### We Are Many; We Are One. Ohio State General Program

Membership

Retention

New Council Development

# Knights of Columbus Ohio State Council



State General Program 2019 – 2021

### based on the "Faith in Action Guidebook"

Robert E. Byers State Deputy Michael P. Nau State General Program Director

## We Are Many; We Are One. Ohio State General Program Membership Retention New Council Development

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### KNIGHTS IN ACTION. FAITH IN ACTION

The Knights of Columbus offers men a place to lead their families and communities in faith and service and put their Faith into Action. Knights of Columbus members, parishes and families have the opportunity to make a meaningful difference through 32 Supreme Council-recommended programs (https://www.kofc.org/un/en/programs/index.html).



Faith
Family
Community
Life



Please read the Letter from the State General Program Director on page 6. Many references in this state general program handbook are from the "Faith in Action" Guidebook, published by Supreme Council.



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### A LETTER FROM THE STATE DEPUTY...

July 1, 2019

Dear Brother Knights of Ohio:

We Are Many; We Are One. Our program theme encourages all brother knights to utilize talents to best SERVE our churches, councils, and communities. As state deputy, I am committed to the idea that we all work together toward ONE common goal: One common force practicing Columbianism as Knights of Columbus.

There are many items of information in this program book. On one hand, council leaders will find new and old programs, the end result of efforts put forth by our state program directors. This handbook has been designed to assist all councils with program activities in the areas of Faith, Family, Community, and Life—the components of Supreme Council's *Faith in Action* program.

On the other hand, however, MEMBERSHIP and RETENTION--along with New Council Development—also remain the key ingredients for the growth of the Ohio State Council, and obviously, our local councils.

As Brother Knights, we also need to continue to serve our local parishes and remain the strong "right arm of the Church."

Also as your state deputy, I ask each council to remember that we are many members across this great state, but we need to unite as one force to follow our founder, Father Michael J. McGivney, and to experience the adventures of our patron, Christopher Columbus, yet be attentive to the teachings of Our Lord Jesus Christ.

Together, my brother knights, We Are Many; We Are One.

Fraternally,

Robert E Byers

State Deputy

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### A LETTER FROM OUR STATE CHAPLAIN...

Dear Brother Knights,

Being a priest of the Diocese of Steubenville, I am used to small realities since we are the smallest diocese in the state and the smallest east of the Mississippi River. This "smallness" can easily lead one to feel isolated, be it from the Church at large or from the Unity of the Knights of Columbus. Thus, the state general program has a theme of great comfort to me personally: *We Are Many; We Are One.* 

We all can relate to the idea that our lives are all busy and, sometimes before we realize, we are surrounded by a type of isolation. Our isolation has come upon us because we have fallen into a rut.

Most would ask, *just how do we overcome this reality?* I believe that this is the wrong question to ask. Instead of asking how will we defeat our enemy, the fast pace of life and society, I would suggest that we take a different approach. As I have been told since before I was ordained in 2001, "You are not God; don't try to save the entire world." I would encourage my brother knights to follow the same advice: Do not try to save the entire world; instead, just work in the area that you are in and do what you can. Mother Theresa so beautifully illustrated this in the streets of Calcutta, where she said, "Not all of us can do great things. But we can do small things with great love."

As Knights of Columbus, we have set before us an example that draws its strength from our very founding. We are to look out for the poor, lift up the lowly, and give strength to our family, either our family by blood, our community, or our country. Our mission is simple: Supreme Council has given us a blueprint to follow with the *Faith in Action Guidebook*. This book is the basis for the programs that the 2019-2021 State General Program is using to shape our future here in Ohio, and I believe that it should be the basis that we as individual knights and our councils should take up too.

As individuals, as councils, and as an organization in general; we must all be one! We must look not at our inability or shortcomings, but at our ability to grow and mature. With a new vision, see how we can be one (though part of many) in the Knights of Columbus.

May God bless each of you, and I truly hope to meet many brother knights of the Ohio State Council during this administration.

Yours in Christ,
Fr. Wayne Morris
State Chaplain



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### A LETTER FROM THE STATE GENERAL PROGRAM DIRECTOR...

Dear Brother Knights in Ohio:

We Are Many; We Are One. Whether a council has 1,000 members or 32 members, the state general program has been developed to inspire all council leaders to provide suggestions for program activities. Hopefully, these activities are fun to do as brother knights and might possibly increase membership at the same time.

Our program is based on FAITH IN ACTION, the Supreme Council program guidebook. By adopting the Supreme Council program, there are many changes from past years. Besides the State Membership Director, there are only FOUR Program State Directors. These directors manage FOUR activity categories: Faith, Family, Community, and Life. Many activities from the past will still fit into these four reporting categories. Our Ohio State Council goals definitely include fulfilling local council requirements for the Supreme Council programs as well. There are reprints included in this handbook of the Columbian Award application (SP7) and the poster outlining the requirements for Star Council. If you have questions, regarding the Supreme Council requirements, please review information at <a href="https://www.kofc.org">www.kofc.org</a> and the many resources found on the website. If you still have questions, please email or call the state director (or me!) of that category for additional information.

Our worthy state deputy has assembled a great staff. The state program directors are all committed to the theme of *We Are Many; We Are One*. The state team is made up of dedicated brother knights who have put time and talents into their respective programs.

As the state general program director, I ask that the grand knight appoint a program and membership director. The grand knight also needs to appoint four committee chairs for each of the reporting areas. This entire leadership team then needs to sit down and review this document and the **Faith in Action Guidebook**. Challenge your leadership team to PLAN the fraternal year's programs and schedule activities and functions following the state general program's outline for mandatory activities as well as council choices. There are two council choices (electives) in each major activity program to help personalize your local council's response to the state general program's expectations. My goal is that every local council in the Ohio State Council will "max" the state program so that all councils will be rewarded at the next state convention.

Fraternally,

Mike Naw

State General Program Director

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### We Are Many; We Are One. Ohio State General Program

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### We Are Many; We Are One. Ohio State General Program

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### STATE DISTRICT DEPUTY DIRECTOR

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### We Are Many; We Are One. ~ The State General Program

### 6 Steps to Max the State General Program

Step # 1	Max the FAITH Activities Program
Step # 2	Max the FAMILY Activities Program
Step # 3	Max the COMMUNITY Activities Program
Step # 4	Max the LIFE Activities Program
Step # 5	Max the MEMBERSHIP Activities Program
Step # 6	Complete the Administrative Requirements

### 2019 – 2021 General State Program Goals \*300 Councils

Report at least one Program Step

### \*300 Councils

*Max the Administrative Requirements* 

### \*100 Councils

Make the Council Membership Quota

### \*50 Councils

Earn at least 500 Program Points AND a net membership gain of at least one new member!

The General Program consists of completing **5 activities in the 5 program areas**: Faith, Family, Community, Life and Membership--for a total of **25** activities from July 1 through April 15. The first two activities in each program area are considered MANDATORY. To max the general program, the council needs to earn **500 points**.

FAITH - Complete 5 Activities. Complete 2 MANDATORY and 3 Electives	100 points 20 points each
FAMILY - Complete 5 Activities Complete 2 MANDATORY and 3 Electives	100 points 20 points each
<b>COMMUNITY</b> - Complete 5 Activities Complete 2 MANDATORY and 3 Electives	100 points 20 points each
LIFE - Complete 5 Activities Complete 2 MANDATORY and 3 Electives	100 points 20 points each
<b>MEMBERSHIP</b> - Complete 5 Activities Complete 2 <b>MANDATORY</b> and 3 <b>Electives</b>	100 points 20 points each

Supreme-featured programs will be awarded the 60 elective points in their respective program areas as detailed on the Supreme website under *Faith in Action*.  $TOTAL \sim 500 \ POINTS$ 

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### Administrative Requirements

Your council has 7 administrative requirements that must be completed in order to qualify for the **TOP STATE** awards. The administrative items listed below do not have any program steps associated with them. However, successful completion of the required forms will be used as one of the program tiebreakers to determine the top councils in the State General Program.

- **A.** Supreme Per Capita Tax due October 10 & April 10 (Payment to Supreme Council)
- **B.** State Per Capita Tax due August 31 (Payment to the State Secretary)
- C. Form # 185 Report of Officers Chosen due July 1
- D. Form #365 Service Program Personnel Report due August 1
- E. Form # 1295 Semi-Annual Council Audit (June) due August 15
- F. Form # 1728 Annual Survey of Fraternal Activity due January 31
- G. Form # 1295 Semi-Annual Council Audit (December) due February 15

**Please note** that copies of all forms listed above must be submitted to the Supreme Council, State Deputy, and to the District Deputy. Most, if not all, are now accepted online.

### **Program Tiebreakers**

Councils that complete all the required Steps of the State General Program will be in the running for the top state honors. The 3 tiebreaker rules shown below will be used to position those councils that max the state General Program by completing 25 program steps, including the 10 **MANDATORY activities** and earning 500 points.

Tiebreaker # 1: All Administrative requirements completed.

Tiebreaker # 2: Number of new members above Supreme Membership quota as of May 1.

Tiebreaker # 3: Percent achievement of Supreme Membership quota by May 1.

### Council Division Levels

The general program division levels are established in order for all size councils to competitively participate in the state program. Divisions are determined by the number of members in each council as of the May 1 Supreme roster report. The general program will have **FIVE** divisions.

Division # 1:	183 and over Members
Division # 2:	<b>122 to 182 Members</b>
Division # 3:	88 to 121 Members
Division # 4:	57 to 87 Members
Division # 5:	<b>Up to 56 Members</b>

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### State, Division, & Diocesan Awards

Councils have the chance to earn a variety of awards based upon their performance in the State General Program. Councils that complete the following list of requirements will receive their awards at the State Convention. There will be 3 award levels.

### Gold Award

- $\sqrt{}$  Report the required **25 programs steps** in the 5 reporting areas and earn the **500 program points.**
- $\sqrt{\phantom{a}}$  Submit all the required **Administrative Requirements.**
- $\sqrt{}$  Achieve your council's <u>net Supreme Membership Quota</u> as of May 1.

### Silver Award

- √ Report the required 25 programs steps in the five (5) reporting areas and earn the 500 program points.
- √ Submit all the required **Administrative Requirements.**
- $\sqrt{\text{Record a net membership gain of 5 new members as of May 1.}}$

### Bronze Award

- $\sqrt{}$  Report the necessary program steps to earn at least 250 program points.
- √ Submit all the required Administrative Requirements.
- $\sqrt{\text{Record a net membership gain of 1 new member as of May 1.}}$

### Administrative Award

This award will be presented to all councils that complete the 7 (seven) required administrative activities shown under the administrative requirements section. This award recognizes those councils that keep current with the Supreme and State reporting requirements.

### Top Overall Statewide Awards

The **Top 6 councils** statewide regardless of division size will receive an award for their standing in the State General Program contest. The 3 tiebreaker rules will also be used to determine the overall council standings.

Eligible councils shall have earned the **500 program points** and submitted all the required **Administrative Requirements**.

### Division Awards (6 Awards, 1 in each Division)

One council in each of the 6 Divisions (based on size of council) will be presented with the **Ohio State Council of Distinction Award**. This will be the council in

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each division based on its standing at the conclusion of the state general program and the total number of points achieved <u>with</u> any tiebreakers.

### Division Awards (18 Awards with 3 in each Division)

The Ohio State Council of Distinction Award: One Council in each of the 6 Divisions (based on size of council) will be presented with the OHIO COUNCIL OF DISTINCTION AWARD. This will be the council in each division based on its standing at the conclusion of the state general program and the total number of points achieved with any tiebreakers.

The number 2 and number 3 councils in each of the 6 Divisions (based on size of council) will be presented with the OHIO COUNCIL DIVISION 1,2,3,4,5 and New, 2<sup>nd</sup> and 3<sup>rd</sup> Place Awards, respectively. Eligible councils shall have earned at least **500** program points and submitted all the required **Administrative Requirements.** 

However, reports received **ONE** (1) or more periods late will be recorded as late. Full points will be awarded for late reports. However, please send all reports in a timely manner.

### Supreme Council Awards

An award will be given to the council regardless of division for the **Best Overall Statewide Activity.** Recipients of these awards will have their activity forwarded to Supreme Council for consideration at the Supreme Convention. The 4 program areas of the Supreme Council awards are Faith, Family, Community, and Life. *There will be a total of 4 (four) state awards*.

### Honorees of the Year Six Diocesan Awards - One State Award

One award will be given to an outstanding individual in each of the 6 dioceses for each of the following categories: Chaplain, Family, Youth and Knight.

An overall state award honoree will be chosen from each category. Each of the state award winners will receive 1 complimentary room for Saturday night at the state convention and 2 state convention banquet tickets.

There will be 24 diocesan and 4 state awards for the Honorees of the Year.

### State Officer of the Year Award

The **State Officer of the Year** will be presented to the State Officer whose diocese has the highest amount of council participation in the state general program and the highest net Membership increase. *There will be 1 state officer designated as the award recipient.* 

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### **ELECTRONIC REPORTING**

We Are Many; We Are One. The state general program is viewable on the Ohio State Council website for review and reference. It is in .pdf format so all or some of its contents can be readily downloaded and printed.

### The Ohio State Council Knights of Columbus website address is www.kofcohio.org.

All reporting is to be completed online. Please go to the Ohio State Council website as listed above. From the homepage, please click on the thumbnail for PROGRAMS to find the link to submit your activity reports. Once on the "Enter Activity" page, select your council and fill in your contact information. After selecting the appropriate program category (Faith, Family, Community, Life, Membership), enter detailed information to be submitted to the respective state director and click "Submit." At that point, the report has been successfully submitted.

After submission, the state director will review and approve the report. Upon approval, the council's points will appear on its council scoreboard. All councils will be able to track their submissions and points at any time. The reporting portal will close on April 15; at that point, the state general program competition ends.

No log-in is necessary to report programs. This new reporting method utilizes features to make the procedure simple and easy. All reporting should be completed online. If more documentation is needed (especially for the Honorees of the Year), please email the additional information to the appropriate state director. Snail mail is allowable, but for all state activity reporting, electronic submissions are preferred.

### **Ongoing Reporting Periods**

**Special notice:** Reports are to be entered as completed or **MONTHLY** as applicable. The portal will close for this year's submissions for the state general program competition on **April 15**.



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### REPORT SUBMITTAL CHECKLIST

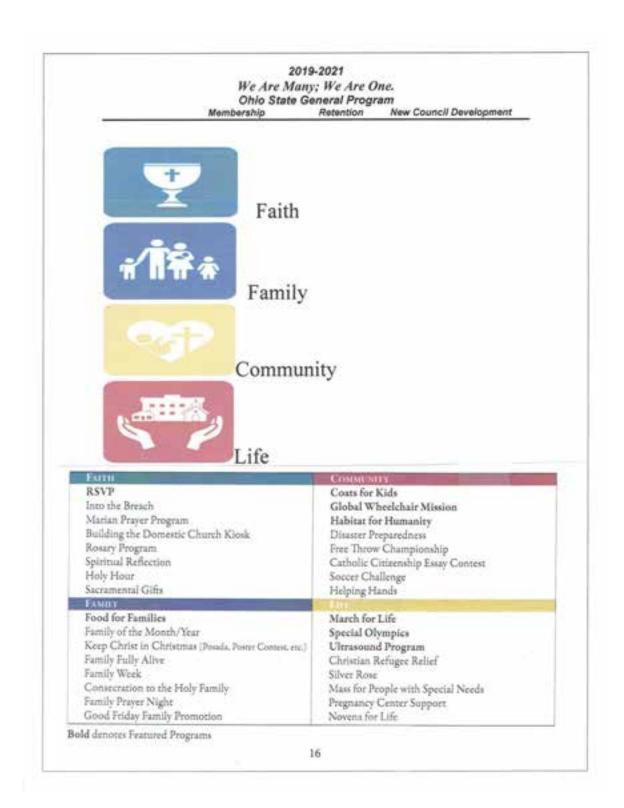
Report/Activity	J	Α	S	0	N	D	J	F	М	Α	M	J
Form # 185	1											
Report Of Officers Chosen												
Order Soccer Challenge Kit	1											
Form # 365 Service Program		1										
Personnel Report		-										
Form # 1295 Semi-Annual		15										
Council Audit Report		0.4										
State Per Capita Payment due		31										
Online Reporting to Date			15									
Supreme Per Capita Payment Due				10						10		
Order Free Throw Kit, FT- KIT					1							
Matching Funds Report					15							
Online Reporting to Date						31						
Form # 1728 Annual							24					
Survey Of Fraternal Activity							31					
Free Throw Participation Rpt.							31					
Form # 1295 Semi-Annual								15				
Council Audit Report due								13				
Online Reporting to Date								15				
Support Our Seminarians Report										1		
Knight of the Year										1		
Family of the Year										1		
Chaplain of the Year										1		
Youth of the Year										1		
2019 -20 Online Reporting Completed										15		
Measure Up Check / Form to State Warden										1		
Columbian Award Application, Form # SP7												30
RSVP Refund/Plaque Application Form #2683 to												30
Supreme Council Annual Report Round Table,												
Form # 2630												30

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### 2019 – 2021 FAITH ACTIVITY PROGRAM

To "MAX" the Faith Program, the council needs to complete 5 out of the 10 listed activities for a total of 100 points.

- $\checkmark$  Complete the <u>TWO</u> \*mandatory activities for 20 points each (40 points).
- ✓ Complete 3 (three) of the other 8 Faith activities for 20 points each (60 points).
- ✓ An appropriate Council Choice activity may be used as an elective Faith activity.

For information on the featured or mandatory activities, please refer to the *Faith in Action Guidebook*, pages 3 - 13.

### \*Spiritual Reflection Program (Mandatory) ~ 20 points

Please note: This is a required program to earn the Supreme Columbian Award.

### \*Council Chaplain or Spiritual Advisor Recognition (Mandatory) ~ 20 points

Please submit the **Chaplain or Spiritual Advisor Recognition** activity with appropriate documentation by April 1.

To fulfill the requirements of this step, you may submit **either** the chaplain or religious nominee as your award designate. (You are encouraged to submit both to be in the running for state awards.) However, only one submittal will satisfy this activity and earn the 20 program points. You may use one as a Council Choice step if your council nominates one in each category.

### Complete at least 3 (three) more Faith activities ~ 20 points each

Please submit the Faith Activities program form with appropriate documentation and describe the activity and attendance. Possibilities include the following:

Building the Domestic Church Kiosk

Holy Hour

Into the Breach

Marian Prayer ~ Our Lady Help of the Persecuted Christians

Rosary

Sacramental Gifts

Please refer to the Columbian Award application (#SP-7) as a guide in completing council Faith activities for the fraternal year.

<sup>\*</sup>The Supreme-Featured Program is Refund Support Vocations Program (RSVP).

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### 2019 – 2021 FAMILY ACTIVITIES PROGRAM

To "MAX" the Family Program, the council needs to complete 5 out of the 11 possible listed activities for a total of 100 points.

- ✓ Complete the <u>TWO</u> \*mandatory activities for 20 points each (40 points).
- ✓ Complete 3 of the 9 Family activities for 20 points each (60 points).
- ✓ An appropriate Council Choice activity may be used as an elective Family activity.

For information on the featured or mandatory activities, please refer to the *Faith in Action Guidebook*, pages 14 - 16.

### \*Consecration to the Holy Family (Mandatory) ~ 20 points

Please note: This is a required program to earn the Supreme Columbian Award.

### \*Family of the Year (Mandatory) ~ 20 points

Please submit the Family of the Year nomination with appropriate documentation by April 1.

### Complete at least 3 (three) more Family activities ~ 20 points each

Please submit the Family Activities program with appropriate documentation and describe the activity and attendance. Possibilities include the following:

Family of the Month Keep Christ in Christmas Family Fully Alive Family Week Good Friday Family Promotion Family Prayer Night

Please refer to the Columbian Award application (#SP-7) as a guide in completing council Family activities for the fraternal year.

<sup>\*</sup>The Supreme-Featured Program is Food for Families.

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### 2019-2021 COMMUNITY ACTIVITIES PROGRAM

To "MAX" the Community Activities Program, the council needs to complete 5 out of the 11 listed activities for a total of 100 points.

- ✓ Complete the TWO \*mandatory activities for 20 points each (40 points).
- ✓ Complete 3 of the 9 Community activities for 20 points each (60 points).
- ✓ An appropriate Council Choice activity may be used as an elective Community activity.

For information on the feature or mandatory activities, please refer to the *Faith in Action Guidebook*, pages 17-19.

### \*Helping Hands (Mandatory) ~ 20 points

Please note: This is a required program to earn the Supreme Columbian Award.

### \*Youth of the Year (Mandatory) ~ 20 points

While we want to encourage consideration of this award to the children / grandchildren of members, **this is not a requirement.** We want to recognize outstanding youth who demonstrate active involvement in their community, reflecting good Christian principles. Nominations will be judged on the contributions to their church, their community, their family, and their country.

Please submit the Youth of the Year nomination activity by April 1.

### Complete at least 3 more Community Activities ~ 20 points each

Please submit the Community Activities program form and describe the activity and attendance. Possibilities include the following:

Disaster Preparedness Free Throw Competition Catholic Citizenship Essay Contest Soccer Challenge

\*The Supreme-Featured Programs are Coats for Kids, Global Wheelchair Mission, Habitat for Humanity.

Please refer to the Columbian Award application (#SP-7) as a guide in completing council Community activities for the fraternal year.

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COMMUNITY	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 2020	JUN 2020	JUL 2020
Coats for Kids													
Global Wheelchair Mission (Y)													
Habitat for Humanity (Y)													
Disaster Preparedness					ă								
Free Throw Championship													
Catholic Citizenship Essay Contest													
Soccer Challenge													
Helping Hands* (Y)													
LIFE:		Key		MMonthly	0-0	O-Guarterly	Y~Year Long		*=Required		Bold=Featured	Po	
March for Life							USA				USA		
Special Olympics							Winter		Winter		Summe	Summer Games	
Ultrasound Program (Y)									70 -				
Christian Refugee Relief (Y)													
Silver Rose (jurisdiction schedule)						+End.			Start+			0 0	
Mass for People with Special Needs (Y)													
Pregnancy Center Support (Y)													
Novena for Life*													

### We Are Many; We Are One. Ohio State General Program

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### 2019-2021 LIFE ACTIVITIES PROGRAM

To "MAX" the Life Activities Program, the council needs to complete 5 of the 10 possible activities for a total of 100 points.

- $\checkmark$  Complete the <u>TWO</u> \*mandatory activities 20 points each (40 points).
- ✓ Complete 3 of the 8 Life activities for 20 points each (60 points).
- ✓ An appropriate Council Choice activity may be used as an elective Life activity.

For information on the featured or mandatory activities, please refer to the *Faith* in Action Guidebook, pages 20 - 22.

### \*Novena for Life (Mandatory) ~ 20 points

Please note: This is a required program to earn the Supreme Columbian Award.

### \*Knight of the Year Recognition (Mandatory) ~ 20 points

Every council in the Order and in the State of Ohio has members that exhibit Columbianism for the Church, Community, Family and Youth. From these men, your council will select its most deserving Brother Knight and present him with the honored award of the Knight of Columbus, namely the Knight of the Year.

Please submit the Knight of the Year nomination activity with appropriate documentation by April 1.

### Complete at least 3 more Life activities ~ 20 points each

Please submit the Life Activities program and describe the activity and attendance with appropriate documentation. Possibilities include the following:

Christian Refugee Relief Fund Silver Rose Prayer Service Mass for People with Special Needs Pregnancy Center Support

\*The Supreme-Featured Programs are March for Life, Special Olympics, and the Ultrasound Initiative.

\*Please refer to the Columbian Award application (#SP7) as a guide in completing council Life activities for the fraternal year.

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### 2019-2021 MEMBERSHIP ACTIVITIES PROGRAM

The Knights of Columbus in Ohio is many, but our Order needs many more members. We grow by inviting Catholic men to experience what the Knights of Columbus has to offer. The goal in the state general membership program is intake. We need to be actively recruiting--and more importantly--retaining members through active programming. We need to take care of the existing members by reducing suspensions and withdrawals. However, new blood is the key. The state membership program is designed to encourage and reward results.

\*Conduct a Membership Drive and Recruit a Member (Mandatory) ~ 20 points

\*No Suspensions after November 1(Mandatory) ~ 20 points

\*Any Council Choice membership activity (but must result in +1 member)  $\sim 20$  points

\*Any Council Choice membership activity (but must result in +1 member) ~ 20 points

\*Any Council Choice membership activity (but must result in +1 member)  $\sim 20$  points

### \*Special Replacement Activity

Meet your council's Supreme membership goal plus one (+1) member by April 1 (100 points). This activity can replace ALL of the activities and will give sufficient points to max the membership program with only 1 report. To qualify, your increase in membership on the April 1 membership report less suspensions on the April 1 report less outstanding form 1845's on file with Supreme on April 1 must exceed your Supreme membership quota by 1. If you feel your council qualifies, you MUST submit a report claiming credit.

### For example:

Council 9000's Supreme quota is 4 members. On April 1, the council has one 1845 at Supreme.

Membership Report April 1, 2020

	April 1, 2020
Gain	Suspensions
6	1

Gain - Suspensions - 1845's = Special Activity Net
Gain
6 - 1 - 1 = 4

The council's net gain is 4. The Supreme Quota is 4. They needed 5 to qualify. Council 9000 does not qualify for the Special Replacement Activity.

### Council Choice Elective Activity Suggestions

Host a local council initiative to focus members on whom to ask

- "Recruit a local hero" recruit a local law enforcement officer, fire fighter, EMT, or active duty military member
- "Make a Father a Brother" Recruit a priest, monk, deacon, or seminarian.

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- "Sharing is Caring" Host a drive to recruit a family member of a brother Knight.
- "Raised Knight" Recruit a Squire, Scout, or recent high school graduate.
- "Re-up a member" Recruit a former or inactive member. Your field agent can help with a list.
- "Father's Knight" Host stag with dinner and entertainment. Members eat free if they bring a prospective member. Do a presentation on how membership makes you a better father.
- "Championship Knight" Invite prospects and families to play a non-traditional game like croquet, putt-putt, badminton, etc. and have some fun. Set up commentators and give trophies. Make it fun and recruit the man through his family.
- "Mom's Knight Out" Host an event for the ladies of your parish that ends with them being encouraged to invite their husbands to join.
- "A Knight before Christmas" Offer an incentive to members that recruit a new member between July 1 and December 25.
- "Lent to Knighthood" Host a recruitment effort during Lent.
- "Recruit at an event" Impress a man with your service and programming and recruit him.
- Encourage a new member to complete the following for a Shining Armor Award:

Be involved in at least three council service programs

Attend at least three council business meetings

Receive their Second and Third Degrees

Meet with their council's insurance representative

Recruit at least one new member

• Help start a new council

Assist your DD and Diocesan Membership Director in identifying a potential new council location

Assist in "seeding" and recruiting at the new location

Assist with the Open House coordination for the new council

Participate in the first degree of the new council

### How to Conduct an Effective Membership Drive

A coordinated Membership Drive is an all-out effort to maximize your membership teams' efforts, by canvassing an entire parish on one weekend, gathering the names of prospective new members to follow-up with.

### The Preparation Phase

- Obtain the pastor's permission to conduct a Membership Drive at the church during a specific weekend.
- Advertise the event weekly in the parish bulletin, on church doors, and on church bulletin boards up to when it is held.
- Order recruitment materials from the Supreme Council Supply Department (allow 6 weeks for delivery).
- Inform the insurance representatives about the dates of the recruitment drive.
- Schedule your information night and first degree.

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- Train the members on what it means to be a mentor to a new member
  - $\sqrt{}$  Mentors call him before each meeting to invite him and offer to pick him up if necessary
  - √ Mentors introduce him to existing members at every meeting and event
  - $\sqrt{}$  Mentors sit beside him at meetings to explain what is happening
  - $\sqrt{}$  Mentorship last at least 12 months

### The Execution Phase

- Set up information tables at every door of the Church. Have plenty of prospect cards and pencils on hand to distribute to each man as they enter the Church.
- Arrange for a membership recruitment announcement to be made during Mass by either the priest or the Grand Knight.
- Have brother Knights on hand to answer any questions and to collect prospect referral cards or names and contact information as men leave church with their families.

### The Follow-Up Phase

- Personal contact must be made with every prospect that you collected within 48 HOURS.
- Inform and invite each prospect and his family of the date, time and location for the Information night.
- Offer transportation if that is the prospect's limitation.

### The Recruitment Phase

- Execute the information night. Plan refreshments and kids' activities. Offer a brief history of the Knights of Columbus and Fr. McGivney. Invite the insurance agent to speak about the benefits the insurance program provides. Offer a brief history of the council including total membership and a synopsis of the major events of council's program year and the positive effect for the community.
- Give the recruit a form 100 and a member to help him fill it out.
- Host the first degree and assign a mentor to the new member.

### The Retention Phase

- Assign a mentor to the new member. The mentor helps explain things the first year, introduces the new member to his brother Knights, and invites/escorts him personally to meetings and events.
- Schedule events for the new member to attend and serve with his new brothers.
- Check in monthly with the mentor to verify he is properly mentoring the new member.
- If you don't see the new member for a while, check in personally to assess and correct the situation.

### Membership Retention Program

### The secret to membership retention is ACTIVITIES and COMMUNICATION.

At our First Degree, no one thought that "I can't wait to pay dues and only hear from my council once a year." Active members need activities in which to be active. Active members cannot be active at activities unless they know about the activity. Retention begins at the form 100; not at the missed dues payment.

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- Hint 1 ~ Communicate frequently with members. Council newsletters can be physical or electronic. The key is frequency and content. They need to be sent out on a regular basis (monthly, quarterly, weekly). Newsletters should include reports on events and meetings and a calendar of upcoming event with contact info. You could even include the names of the newest members so they feel welcome. If you haven't heard from or seen a member in a while...
- **Hint 2** ~ *Form a Retention Committee.* Your financial secretary should NOT be on the retention committee. If possible, choose members who are friendly and outgoing and generally well-liked. These brothers should be willing to contact other brothers. Their focus is NOT dues. Their focus is retaining him as a member and connecting with him personally. The dues are a side effect of retention.
- Hint 3 ~ Make contact BEFORE the dues notices go out. No one likes to make the call or receive the call asking for money. So, make the calls to the members you haven't seen in a while to ask where he's been and invite him to the next meeting or activity before the dues notices go out. At the end of the conversation, you might mention that dues notices will be coming out soon. If he seems to have fallen on hard times, keep his confidence but share it with the Grand Knight for the possibility of suspending his dues for the year. We should NEVER lose a member due to his inability to pay dues.
- Hint  $4 \sim Make$  meetings meaningful. Business meetings are our best planning and communication tools. Our council meetings should be efficient and professional. Business meetings are for summaries not for detailed planning.
  - The chair, usually the Grand Knight, should be prepared with an agenda and relevant topics. Do NOT let meetings get mired in minutia. How many times have you wasted 25 minutes at a council meeting listening to 2 guys debating about what kind of donuts to get for the corporate communion in 2 weeks? If 2 guys want to debate, form them and a few others into a committee, tell them you expect a report at the next meeting, and move on.
  - Utilize the *Good of the Order* section of the meeting to:
    - √ Deepen our faith (Let's talk about the 6 precepts of the Church! Can we as a group do the Ten Commandments in order? How do you do an examination of conscience?)
    - $\sqrt{}$  Educate the members about a program (How does matching funds work and where does the money go? Why is Support Our Seminarians important? For what does the local developmental delay organization use our Measure Up donation?)
    - $\sqrt{}$  Tell interesting facts about Father McGivney, the K of C, or your council (what's the difference between a life member and an honorary life member? Did you know our council used to meet in that big building downtown? How many prosthetic limbs have the K of C given to people in Haiti? What's the name of the weapons on our symbol?)
    - $\sqrt{}$  Invite a speaker.
    - √ Display a talent (Who knew Kevin can sing?!?)
    - $\sqrt{\text{Tell a joke or some other fun or interesting thing.}}$  Be creative but brief!

### Hint 5 ~ *Know the retention process.*

- Dues Notices are issued from the Financial Secretary 30 days before they are due (Typically, early December or early June)
- [Source: http://kofcknights.org/States/RetentionProcessforSuspendingMembers.pdf]

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#### COLUMBIAN AWARD APPLICATION Due by June 30th - 20 20 Council Number: Jurisdiction: FAITH PROGRAMS: (RSVP, Innothe Breach, Marian Icon Prayer Program, Building the Domestic Church Klosk, Rosary Program, Holy Hout Sucramental Gifes, Spiritual Reflection Programs is the regulated programs) 1. Program Recruitment ☐ YES ☐ NO Participants Names Oppurtunity? Denations Program Description: 2. Program Recruitment TYES NO Participants Name Oppurtunity? Donations: Program Description 3. Program Recruitment ☐ YES ☐ NO Oppurtunity? Name: Donations: Program Description: 4. Program Recruitment ☐ YES ☐ NO Name: Oppurtunity? Denations: Program Description: FAMILY PROGRAMS: (Food for Families, Family of the Month/Year, Keep Christ in Christmas, Family Fully Alive, Family Week, Family Prayer Night, Good Friday Family Promotion. Consecration to the Holy Family is the required program) Oppurtunity? YES NO 1. Program Name. Donations: Program Description: 2. Program Recruitment ☐ YES ☐ NO Name: Oppurounity? Donations Program Description: 3. Program ☐ YES ☐ NO Names Oppurtunity? Donations: Program Description: Program Recruitment ☐ YES ☐ NO Name: Oppurtunity? Donations: Program Description:

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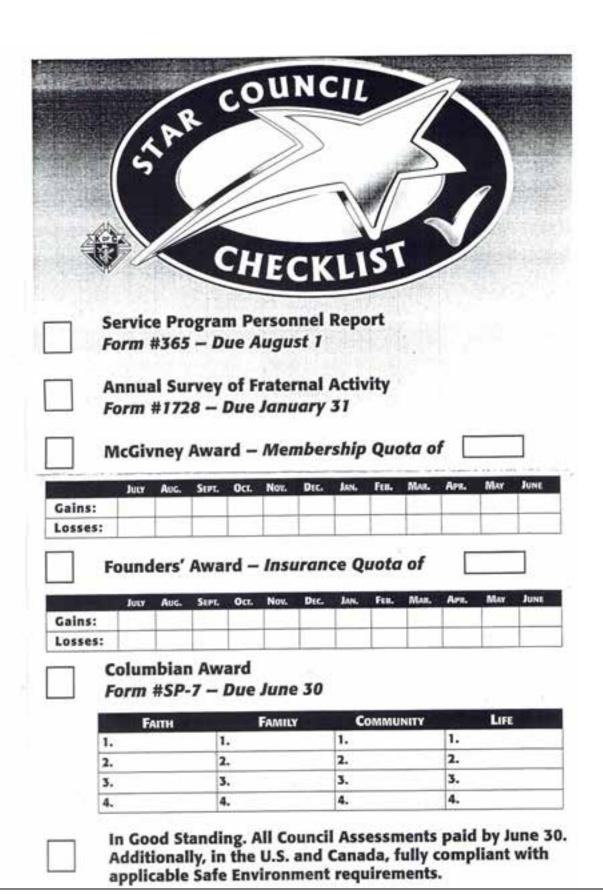
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### **Notes**