technology is one of many reasons for investing resources into this area. Many temples have employed this process for years, scanning QR codes to reduce the time spent admitting dues-paid members to meetings.

**12. What if our Nobles claim to be too old to understand or use the QR function?**

QR codes (or similarly, barcodes) on cards have been the standard format to identify membership status and loyalty programs for nearly two decades – in nearly every major retailer, including CVS, Walgreens, McDonald's, Starbucks, grocery stores, gyms, etc. Nobles regularly use these functions in their everyday lives, including the use of a QR code to access a restaurant's menu. Several of these same companies have moved to digital-only membership/loyalty cards. Similar functions, scanning both hard cards and digital cards, are already available through many Grand Lodges, associations, and professional societies. The Shrine is not *carving a pathway* in this area, we are merely making available a baseline standard of an existing well-defined path.

**13. Is it true that the majority of Nobles don't have smartphones?**

Smartphones are nearly full integrated into the lives of the supermajority of Americans. According to Pew Research 2021, 85% of Americans have a smartphone; our target age for membership recruitment (18-49) has an even higher integration rate at 95.5%. As we look to reduce the significant gap in our member engagement and recruitment models, we must establish methods to align our efforts closer to established and widely accepted communication standards. It is vital that we take into consideration the direction of the environment in which we currently live and our prospective members reside.

**14. How can a temple, club, or unit scan a QR code if they don't have access to the internet?**

Every temple has some form of internet access. Of the 9000 clubs and units believed to be "Active," only a small fraction reported not having an internet solution. For offsite events, the QR scanning system can operate off a hotspot (e.g. a mobile phone with 4G or 5G capability), a dedicated WiFi or MiFi device, or off a cell phone's data network. Please refer to question one for additional options for Nobles to demonstrate membership status.

**15. I am looking for training resources to deploy QR scanning at my temple, club, or unit. Where do I find them?**

We have conducted live video-based training, which can be accessed via the recording, several supporting documents, and staff available to guide you in the process. To access these resources please click the links or follow the instructions provided below:

- My FezCard Viewer, included in the October 2022 monthly FIS Training (beginning at 5:15): <https://www.bigmarker.com/shriners-international/October-2022-Training>
- QR Scanning Video: <https://www.bigmarker.com/shriners-international/QR-Scanner-Module>
- My FezCard Viewer download/registration instructions: located in the Important Information Tab and Library (FIS > WebFez > How-Tos)

- “Getting Started with the WebFEz QR Scanner with Buying Guide.pdf” – located in the Library (FIS > WebFez > How-Tos)

**16. I have additional questions. To whom should I direct my inquiries?**

For technical questions, please place a ticket through the Support Tab in WebFez, or email [webfezfeedback@shrinenet.org](mailto:webfezfeedback@shrinenet.org). For all other questions, please contact [membership@shrinenet.org](mailto:membership@shrinenet.org).