

“Let Us Be Worthy”



Growth Handbook

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**2023 – 2025 “Let Us Be Worthy”
Ohio State Growth Plan**

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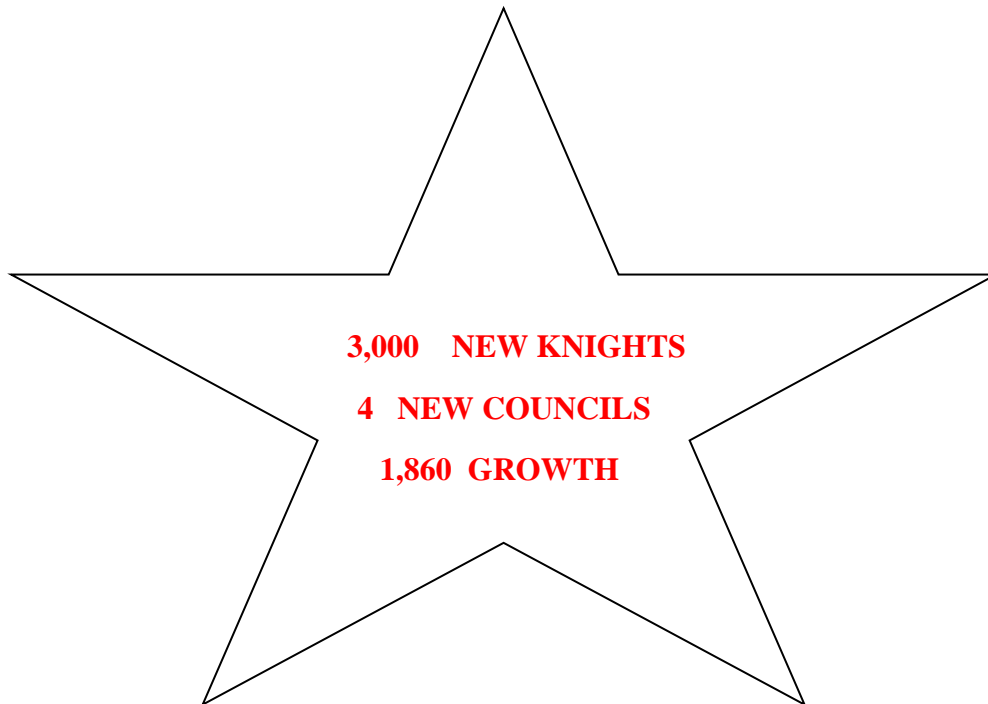
Let Us Be Worthy

The Let Us Be Worthy... Growth Activities will give each council the opportunity to keep its council active while growing in numbers and strength. Growth is the key to keeping a council strong; it is the lifeblood of our Order. By having a strong and active **Growth Plan** you will have a stronger and more vibrant council. **Recruiting** new members brings in new ideas, new energy and new growth for your council. **Retaining** those members builds the character of the council and solidifies your programs. **Reactivating** former Knights builds a stronger sense of fraternity. By coordinating your efforts and utilizing these strategies, you will revitalize your council and bring new energy and new hope to not only our state, but, our Order.

Another positive way to increase growth is by developing a new council in areas that can use the influence and leadership of the Knights. We are an enduring organization that promotes the values and ideals of the Catholic faith and we possess good community and church leaders. So, let's share that with other parishes and communities. There are many unchartered parishes out there and many Pastors who are yearning for help. We can be their saving grace. Look for those areas out there and alert your Diocese Membership Directors or District Deputies so they can start the process.

If we are truly Worthy... then our path is already set and our plan is in place. We must have faith in that plan and trust the path. Our brothers from days past had that faith and completed the tasks, which is what built the Council, State, and Supreme organization that we enjoy today. We must plow forward with our **Growth Plan, Recruiting, Retaining, and Reactivating!!!**

Below are the first three statewide goals that will lead us in the Let Us Be Worthy... state theme. On the pages that follow is an explanation of the Growth Plan, its activities and incentives. Have fun and enjoy implementing your **Growth Plan** while Recruiting, Retaining, and Reactivating!



As we begin Worthy State Deputy Jeff Kiliany's administration, his theme **Let Us Be Worthy...** continues to be relevant for us in our lives as Catholics and Knights of Columbus. We are called to grow and deepen our faith; to serve as witnesses to our faith in our families, at work and in our daily lives. We must bring Blessed Fr. McGivney's dream to life by continuing the growth of the order, which is key to its long-term survival. It is incumbent on all of us as Knights to work to ensure the organization grows and prospers. It is absolutely needed in today's world.

A strong and continual recruiting and outreach plan is essential for each Council's success and longevity. At its essence, recruiting another man into the Knights of Columbus is about having a conversation with him about the benefits of membership. It's about telling him a story of charity and service to our fellow man that spans nearly 140 years. It is a very good story, one we can all be proud to be part of.

Worthy Grand Knight, when encouraging your Council members to recruit it is useful to remind them of the great story the Knights of Columbus has to tell. We of course have a great corporate story to tell:

- Fraternal Benefit programs that protect our families from devastating loss
- Support of Pro-Life causes, and the values we hold such as support for traditional marriage and keeping Christ in Christmas and God in our public discord as in the Pledge of Allegiance.
- Support of our clergy and seminarians and the Church in America
- Our work with individuals with developmental disabilities
- Support of those devastated by natural disasters
- But our strongest story is one of support for our local community, within our Council and at our Parish. Encourage your Council to focus on the great work your Council's do every day.

Worthy District Deputy, it is important that **you challenge them** to focus their efforts to get their story out in a setting that helps us grow the Order. Important that they maximize their growth opportunities to expand our reach and grow our influence.

- **Encourage them to search the Growth Plan to find new ways to reach potential members.** Is there anyone in here who's Councils have tried every technique for recruiting new members included in the Growth Plan? Have they tried the pulpit announcements included in the book? Have their membership teams practiced the role plays included in the playbook to help them overcome potential objections? Have they been encouraged to develop an After Mass Speech useful for having a conversation with a potential member? Are they unclear about how to plan and execute a Delta Church drive?
- **If they don't have an active growth team in their Council remind them every day that it starts there.** If they don't have that team active, they aren't going to reach their goals for membership growth. It is just not going to happen.
- **Help them get that team in place and work with that team to get a recruiting plan in place for the fraternal year.**
- **Have you encouraged them** to work together with other Councils in your District to find new ideas and maximize their effectiveness?
- **When visiting your councils:**
 - Praise their success and build them up
 - Challenge them in the area where they need to be challenged
 - Have frequent contact with your Grand Knights, Council Officers, Directors and Chairmen and especially the Growth Teams.

You are the key to the growth of the Order in Ohio and the keys to our success for the next two years. You are the leaders; you are called to win glorious triumphs. Will you challenge your Councils every day to dare to succeed? Will you work with them? Will you help them build their plan?

One man can make a huge difference. You can make a big difference, the GK and the membership director can make a huge difference. One man's enthusiasm, his vision can be the difference maker. If you don't believe that you don't have to look any further than the example set by our founder, Blessed Father Michael J. McGivney for proof. He alone saw a need; he shared a vision for a solution to a problem. That vision grew into the Knights of Columbus. You and I and everyone reading this are charged with fulfilling that vision. That is done by living out the principles of the Order and by expanded its influence through membership growth.

We do have a great story to tell. It is one of Charity, Unity, Fraternity, and Patriotism. It is rooted in our commitment to service and our belief in God. Our job is to tell that story and to tell it to the best of our ability. **Let Us Be Worthy!!!**

Vivat Jesus,

Andrew Nuckols
State Growth Director

Last Revised: 7/01/2023

Introduction to the Growth Plan

Mission Statement

We have a moral obligation to offer every eligible Catholic man membership in the Knights of Columbus. Through our principles we encourage every man to live a spiritual life every day. We are men joining together with our brothers to do what they couldn't do by themselves.

Every Council Active

Recruitment and Service Program efforts are like exercise and good nutrition for a council. They're necessary to stay healthy. A council that is stable and strong regularly recruits new members and conducts programs for the Church and community. A council that is facing difficulties often goes months or even years without adding any new Knights to its roster or sponsoring service projects.

To keep councils working on recruiting new members as well as conducting service projects, every council needs to be active while recruiting one member per council per month. This program encourages councils to add at least one new member through initiations or reinstatement during the fraternal year each month.

During the last fraternal year, too many councils failed to recruit even one new member. What went wrong for those councils that didn't even add one member? The inability to recruit even one new member could be the first sign that a council is in trouble. Don't let your council reach that stage. If you haven't added a member yet, work to do so immediately.

Now is the time for councils that haven't brought in any new members to get their recruitment activities going and join the majority of councils as they are going after one new member per council per month. Joining this program can be the first step toward Star Council status. It can also encourage members to join in the recruitment process and help in meeting council recruitment goals.

Get the recruitment process started in your council by asking someone to join the Order. This will push your fellow council officers, chairmen and members to do the same. By bringing in one member your council will be off and running, but don't stop there. Work to break past council recruitment records and help keep the Order strong and your own council active.

Strategic Growth Plan

Managing your state's growth plan by accomplishing long term planning is an essential strategy to building sustained success and true growth for your jurisdiction. It is a tool that can unite the leadership team throughout the jurisdiction to achieving common goals. Moreover, it will aide in creating continuity from year to year as the leadership changes at the state, district and council levels. Program planning designed to achieve goals specific to our jurisdiction will also enable you to align your long term goals to the Order's long term strategic plan.

Use this tool to develop your council's strategic plan and share it with your District Deputy. Councils can then build activity schedules that support the jurisdiction's plan. Your plan should extend to at least four years; extending the plan longer is better.

Membership 365 is a new term that is used to describe our emphasis on daily recruiting within our parishes. It is listed both here and in your 12-month action plans.

More important than the actual plan is the process by which you arrive at the plan. Working together, communicating, and forward focused thinking are keys to successful planning.

Remember a plan is only a piece of paper if it does not translate into some type of direction.

Membership 365 - Ohio

There are multiple strategies to encourage membership 365 days a year. Members at the council level need to be encouraged to think about membership between council meetings and 12 months a year by recruiting one new member per council per month. Grand Knights should always have a motivational message about membership from the podium. Councils should be challenged to make sure the membership director speaks at every meeting. Every active member needs to be encouraged to bring in one new member during the year. Have each member write down the name of a friend who isn't a knight but who should be a knight, then challenge that man to recruit him into the Order.

Ohio Examples

As the State Membership Director there is an easy example to follow:

If each District Deputy would hold at least one Exemplification of Charity, Unity and Fraternity per district per month and each council bring in at least one new member per council per month, Ohio would recruit **4,464** new members and families for your jurisdiction.

Example: Ohio has 372 active councils. 12 new members per council = **4,464** new members per year

Completed Membership Documents (Form #100)

Form #100, can be scanned and emailed to form100@kofcoho.org and to the general agent of your council. This saves time and money and ensures that transactions are posted to your council's account quickly. Preferably, any updates to a member's status should be made through the Member Management application located in Officers Online.

Diocesan Membership Director Info



Diocese	Diocese Membership Director	Phone	Email
Cincinnati-North	Vic Lauterbach	937-898-4059	vslauterbach@gmail.com
Cincinnati-South	Mark Kosobud	513-623-3735	MKOSOBUD@YAHOO.COM
Cleveland	Michael Incorvati	330-671-1490	mbaincorvati@hotmail.com
Columbus	Eric Yang	614-440-3730	evyang@me.com
Steubenville	Erol Hosdil	740-381-4896	EROLISLAV@HotMail.com
Toledo	Willi Meyer	419-206-8170	kofcohiomeyer@gmail.com
Youngstown	Dom Capezzuto	330-501-0950	dom.capezzuto@yahoo.com

How to Organize Your Membership Committee and Set Your Goals

The first and perhaps most important step in setting up a successful membership program is organizing your membership committees. The key is to ensure that these important positions are filled and appointees are dedicated and enthusiastic Knights.

- Grand Knight appoints a Membership Director to oversee all membership programs and recruitment activities.
- Upon recommendation of the Membership Director, Grand Knight appoints a membership committee of three or more Knights. Select successful recruiters or sales-oriented members.
- Membership Director and recruitment committee select members for two-man recruitment teams.
- Grand Knight, upon recommendation of the Membership Director, appoints a retention chairman and committee.
- Grand Knight appoints an insurance promotion chairman, preferably the council's insurance agent.
- Membership Director, committee chairmen and committees set goals and plan specific recruitment, retention and fraternal benefit activities for the entire year.
- Plan full schedule of exemplifications.
- Identify and schedule recruitment methods that best suit council's needs and goals; delta church drives, open houses, team recruiting, etc.
- Set membership goals (exceed quota, achieve Star Council, win Century Club, break previous council recruitment record, etc). Refer to Supreme Father McGivney Award Chart (minimum of five and maximum of fifteen).
- Ohio State Council recommends that councils charge zero (\$0.00) dollars for the first year of dues.
- Get the ENTIRE council involved. Those who don't recruit directly can identify/suggest prospects.

Membership Committee Form

Name **Phone #** **Email Address**

Membership Director

E-Member Director

Recruitment Chairman

Retention Chairman

Degree Team Captain

Engagement Chairman

Recruitment and
Admissions Committee

Retention Committee

GK

DGK

C

FS

W

Schedule of Degree Dates for Exemplification of Charity, Unity and Fraternity

Month	Day	Date	Time	Location
July				
August				
September				
October				
November				
December				
January				
February				
March				
April				
May				
June				
July				

Ceremonials are a very important part of our traditions as Knights of Columbus

Ceremonials are the core of the Order. Fraternal organizations choose who can be members and mandate a rite of passage. In the Knights of Columbus, the rites of passage are our four Degrees. Many fraternal organizations have drifted away from ceremonials and as a result have suffered a decline in membership. We have not. Our ceremonials are the glue that holds the Order together. Blessed Father McGivney established the first three degrees as a way of instructing our members in the lessons of Charity, Unity and Fraternity. McGivney's first goal was to help members live by the rules of the Catholic Faith. Our members need to understand what makes the Knights of Columbus different from other fraternal organizations. Our steadfast adherence to the ceremonials is what makes the Order stand out from among other organizations.

Guidelines for Ceremonials

- No alcoholic beverages will be served on the premises prior to or during any degree. This rule will be strictly enforced.
- District Deputies are required to submit the required Form 450 for any degree held in his District. He must submit a form even if he was unable to attend the Degree. He would state on the form that he was unable to attend. These forms are necessary so that degrees are recorded at Ohio State Council.

General Recruiting Best Practices

Start with why:

Recruiting is our opportunity to build our brotherhood and help our communities. To grow is to be able to expand your service. Your community needs your council now more than ever and your council needs to continually grow to help meet growing needs.

Talk to your pastor:

A council that doesn't work with a pastor will struggle. Meet with him regularly. Talk about membership growth and ask him how you can work together. Ask if you can conduct membership drives at the church. Then ask if he will invite men that he feels would be a good fit to join your council. Then ask what the council can do for him.

Challenge your members:

One of the most effective ways to recruit is a personal invite from a Knight. Challenge each of your members to bring in one new Knight this fraternal year. Everyone knows someone who should join our Order.

Schedule church drives:

Our Delta Church Drive Program is helping councils bring in a minimum of three new members per drive. If you're not familiar with the program, reach out to your District Deputy or Diocese Membership Director. Supreme has monthly training and materials available.

Set clear expectations on promoting membership

Every fish fry, every pancake breakfast, every charitable activity, every event that draws a crowd is an opportunity to ask a man to join. These events are concrete proof of your council's good works. Talk about membership at every event in the next year. Use our Online Prospect Form or Online Membership site.

Step outside of your comfort zone:

We hear a lot of stories from men who waited decades for someone to ask them to join the Knights. All it took was a personal invite. Go beyond your everyday circle. Talk with parishioners at Mass. Be visible. Reach out to the young and old. Reach out to all ministries and ethnic groups in your parish.

How to Build a Prospect List

Before you consider HOW to recruit, you must address the question of WHO to recruit. There are many eligible Catholic men and their families who would enjoy participating in the Order. Identifying them is easier than you think.

- Approach pastors for parish rosters of potential Knights.
- Add all local priests, who are not Knights, to prospect list.
- Consider ushers, parish council members, choir, lectors, men's club, etc., as prospects.
- Welcome all new parishioners by asking them to join.
- Recruit all 18-year-old high school and college graduates.
- Consider all vendors who served the council as potential members.
- Add fathers, sons, nephews, cousins, brothers-in-law, fathers-in-law, grandfathers, grandsons.
- Order free copies of Prospect Referral Card (#921-AE) from Supplies Online site. Distribute copies of card to all members at council meeting or with newsletter. Ask that completed cards with names of friends/acquaintances be returned to the membership director.
- Advertise regularly in church bulletins, inviting interested prospects to contact the membership committee about joining.
- Contact former members.
- Use your imagination. New members are all around you!

Once you have your Prospect List, it's important to reach out to them and invite them to join.

- Send a personal invitation (by mail or email) each prospect and his family, personally signed by the grand knight.
- Contact each prospect within one week of the mailing to arrange a home visit by the membership committee or your recruitment team.
- ASK THE PROSPECT TO JOIN. Assist him in completing Online "JoinUs" site or filling out Membership Document (#100) and collect fees.
- Ensure a prompt initiation. Inform the candidate of dates for the Admission Committee interview and the next Exemplification of Charity, Unity and Fraternity.
- Complete proposer duties
 - Accompany your prospect to the Admission Committee interview, Exemplification, council meetings;
 - Introduce the prospect and his family to council members;
 - See that the prospect is assigned a committee/program of interest;

Delta Church Drive Implementation Guide

Goal:

The Grand Knight, Membership Director, Program Director, and the Delta Church Drive Ambassadors will focus on getting the name, email, and phone number from all prospects using the Prospect Card, or by directly inputting this information onto the drives Custom Landing Page. The Delta Church Drive is designed to help your Council position itself to properly engage and bring potential new members into the Order in a sustainable manner at any Mass or Event the Knights have a recruiting presence.

Benefits of the Delta Church Drive:

Your Council will grow in numbers and active, engaged members.

You will grow the Knights of Columbus Family.

Your Council will be better positioned to implement more “Faith In Action” Programs.

Your Council’s relationships with the Parish Priests, Deacons, Staff and the Congregation will be enriched.

Your Council will prove that Delta Church Drives work.

Implementation Action Items and Timeline

___ 1: Grand Knight will schedule meeting with the Council Chaplain or Parish Priest. Please note that the Parish Staff is welcome to attend any planning meeting you schedule with the Priest. The meeting should be to ask the Parish Priest for permission to host a Delta Church Drive and set the date.

___ 2: Grand Knight, Membership Director, Program Director (Membership and Retention Committees) should meet and determine the following:

___ A: Confirm Date of the Church Drive(s) – covers all weekend Masses

The Delta Church Drive Concept is applicable to Masses, Special Events, or Membership related opportunities where the Knights may have a Recruiting Opportunity

___ B: Determine who will be the “Ambassador Team” -Two Ambassadors per entrance

___ C: Set Dates for Ambassador Practice Sessions

___ D: Determine who will be giving Pulpit Announcement

___ E: Submit Pre/Post Delta Church Drive Bulletin Announcements and Print Dates

___ F: Set Realistic Goals/Expectations about the results you want to see from this effort

___ G: Discuss and get approval for Ambassador follow-up plan

___ H: Order Delta Church Drive Kit (allow 6 weeks for delivery)

___ 3: Grand Knight and Membership Director complete the Prospecting Landing Page Request Form at: info.kofc.org/pagerequest

___ 4: Grand Knight will lead Delta Church Drive Roll-out Meeting for the Council. Membership Director, Program Director, Ambassadors should be in attendance.

Agenda for Meeting should include:

___ A: Date of Church Drive that will be Hosted at all weekend Masses

___ B: Assignment of Duties: Prospect Card placement, Ambassador Duties, Pulpit Announcement, Follow-Up with Prospect and Recruits, Onboarding and Mentoring of New Members

___ C: Briefing on Prospect Landing Page

___ D: Introduce Ambassador Team and provide training session dates and times

___ E: Set Realistic Goals/Expectations about the results you want to see from this effort

___ F: Build excitement and get buy-in from all involved

___ 5: Ambassador Training Session One

___ 6: Delta Church Drive Announcement in Church Bulletin (Week Prior to Drive) and if possible, a

Pulpit Announcement at Weekend Masses

- ___ 7: Ambassador Training Session Two
- ___ 8: Delta Church Drive is Hosted at all Saturday and Sunday Masses or Event
 - ___ A: Grand Knight/Membership Director Input Prospect Data for Council Landing Page
 - ___ B: After the last Mass on Sunday Grand Knight should try and brief the team before going home
 - ___ C: If needed an Admission Degree can be held following the last Mass on Sunday
- ___ 9: Ambassador Follow-Up Campaign / Online Membership Email Campaign
- ___ 10: Thank You/Sorry we missed you Announcements in Church

Church Drive Kit (#Drive-Kite) Contents:

- 200 - Why Join (Item #10537)
- 200 – Prospect Cards (Item #921 A)
- 10 – Prayer Card Blessed Fr. Michael McGivney packs of 100 (Item #10502-A)

Pre-Drive Announcement:

Prepare your pre-Delta Church Drive announcement in ample time to appear in bulletins 2-3 weeks prior to your actual Church Drive.

The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world.

Our local council _____#_____ will be holding a membership drive at (all Masses) the weekend of (dates). Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to KofC.org/JoinUs and enter our council #_____ for local information

Post Drive Announcement:

Prepare your pre-Delta Church Drive announcement in ample time to appear in bulletins 2-3 weeks after your actual Church Drive.

The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world.

Our local council _____#_____ held a membership drive and we might have missed you. Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to KofC.org/joinus and enter our council #_____ for local information.

Sample Endorsement from Priests:

I'd like to take a moment to encourage the men of our parish to consider joining the Knights of Columbus. Membership in this fraternal organization will give you the opportunity to give back to your community, exclusive access to a top-rated insurance program to protect your family's finances, and the ability to grow in your faith. These are just some of the reasons to become a Knight of Columbus. The Knights of Columbus is a great source of volunteers for our parish and you have probably seen many members at our activities. I believe that each man in this parish can benefit from membership in this fine group.

Following Mass there will be members of _____ Council at the church exits. Please take the time to speak with them, learn more about this wonderful organization and become a member.

Delta Church Drive Pulpit Announcements

Thank you, Father, for this opportunity to tell you about the Knights of Columbus and what our local council - the (Name of Council) Council # (_____) does here in our parish and community.

In 1882 Father Michael McGivney started the Knights of Columbus to uplift his parish in New Haven. His vision was for councils to put programs of faith into action that would protect families and build a better world. This is why we gave you the prayer card for his Canonization as you entered Mass.

Knights of Columbus membership offers countless opportunities for Catholic men – and their families – to live and grow in faith. Through our support of critical societal needs, we Knights have the opportunity to leave a positive and lasting impact in our communities and around the world. Respected and proud to call ourselves Knights, the nearly 2 million members donated over 75 million hours of their time to charitable service and nearly \$200 million to important causes around the globe just last year.

Here in the (Council Name) Council we donated over (\$11,000) and provided more than (5,500) volunteer hours helping those in need.

The Knights of Columbus is the world's largest Catholic service organization for adult men. The Knights serve communities on a local and global scale through many activities including coat drives for kids, Special Olympics, disaster preparedness and relief, and assisting people who are persecuted. We are everyday people helping people every day. Whether it's aiding the less fortunate, local volunteering, networking with others of shared values and beliefs, or participating in fun, family-inclusive events, the Knights of Columbus welcome and value Catholic men seeking community and ways to put their faith into action.

Often times we hear that people are too busy with family and work to help out. This is really not the case! We don't want you to leave your family to participate in a charitable program, we want you to lead your family in charitable action. What I have found was that just an hour here or an hour there could make a big difference to people in need, while putting our common faith into action.

Today, we have a great opportunity for you to take a test drive, so to speak. With just your email address we will be happy to send you information about charitable outreach projects.

Please take a moment to fill out the card in the pew and hand it to one of our Knight Ambassadors at the doors on your way out of Mass. No obligation! We will only send some information once a week. Or if you want to join now it is very simple go to KofC.org/joinus and fill out the information and put in our council #_____ where asked, and simple as that, you are in.

Then if you want to be a council member, we will help you do that quickly. Everyone that joins during our drive will be entered into a drawing for a (Raffle Prize i.e., gift card or gear).

Again, thank you Father for allowing me this opportunity to tell our story of faith and charity.

Delta Church Drive Check List

Steps to a Successful Drive

- Obtain Prospect Landing Form Link
 - Info.kofc.org/PageRequest
- Order Delta Drive Kits (Item DRIVE-KITE) Free to all councils
 - Order directly from Supplies Online (either GK or FS)
- Order Candidates Kits (Item #531-E) from Supplies Online
- Schedule Information Night and Exemplification within 2 weeks of drive.
- Submit bulletin Announcement
 - 2-3 weeks prior to drive date, use samples provided
- Build Ambassador Teams and agree on attire
- Confirm Pulpit Speaker
- Submit Post Event Bulletin Announcement, use samples provided
- Send “Thank You” note to Pastor

Day of Event:

- Arrive early and assign Ambassadors to locations.
- Pass out cards
- Remind Ambassadors to enter information from cards into the Prospect Landing Page after each mass and not to give out the URL of the Prospect Landing Page.
- Clean up church afterwards to ensure nothing is left in the pews.

How to Conduct an Open House

An open house provides an opportunity to introduce your council and the Order to a broad audience of prospects at one event. The main objective is to “exhibit your products” -- your volunteer service programs, your social and fraternal activities, your membership benefits - that your council and the Order have to offer to members and their families.

- Appoint a committee to organize an open house.
- Set a date and time. Publicize the event in local newspapers, radio, cable television and church bulletins.
- Order quantities of promotional materials including Supplies Online, allow at least six weeks in advance.
- Compile list of prospective members.
- Send open house invitations to prospects and their spouses.
- Follow up mailing with a telephone confirmation of receipt and availability to attend events.
- As the event approaches, reconfirm all arrangements for site, materials, program, etc.
- **Arrange for a display of council scrapbooks, awards, programs, activities.**
- Assign to each attending prospect to a recruiter who will act as host throughout the event.
 - Welcome committee to greet guests
 - Introduce officers, members
 - Grand Knight/Membership Director should explain council aims/organization
 - Ask the insurance agent to explain benefits of membership
 - Show a promotional video
 - *Supreme Convention Highlights*
 - *Life and Legacy of Father McGivney*
 - *Founding to Future*
 - *More found at Supreme Website <https://www.kofc.org/en/videos/index.html>*
- Schedule a question/answer session following the video further explaining the Order and the council. Conclude with refreshments or light buffet.
- Make certain host-recruiters ask prospects to join, and assist him in completing Online JoinUs site or filling out Membership Document (#100).

How to Organize an In-House Open House

An “in-house open house” provides a comfortable, casual atmosphere in which one or two host- recruiters and wives introduce prospect couples to the local council and the Order.

- Solicit volunteer recruiters to host open houses in their homes.
- Plan a casual event in which a small group gets together to enjoy each other's company and learn about the Knights of Columbus (coffee and a card game, a barbecue, or brunch, etc.).
- Personally invite three to five prospects, making sure the invitation is for husband and wife.
- Order the Experience of a Lifetime video at least three weeks prior to your event.
- Have Membership Documents (#100) on hand and order other promotional/membership flyers
 - “Did You Know?” flyer (#1267-V)
 - Family Fraternal Benefits flyer (#2761)
 - Member/Spouse Fraternal Benefit flyer (#2773)
 - Columbia magazine – to distribute along with council newsletter.
- Show the video and discuss council activities and benefits. Encourage the host spouse to discuss the fun and benefits of family activities.
- INVITE prospective families to join!
- Assist prospects in completing Online JoinUs site or filling out Membership Document (#100).
- Inform prospects of the Admission Committee meeting, and Exemplification of Charity, Unity and Fraternity date, and make arrangements to escort them to the degree. (Plan Exemplification Degree within two weeks of in-house open house.)

How to Conduct an Effective Membership Drive

A coordinated Membership Growth 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. One of the most effective ways is to conduct the Delta Church Drive. If you have not done one already there is training information on the Supreme website.

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 Supplies Online site (allow 6 weeks for delivery).
- *Inform the insurance representatives about the dates of the recruitment drive.*
- Schedule your information night and Exemplification of Charity, Unity and Fraternity Degree.
- Train the members on what it means to be a Mentor to a new member.
 - √ 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
 - √ Mentors sit beside him at meetings to explain what is happening
 - √ Mentorship last at least 12 months
 - √ Mentoring a New Member will help him stay interested and involved

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.
- Assist in completing Online JoinUs site or filling out Membership Document (#100).
- Host the Exemplification of Charity, Unity and Fraternity 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.

One-on-One Recruiting

Sometimes, the hardest thing about recruiting is taking the first step. Recruiting a new member can be as easy as asking him to join. Amazingly, many individuals haven't joined the Knights simply because they have never been asked to join. When the opportunity arrives, take the initiative and start a conversation with a potential prospect. It's the first step for recruiting on a one-on-one basis and can yield very positive results.

Once a conversation begins, be confident that you will be able to answer their questions, no matter what direction the conversation will go. The Knights of Columbus, through its many programs and activities, assists individuals in so many ways that there is sure to be something that will appeal to anyone who wants to help his community, Church, or family. To ensure the best chances of recruiting a new member, refer to the checklist below.

Make sure you ask all the pertinent questions while talking with the prospect, including:

- His complete name and address,
- Facts about his job,
- His parish affiliations and activities,
- Friends he has among present council members, and
- Information on his wife and children.

All of these facts can branch off into different areas: Knights of Columbus benefits, service projects, community involvement, or social events. Be prepared to answer any question he may ask in order to make your council look its best. You only get one chance to make a first impression, so make sure you have all the answers and necessary materials ready at your disposal:

- The Order's website, www.kofc.org so he can research more on his own
- QR Code or www.kofc.org/JoinUs to join online via cell phone
- Copies of various flyers including
 - Council Brochure / Flyer
 - "Did You Know" (Item #1267)
 - "Member/Spouse Fraternal Benefit" (Item #2773)
 - "Family Fraternal Benefits" (Item #2761)
 - "Why Join? (Item #10537)
 - And any other appropriate council publications(newsletter);
- Facts on the Order's insurance program;
- A clear explanation of how membership has benefited you and your family;

After making the pitch and answering any questions, ask the prospect to join and assist him in completing Online JoinUs or Membership Document (#100). The proposer should then follow through with the new member by escorting him to his Exemplification of Charity, Unity and Fraternity ceremony and his first council meeting.

Recruiting on the personal level helps the potential member understand that you are not looking for numbers as much as you are looking for individuals like him. Let him know that he is only wanted as a member, but that his membership can take all aspects of his life to new levels.

Team Recruiting

Bringing twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success. That's the benefit of two-on-one recruiting.

- Organize two-man recruitment teams from the membership committee and additional recruiters
- Train recruiters and ask your insurance agent to assist.
- Divide the prospect list among two-man teams.
- Telephone each prospect to schedule a visit with the prospect and his wife by the two-man team
- Conduct personal visits at the prospect's home, emphasizing local council activities and opportunities for involvement by prospect, wife, and the entire family.
- **ASK THE PROSPECT TO JOIN.** Assist him in completing Online [JoinUs](#) site or filling out Membership Document (#100) and collect fees.
- Ensure a prompt initiation. Inform the candidate of dates for the Admission Committee interview and the next Exemplification of Charity, Unity and Fraternity degree.
- Complete proposer duties
 - Accompany your prospect to the Admission Committee interview, Exemplification, council meetings;
 - Introduce the prospect and his family to council members;
 - See that the prospect is assigned a committee/program of interest;

How to Recruit Former Members

Former Knights are men who are familiar with the ideals of Columbianism. The left the Order at one time but represent a pool of prospects councils should not overlook in striving for membership growth.

- Appoint a special “Welcome Back Brother” or “Operation Re-Member” committee specifically to recruit former members. Past Grand Knights familiar with circumstances of earlier departures are especially suited.
- Obtain a list of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain Knights of Columbus insurance policies) from Department of Fraternal Services. Check with your financial secretary for additional names and most recent addresses.
- Review the list to determine former members known to be residing in the area and still eligible for membership.
- Prepare information/presentation materials for former members highlighting changes, new programs/activities/benefits and recent council achievements.
- Order the following from Supplies Online site and prepare kits for distribution:
 - Family Fraternal Benefits flyer (Item #2761)
 - Member/Spouse Fraternal Benefit flyer (Item #2773)
- Contact each former member by phone to arrange a personal visit or invite them to a reception for former members.
- If conducting personal visits, follow the procedure outlined for recruitment teams, tailoring presentations to highlight new changes, benefits, etc.
- If planning a “Welcome Back” or former member reception, use the open house procedures.
- Refer to the Leadership Resources handbook (Item #5093) Membership Procedures section for proper procedures for recruiting former members.
- Ask every former member visited or those at reception to sign Membership Document (#100) to renew membership.

NOTE: Reactivating inactive insurance members qualifies council for both membership and insurance additions toward Father McGivney and Founders’ Awards goals.

NOTE: Reinstatements, readmissions or reapplications qualify council for membership additions for Father McGivney Award.

Building an After Mass Speech

● Prepare for the 3 Minute Opportunity

- Know your Council activities
 - Read your newsletter, the Columbian Magazine
 - Make a list of the service programs and projects
 - Know when degrees are scheduled
- Really focus on those programs or projects for which you have a passion
 - What programs drew you into the Knights and keep you active and involved
- Think of the Knights as a ministry within the Church
 - A way to give back to God through service
 - Strong right arm of the church
 - Supported by the Bishops and the vast majority of our pastors and priests
 - The Order was founded by a parish priest
- Charity is the first principle of our Order
- Fraternal Benefit of membership - access to world class financial instruments and professional financial benefit advisors

● Practice

- Spend time thinking about your Council's activities
- Keep it fresh and appropriate for the season
- Speak from the heart so it doesn't sound rehearsed or preachy

● Don't Get Discouraged

- Don't get discouraged if you don't deliver it flawlessly
- A 'no thank you' is one step closer to a 'yes'
- If you share a passion, you can't fail
- Actions speak volumes
 - Be visible in your church and community
 - Wear the third-degree pin and Knights apparel with pride

● Close the Deal

- Assist him in completing Online JoinUs site or Membership Document (#100)
- Know the date and time of the next Exemplification of Charity, Unity and Fraternity degree
- Talk to the prospect about your Council's dues structure and admission fee and tell him what he gets for the dues and fees
- Encourage him to complete his Shining Armor Award requirement.
- Go with him to his first couple of business meetings and service projects

Making Phone Calls

1. Caller Attitude – Ask yourself
 - i) Why did I become a Knight?
 - ii) What do I get from being a Knight?
 - iii) What have been able to give as a Knight
 - iv) Speak from your own experiences as a Knight
 - v) Speak sincerely brother to brother
2. Preparation
 - i) Calendar of Events
 - ii) List of charities and service to the community and church
 - iii) Review and understand the benefits as member
 - iv) Review and understand the items in the Retention Guide
3. Excuses
 - i) No Time
 - (1) Interprets to “You aren’t doing any programs I am interested in”.
 - (2) Ask him what type of activity would interest him.
 - (3) Explain that the council is always looking for new activities to provide to our members, our Church and our community.
 - (4) Most members only participate in 1-2 activities a year
 - ii) Hardship
 - (1) No member is suspended for financial reasons
 - (2) Don’t tell him the council will cover his dues. Tell him he can pay what he can once he gets back on his feet. Meanwhile suggest that he get more active in the council activities. “Potentially” work off his dues.
 - iii) No Building
 - (1) The council is in transition.
 - (2) We no longer have the burden of a building.
 - (3) Most council that move from a building to a church have a surge in activities and membership.
 - (4) Give us one year
 - iv) Moved / Relocated
 - (1) Pay your dues to keep your years of service and transfer to a council in your new area once you get settled.
 - v) No longer want to be a member
 - (1) Ask him why he no longer wants to be a Knight. Let him do the talking. Find out what his concerns are and answer those concerns.
 - (2) Tell the member about your experience as a Knight, why you became a Knight, what you have gotten by being a Knight, what you have been able to give as a Knight.
 - (3) Review the benefits of membership and review the council activities
 - (4) Ask if he believes in the principles of the Knights of Columbus
 - (5) Suggest he consider it a charitable donation with the idea that he will still get all the benefits as Knight (Columbian magazine, social events, family events)
 - vi) Voicemail Message
 - (1) Tell him you are calling about his Knights of Columbus membership
 - (2) Ask if he was received his dues notice.
 - (3) Keep it light
 - (a) Calling about the new happenings at the council
 - (4) Come up with a sincere and honest message that you feel comfortable with.
Don’t Accept “No” – Ask him to pray on it and get back with you by < > Date

FATHER GEORGE WANTS YOU



TO JOIN THE KNIGHTS OF COLUMBUS

The Knights of Columbus is hosting an **open house, May 2nd at 7 PM.**

Membership in the Knights of Columbus is open to all Catholic men ages 18 and older. If you are eligible for membership then please add this to your calendar, wives are welcome and encouraged to come and learn more about this great organization.

If you need help with babysitting please let us know you are coming in advance and we will have an arrangement made for children ages 1-9, all children younger and older are welcome to sit with their parents during our open house.

In the next month you may receive a phone call from one of the Brother Knights to personally invite you and your wife to the open house, if you receive this call please know that it is on behalf of Father George and his brother Knights as a special recommendation that you are being especially considered for membership.

If you are interested in getting more information and may not be available you may contact the Grand Knight <name>: <phone> or <email>

The 24 Hour Knight

"I don't have time to give to the Knights, so why should I join?"

It's a common concern among many men that just don't think they have the time to be part of the Knights of Columbus. Imagine if you will, that I tell you that it only takes 24 hours a year to be a Knights of Columbus member, and that you can make a positive difference in your Church, yourself and your community. Even with this minimal commitment, you can be an important part of a council, and reap the benefits of what membership in the Knights of Columbus has to offer you and your family.

Here is the time break down:

Six hours a year on a council sponsored Faith, Community, Family, or Life project of his choosing.

Four hours a year attending council meetings

Four hours a year enjoying (with his entire family) a council social function such as a dinner, dance, picnic, etc.

Four hours a year volunteering at the council's annual Measure Up drive for people with intellectual disabilities, the Knights of Columbus many essay contests or poster contests, Knights of Columbus Soccer Challenge or Free-Throw Contest, or at any council service project.

Four hours a year attending, with his family, two corporate Communion or council prayer services at his parish.

One hour a year reading about the Knights of Columbus Use The council Web site, the Supreme Council Web site, State Website, or the Columbia Magazine.

One hour a year visiting with a Knights of Columbus Field Agent to ensure that his family is protected now and, in the years, to come.

There are 8,760 hours in a year. By giving the Knights of Columbus 24 hours (less than .3 %), YOU CAN BE A BETTER CATHOLIC, A BETTER PERSON, A BETTER HUSBAND AND A BETTER FATHER. Think of the difference that the Knights of Columbus can make if you join us. Know that it only takes 24 hours a year to make a difference in your Church, in yourself and in your community.

Recruiting After Mass or at a Council Activity

Script #1

Knight: Good morning/afternoon/evening and introduce yourself

Prospect: Good morning/afternoon/evening

Knight: You did a great job lecturing at mass today.

Prospect: Thank you!

Knight: Is this your family?

Prospect: Yes, my wife, my son and daughter

Knight: ____, I see you and your family around the parish all the time. You and your family are very active in the parish.

Prospect: Thank you. We do what we can.

Knight: Well, you're welcome. I'm a member of the Knights of Columbus in the parish, and I would love to see you and your family join the Knights of Columbus. Have you considered joining the Knights? We could sure use more families like yours.

Prospect: Yes, I've thought about it and you guys do great work, but I just don't have the time. I'm very busy at work, as you know I'm a lector, I coach my son's soccer team, my daughter's volleyball team and my wife teaches CCD.

Knight: I appreciate how busy you are and believe me you are just the kind of man and family that makes a perfect Knight. You already do much of what we celebrate as members of the Knights of Columbus. We have 4 areas of focus for our service projects: Faith, Family, Community, and Life. You and your family are already involved in at least two of those, Church and Community(Youth). We have a great group of men involved in the Knights in the parish and what you will find are men just like you with similar interests and an organization that can help you.

Prospect: Sounds good, but I really don't need another meeting to go to.

Knight: Well, we do meet as a group once a month on the of the month, but attendance is certainly not mandatory. Many very good and active members can't attend those meetings every time and for a variety of reasons. We certainly understand that. We all do what we can. The important thing is that we are all working to spread God's kingdom here on earth in whatever way we can.

Script #2

Knight: Hi, my name is Gary Hoppe. What's your name? Have we met before?

Prospect: I don't believe we have. My name is Charles.

Knight: Are you folks new in the parish?

Prospect: About 2 years now.

Knight: Welcome. What a beautiful family you have. Is this your wife?

Prospect: Yes, meet Mary. And these are our four children - John, Joe, Lisa and Amanda.

Knight: You know, I was just wondering, have you had a chance to become a member of the Knights of Columbus family yet?

Prospect: No, (Mary comments) I thought the Knights of Columbus was a men's organization.

Knight: Oh, my no, Mary. The Knights of Columbus is a Catholic, family, fraternal service organization that was started in 1882 by a parish priest to benefit the family if something prematurely happened to the husband and father. Yes, the men are the members, but the family is the real reason we exist. You see, just by being a member, you and your husband both get a free accidental death benefit policy, as well as your family receives the Columbia magazine, the largest Catholic publication in the world. Say, why don't we give the Knights a chance to include your family? (pause) What do you say we start by filling out this application. Thank you!

If these is no objection at this point, why keep selling? If there is an objection, answer it and go right back to the Form 100.

Former Member

Script #1

Knight: Good morning/afternoon/evening. My name is _____. I'm a parishioner at _____ and a member of the Knights of Columbus. How are you today?

Former Member: Fine. Thank you.

Knight: I certainly don't want to take up too much of your time, but I'm looking at a list that shows you were formerly a member of the Knights of Columbus. Is that correct?

Former Member: Yes. I was a member several years ago, but wasn't able to get very involved due to work. I really haven't been active for a long time.

Knight: I'm calling former members like you hoping you would be interested in re-joining the Order. I know circumstances can change in a man's life, and if you are interested, we would love for you to consider joining.

Former Member: Well, I don't know. like I said, I haven't been active in quite some time.

Knight: How about we start out small, then, and get involved in a few of the many worthwhile activities and programs the Knights in the parish are involved in. We could certainly use you. We have a great group of men and we do a great deal of good. If you were to get involved again, what would you like to do?

Former Member: I've thought about helping out with pro-life causes; maybe with young girls in a crisis pregnancy.

Knight: That's great! We could certainly help you do that. What do you say about re-joining?

Former Member: What would I have to do?

Knight: It is easy. All you have to do is complete a membership form, pay a small re-admission fee of \$7.50 and your first year dues. In our Council that is \$???. I would be happy to meet you at church soon to complete the form. Or better yet, our next business meeting is next at _____ pm. Why don't you meet me at _____ about ____ pm and we will get all this taken care of before the meeting.

Former Knight: Okay, see you there.

Pulpit Announcement Examples

Option #1

Good morning/afternoon. My name is _____ and I would like to speak briefly about the Knights of Columbus here at _____ and invite you to join us.

Who are we? We are a Catholic, fraternal, family, service organization. We are a very strong and active Council dedicated to supporting our Church, our community, our members and our youth. In the past two months alone, the Knights of _____ parish have raised over \$ _____ that we will use to fund (*list of Council activities such as right to life activities, youth programs, disaster relief, support for seminarians*) and many other parish and community needs. You will also find Knights serving as ushers, Extraordinary Ministers of Holy Communion, lectors, Scout leaders, religious instructors, choir members, groundskeepers and coaches. Who are we? We are just like you, only bound together by a wonderful, worldwide organization called the Knights of Columbus.

As a (*office held*) of Council # _____ at _____ parish, I'm very proud of the Knights of Columbus, and in particular our Council and the work we do. I encourage every eligible man in the parish to join us. Members of the Knights are in the back of church and eager to answer any questions you might have, and talk with you about the Knights of Columbus.

So, if you are looking for a way to give back to God through service to your fellow man stop by and talk with us for a few minutes. If you are looking to forge what could be lifelong friendships, stop and talk with us for a few minutes. Whatever your reasons, I hope you will consider joining the Knights of Columbus.

Thank you for your time and the opportunity to share with you my passion for the Knights of Columbus.

Option #2

Good morning/afternoon. My name is _____ and I would like to speak briefly about the Knights of Columbus here at _____ parish and invite you to join us.

Who are we? We are a Catholic, fraternal, family, service organization. We are a very strong and active Council dedicated to supporting our Church, our community, our members and our youth. In the past two months alone, the Knights of _____ Parish have raised over \$ _____ that we will use to fund (*list of Council activities such as right to life activities, youth programs, disaster relief, support for seminarians*) and many other parish and community needs. In the coming weeks you will see us supporting the Special Olympics through our annual Tootsie Roll Drive. You will also find Knights serving as ushers, Extraordinary Ministers of Holy Communion, lectors, Scout leaders, religious instructors, choir members, groundskeepers and coaches. We are just like you, only bound together by a wonderful, worldwide organization called the Knights of Columbus.

As the (*office held*) of Council # _____ at _____ parish, I'm very proud of the Knights of Columbus, and in particular our Council and the work we do. I encourage every eligible man in the parish to join us. By now, you no doubt are interested in joining, but you have questions. Well, you're in luck. Members will be in the gathering area after mass to answer all of your questions. So, if you are a Catholic gentleman at least 18 years of age with a few hours to spare each month and like what you've heard about the Knights so far, stop and talk with us for a few minutes. If you are looking for a way to give back to God through service to your fellow man, and receive a small portion of His blessing, stop by and

talk with us for a few minutes. If you are looking to forge what could be lifelong friendships, stop and talk with us for a few minutes. I mentioned earlier that we are a family organization, so ladies, we want you to feel welcome too and encourage you to ask any questions you might have. Or maybe, ladies, you are just looking for a few hours of peace and quiet and want to get your husbands out of the house. Encourage him to stop and talk with us for a few minutes. Whatever your reason, I hope you will consider joining the Knights of Columbus.

Thank you for your time and the opportunity to share with you my passion for the Knights of Columbus.

Option #3

My name is ____ and I want to invite all men at least 18 year old to join the Knights of Columbus.

I've been a proud member of the Knights of Columbus for (*number of years*) and a member of the council at _____ parish for (*number of year*) years. I know it to be a wonderful fraternal organization dedicated to promoting our shared Catholic faith, supporting our priests and religious, and dedicated to service within our church and community. We are also an organization that is very supportive of family and development of our youth. Membership in the Knights of Columbus provides an excellent avenue for giving back to God, through service, some of the many blessings he has bestowed on you.

The Knights of Columbus was founded in 1882 by a young parish priest, Blessed Father Michael J. McGivney, who was concerned for families within his parish, mostly poor immigrant families, and the pain they experienced when there were no jobs available due to economic conditions, religious bias or prejudice, or when the bread winner would pass away leaving a wife and children behind with no income. In October 2020, Pope Francis credited his "zeal for the proclamation of the Gospel and generous concern for his brothers and sisters" that "made him an outstanding witness of Christian solidarity and fraternal assistance." Pope Francis declared him "Blessed" at his beatification Mass held on Oct. 31, 2020. The Knights of Columbus strive to live up to this holy man's legacy and pray for his canonization.

Hopefully you have noticed the many wonderful things the Knights of Columbus do within the parish and community, and have thought about joining or at least wanted to learn more about us. Today is a great opportunity for you to get your questions answered. Members are in the back of church eager to answer your questions and share their experiences as a Knight of Columbus. And ladies, I don't want you to feel left out. I encourage you to accompany your husbands and ask any questions you might have and listen to our answers.

Thank you for your time and I look forward to visiting with you after mass. God bless you.

Option #4

My name is ____ and I'm here today to invite all men 18 years of age or older to join the Knights of Columbus. I've been a Knight since _____ and I've loved the experience. For me and over (*number of council members*) other men in the parish, it has been a great way to give back to God through service, a small portion of His many gifts to our families and us.

The Knights of Columbus is a worldwide organization of nearly 2 million Catholic men. The need for a strong organization of Catholic men in our nation has never been greater. We face threats from our culture that tear at our Catholic roots and challenge our beliefs. Adding your hands, hearts and voices to ours will strengthen the influence the Knights of Columbus can have on our society.

If you have ever thought that it is about time for you to get involved, membership in the Knights of Columbus is a great way to start. Pope Francis has challenged the Knights of Columbus to join him to, "Help build up the Church." The Knights have accepted the challenge and today I ask you to join us in that effort.

The Knights of Columbus Elevator Talk.

A quick way to get a new member in 1 minute or less.

Say you're talking to someone after Mass and you want to invite him to join the Knights of Columbus.

What you shouldn't ask:

- Do you want to join the Knights of Columbus?

When you ask "do you want to join?" you are asking a closed question, and if they say "no" the conversation is closed, instead, by asking the following three questions, you' will invite someone to consider joining through a more engaging process that helps open the discussion to membership, and encourages a candidate to really consider joining.

Ask these 3 Questions:

1) Are you a member of the Knights of Columbus?

--Most likely no, of course we know that

2) What do you know about the Knights of Columbus?

--Let him speak and agree with everything, unless it is negative.

--Then tell them that Knights has made you a

Better Father

Better Husband

Better Catholic – It's another way of practicing your faith!

3) Have you ever considered joining?

If they say yes they've considered joining, that's great news. If they say no they haven't considered joining then perhaps now they are open to that consideration. It doesn't matter if they say yes or no, now is a great time to get that Phone number and say that someone will contact you in the near future to tell you more about what it means to be a Knight of Columbus.

Likely the reason you joined is because someone had the courtesy to invite you to join, why not have that same courtesy?

How to Use an Admission Committee

The Admission Committee, used correctly, ensures that applicants understand the Order and that the council understands what the candidate expects from his membership. This mutual understanding makes for a more thorough recruitment process and is the first step to membership retention.

- Enlist seven men to serve on the Admission Committee (appointed by the Grand Knight).
- Forward all membership applications to the Grand Knight for referral to the admission committee within five days.
- Notify all applicants to appear before the committee.
- Conduct an interview using the Admission Committee Inquiries Guide. Request the applicant to complete the Admission Committee Questionnaire.
- Forward the Admission Committee Report to the Grand Knight.
- Read the Admission Committee Report at the next meeting. Conduct balloting.
- Ask the man to complete the Member Interest Survey (Item #1842) to find out what type of activities are of interest to him.
- Inform the candidates of the date of the next Exemplification of Charity, Unity and Fraternity Degree.
- Advise the proposer to accompany his candidate to Exemplification ceremony.
- Assign new members to committees/activities that match the interests noted on their Admission Committee Questionnaires and the Member Interest Surveys.
- Ohio State Council recommends that councils waive dues for the first year, charge \$0.00 dollars.
- Refer to Leadership Resources handbook (Item #5093), "Admission Committee" section for complete instructions on the Admission Committee.

E-MEMBERSHIP

www.kofc.org/Joinus

The Supreme Council conducted numerous listening sessions and surveys with both members and non-members over the last few years. Among the many findings was a strong indication that the Supreme Council should develop a new, online way to recruit potential members and form those men for committed, lifelong membership in the Knights of Columbus. Over the past years this fraternal program endeavored to help the Order maintain sustainable long-term membership growth by providing the opportunity for membership throughout the modern man's life cycle. This streamlined alternative helps acclimate men to the Order. Once a man has joined online, we will then work to incorporate him into a council and get him fully integrated with its activities.

Remember that being an E-Member does NOT change the requirements for membership. They are required to be at least 18 years of age. Additionally, that member is required to be a practical Catholic as defined by the Church. Attending an Exemplification of Charity, Unity, and Fraternity ceremonial is required for transferring into a local council. Those men who join as an online E-member will receive from Supreme a welcome package, program and event descriptions, Columbia Magazine, Insurance, Accidental Death Coverage, Annual Financial Review, Membership Communications, and may attend council meetings (cannot vote and not able to hold an office).

The proposer needs to ensure his membership number is on the new members form, to get credit, but more importantly he needs to assist the new member into transitioning into their Council. E-Membership is a tool that will greatly assist the Top Recruiters.

- A Faster Way to Join – One of the most common objections to joining the Knights of Columbus is “I don't have time.” Through Online Membership, the join process that can take as many as two months now takes two minutes.
- A Digital Experience – This initiative provides a new membership experience that is tailored to younger men and busier men who may not yet be ready for council-based membership. This low-pressure, low-commitment and digital experience meets men where they are, helps to form them as Catholic men, and enables us to bring more men into the fold.
- An Amplified Message – The Online Membership initiative is backed by a substantial marketing campaign that will find and work to convert prospective members.



Online Membership

ONLINE MEMBERSHIP BENEFITS

The Knights of Columbus Online Membership Program provides and opportunity for men to join the Order and receive the following benefits:

1. A Welcome Package containing a membership card, Columbia magazine, and a copy of the “Into the Breach” publication.
2. Access to the Online Membership portal including its faith, values, insurance and charitable content.
3. Membership Communications including weekly emails from the Supreme Council on a variety of topics.
4. Program and Events local, regional and national in which members may participate.
5. Columbia Magazine and other fraternal publications
6. Insurance for members, their spouses and dependent children.
7. Accidental Death Coverage where eligible members and spouses are automatically enrolled in the Order’s accidental death coverage at no cost.
8. Annual Financial Review by a Knights of Columbus field agent.

Please see the Online Membership information and frequently asked questions for more details about these benefits. E-members will have an opportunity to join local Knights of Columbus councils.

Membership Procedures – Transferring Online Members

Transferring Online Members – Online members “assigned” as prospects to councils will appear in the council’s Prospect tab in Officers Online. This tab will only be seen by Grand Knights and Financial Secretaries.

Candidate Tab – Entering Member Information Online

The Candidate Tab, which is accessible through Officers Online, allows the Grand Knight and Financial Secretary to provide the membership information for new, reactivated and transferring members directly to the Supreme Council online. While this tool helps streamline the processing of member information, it does not fully replace the Form #100 and each prospective members should still complete a Form #100 for State and Council records. Information submitted using the tool can be expected to be processed within 2-3 days.

Once the council has gone through the admissions process, and the member has taken his Exemplification of Charity, Unity, and Fraternity, they can transfer him by simply adding the date read in the “Grand Knight Approval (date read)” section, and the exemplification date in the “Financial Secretary (ceremonial date)” section, and be clicking the update button. These two dates can be added separately, but once the ceremonial date is added, the transfer will be processed.

Once the update is submitted, the member will be automatically transferred into his new council. The Council will not need to submit a Form #100 to Supreme Council.

Rejecting Transfers — If, for some reason, the Online Member is not going to transfer into the assigned council, the council may “reject” the member by clicking “reject” and selecting a reason from the drop-down menu. Rejecting an Online Member for transfer will result in the member reappearing in the “Unassigned” section of the Ohio’s “Prospect” tab. A rejection will not trigger an email to state officers.

Need Assistance, Contact Greg Singlar – State E-Membership at gsing50@gmail.com or 419-346-2963

Affiliate Member Initiative (AMI) – Billing Procedures

These revised billing procedures apply only to councils that previously participated in the AMI. They are needed because the AMI significantly changes the handling of members who are delinquent in their payment of dues. Financial Secretary should use the Member Management and Member Billing applications, located in the secure Officers Online area of www.kofc.org, to perform the tasks listed in this section.

1. The Financial secretary forwards the membership bill “First Notice” 15 days before the billing period to each member.
2. If payment is not received in 30 days, the Financial Secretary will forward the membership bill “Second Notice”.
3. If payment is not received within 30 days from the date the “Second Notice” was sent, do not update the billing status to Knight Alert. The Financial Secretary will instead provide the names, addresses, telephone numbers, email address, amounts due and proposer information for each member in the arrears to an Engagement Committee that should include a chairman and two additional members.
4. The Engagement Committee Chairman shall assign committee members to contact the members in the arrears. Committee members should use various methods, including internet search engines, to locate members whose contact information is out of date. If a member is found to be experiencing financial difficulty, the Engagement Committee Chairman should recommend to the Grand Knight and Trustees that forgiveness of dues or other suitable financial arrangements be made to assist this member. If a member has disengaged himself from council activities or become dissatisfied with his Knights of Columbus membership, the committee member should remind the Brother of the many valuable benefits available to all members and the particular fraternal benefits of working with local council Brothers. A supply of membership benefit reference materials should be readily available for committee members to share as needed.
5. Within 30 days of receiving the list of members in arrears, the Engagement Committee Chairman shall submit to the Grand Knight and Trustees a report including the reasons for nonpayment and their recommended actions for each listed member.
6. Within 15 days for receiving the Engagement Committee report, the Grand Knight shall meet with the Financial Secretary and Trustees to decide on a course of action for each member. These actions may include but are limited to:
 - a. Issuing a “Final Notice” to members who wish to remain in the council and gave no reason for nonpayment. The Financial Secretary can regenerate another “Second Notice” from the Member Billing to serve as the “Final Notice”.
 - b. Waiving the dues for members in financial distress.
 - c. Reducing the dues (cover Supreme and State per capita) or allowing alternate payment plans for members in financial distress.
 - d. Processing the withdrawal of members who request to leave the Order
 - e. Processing members who meet the requirements for designation as Affiliate Members in the Ohio Division (Council #97034). Lists of these members should be submitted through a council’s District Deputy and received by the Supreme Council no later than the last day of the billing cycle.
7. No further billing actions are required.

Fraternal – First and Foremost

Throughout history fraternal societies have grown and flourished for many reasons. Some promoted social integration for their members, others provided economic security to members and their families through the sale of insurance. Some of these fraternal benefits came into existence to strengthen common ties of a religion among their members while others served to give social status to their members.

The Knights of Columbus was founded by Blessed Father Michael J. McGivney as a society to promote fraternity among Catholic men. That fraternity – the sense of brotherhood among members and the families of members – remains, along with its Catholicity, the defining characteristic of the Order's identity.

To maintain a strong, friendly and fraternal atmosphere among Knights and their families, councils should conduct programs that build camaraderie and pride in membership. These fraternal programs don't have to be complex.

Council Directories

Each year, publish a council directory for distribution to members. Include current listings of supreme, state, district, council and circle officers. List each member's name, address, telephone number, e-mail address and day of birth. You may also want to feature the names of wives and other personal information such as occupations. Listing occupations provides free advertising for the Knights who provide the services. Include a yearly calendar of council activities inside the directory's front cover.

Honor Achievers

Sponsor periodic "Recognition Nights" to honor outstanding members. Pay tribute to those Knights who participate in council projects. Present them with a plaque or some other appropriate award, such as one of the many certificates available from the Supreme Council office. See Supplies Online under fraternal / administrative / Recognition Certificates for list of available certificates. Among them are a "Supreme Knights Wedding Anniversary" (Item #1352); "Certificate: Years of Service" (Item #1419) "Certificate: Blood Donor" (Item #1444) for members who regularly participate in council-sponsored blood drives; Certificate of Appreciation" (#1462) that can be presented to any member in "gratitude for his dedication, loyalty and inspirational leadership"; and a "Knight of the Month" certificate (#1476) and a "Knight of the Year" certificate (#1545) for presentation to honorees of these programs. Recipients should be chosen for exemplary service to Church, community, council, family and youth. A generic certificate (#2898) is also available.

Help Members Facing Hardship

Your council may consider paying dues for members in real need who are unable to pay them. These Knights may have been unemployed for an extended amount of time or be unable to work because of medical reasons. A man should never have to give up his membership in the Knights of Columbus because he is unable (not unwilling) to pay dues. Knights can also aid a member in finding new employment by helping him with writing a resume, practicing job interview techniques with him, or just letting him know about job openings. Councils can also help Knights facing difficult times by aiding with chores around their homes or simply driving them to medical appointments. Remember, charity begins at home, so make an effort to assist needy Knights and their families.

Commemorate Special Moments

One way to promote fraternity is to simply recognize the important moments in the lives of members, and people who are important to your council by sending Knights of Columbus greeting cards. Birthday (#757), Anniversary (#1484), Get Well (#1483), Sympathy (#1932), Thank You (#2010) Congratulations (#2087), cards are available in English, French and Spanish from the Supplies Online for 25 cents each. These cards come with envelopes.

Remember the Sick and the Departed

Make it a policy to include prayers during meetings for Knights and family members who are ill. Arrange for council members to visit a brother Knight or family member who may be hospitalized, living in an extended care facility, or homebound. Pray a decade of the rosary with the person to lift his or her spirits. Offer to assist family members of a hospitalized Knight by driving them to the hospital for a visit. Offer to stay with the homebound Knight or family member while care givers go out for shopping, a movie or some other activity.

When a Knight or a member of his family becomes seriously ill or is hospitalized, send out postcards or put a listing in the council's newsletter, asking that this individual be remembered in the prayers of his fellow Knights. Encourage members to telephone, e-mail, write to or visit the bedridden Knights or family members.

The death of a loved one can be devastating for a family. At such times, Knights can help ease the suffering of the family of deceased members in many ways. By attending the wake service for a deceased Knight or a Knight's family member, council members show the fraternity that are an integral part of the Order. A "Knights of Columbus Memorial Service Rosary" (Item #11417) is available for \$16 for 50 booklets. Also, present the family of the deceased with a Resolution of Condolence (#1450, English; #1450F, French; #1450S, Spanish). These resolutions are available from the Supplies Online for 0.36 cents each. Council members can also assist survivors by helping at a post-funeral brunch or luncheon.

Once the funeral is over, Knights should continue to be of service to a deceased member's widow and family. Invite them to council activities, especially memorial Masses for departed members. Stay in touch with the widow to see if there is any work that needs to be done around her home such as roof repairs or repainting. Be sure that she remains on the mailing list for the council newsletter.

Without its fraternal and Catholic nature, there wouldn't be much left to the Knights of Columbus. This fraternity, or sense of brotherhood, is the "unwritten" benefit of membership. It's something that is easy to take for granted, but needs the effort of each and every member to stay alive.

Shining Armor Award

- The Shining Armor Award should be started immediately after a member is done with their Exemplification of Charity, Unity and Fraternity degree. Councils may allow all members, new and current, to complete the requirements to attain the Shining Armor Award.
- After handing out the Requirements Card to each of the new and current members, explain each requirement with the new and current Knights so they understand what they must complete.
- After the member has completed a requirement, they need to have the Grand Knight or Financial Secretary sign off on their card. The insurance rep will need to sign off on their requirement.
- After completing all requirements, the card needs to be turned in to the Grand Knight for them to award the Shining Armor Pin.
- The Shining armor Award is a big accomplishment. The Grand Knight will award the pins to the members. The District Deputy should be present when the pins are presented to the members. The Grand Knight should talk about this program and make it a big deal each and every meeting. The more you promote this program the better the results will be.

Honor Your Knights in Shining Armor!

Awarded for service to the Order with distinction during the first year of membership, the “Shining Armor Award” is given to those men that exemplify what a true Knight of Columbus is.

The concept of the “Shining Armor Award” program is to get new members and current members active in the many facets of the Knights of Columbus as early as possible and assist in maintaining that activity and also honor them as a valued member of your council.

To qualify for the “Shining Armor Award”, new and current Knights must, during their first year of service, complete the following activities:

- Be involved in at least 3 council Faith in Action programs.
- Attend at least 3 council meetings.
- Attend an Exemplification of Charity, Unity and Fraternity.
- Meet with their council’s insurance representative or attend a fraternal benefits night.
- Sponsor at least one man who becomes a member of the Order.

These are the qualifications for the basic program. Consider implementing it in your council. Keep in mind, the main focus of the program is to get new members and current members actively involved within their council from the very beginning. Councils can order materials for this program through the Supreme Supplies Online from Officers Online site.

Qualification Cards (#4292) help members keep track of their progress toward attaining the “Shining Armor Award” as their Grand Knight verifies each completed requirement. These cards are available *free* of charge.

Certificates of Recognition (#4293) are a special way to commemorate the hard work of these new Knights. These certificates are available at no charge.

“**Shining Armor**” **Lapel Pins** (#1700) will not only be an honor for those who earn them to wear, but they will also serve as a promotion for the program to other new Knights. These pins are available for \$3.00 each.

The first 100 completed Shining Armor Award cards turned into the State Membership Director will have their pins paid for by the state and they will be in a drawing to win \$100.00. These pins will be purchased by the State Council and sent to the Grand Knight for presentation at the council. Anyone that sends their completed Shining Armor Award cards in after the first 100 will also be placed into a separate drawing to win \$100.00.

Shining Armor Award Script

Brother Knight, you have just completed your Exemplification of Charity, Unity and Fraternity Degree. Now you might be wondering what you are to do next. Here in the state of Ohio we have a program that will get you a jump start into getting active with your Knights of Columbus council. It is called the **Shining Armor Award**. If you look at the card I just gave you, it has a list of items we would like for you to do within your first year of joining our fraternal organization. For current members within the year the program is started at your council.

The first item is to attend 3 council meetings. The second item is to attend 3 council events. Exemplification of Charity, Unity and Fraternity Degrees. (If they have just completed their degree, you can tell them that this item can be checked off.) The fourth item is visiting with their Field Agent or attend a Fraternal Benefit night. Throughout all of the jurisdictions, 60% of all men who join, join because of the benefits we offer. The last item on that card is to bring another man into the organization to help with the cause of doing the Lord’s work in all of our activities.

If you men here today decide this is a program that is for you, turn your card over and look at the emblem on the front of the card. That is the lapel pin that you will receive. The first 100 completed Shining Armor Award cards turned into the State Membership Director will have their pins paid for by the state and they will be in a drawing to win \$100.00. These pins will be purchased by the State Council and sent to the Grand Knight for presentation at the council. Anyone that sends their completed Shining Armor Award cards in after the first 100 will also be placed into a separate drawing to win \$100.00.

Good luck in completing your tasks. Thank you for your time.

New Member Orientation and Mentoring Worksheet

In order for a new member to assimilate into the council, he must become connected to the other council members and become aware of the many programs that are available to them within the council.

The Shining Armor Award program is a great tool for getting a new member active in your council from the moment he takes his Exemplification. One other way to ensure that a new member gets started off on the right foot within the council is to assign him a mentor for his first year of membership, this person can be his proposal or a Knight that the new member knows.

Another effective orientation tool is a checklist for a new member to use the outlines the many opportunities for gaining knowledge about the Knights of Columbus and how to become active in council program. The check list found below should be delivered to the new member by his mentor soon after the Exemplification. The Mentor Knight should offer assistance to the new member in completing the checklist.

Welcome to the Knights of Columbus

Name:

Brother _____ has been assigned to be your mentor; he will answer your questions about council procedures, meeting dates and times and help you to get the most out of your Knights of Columbus membership. Completion of the items listed below within six months will greatly expand your vision about the opportunities for service through your membership.

1. Read two or more of the following Date Completed:
(Ask your mentor how to obtain copies of each)
- Columbia Magazine
 - Parish Priest – Father Michael McGivney and American Catholicism
 - These Men They Call Knights
 - By Their Works
 - Faith in Action Guidebook
 - Did you Know
2. Watch “Father Michael McGivney - An American Blessed” Video
3. Explore www.kofc.org Supreme website and www.kofcoho.org Ohio State Council website
4. Attend the following:
- A Council service project of interest to you
 - A service project committee meeting
 - A council social with your family
 - Mass with the council members
5. Complete one or more of the following tasks:
- Actively assist in a service project
 - Interact during a council meeting

(Please Submit this completed form to your mentor before your six month anniversary)



Go for the Fourth!



The Fourth Degree of the Knights of Columbus is committed to the preservation of the Church, the Order, and the many nations where Knights serve. It should be a natural progression after Exemplification of Charity, Unity and Fraternity, Third degree Knights to aspire to join the Fourth Degree. Membership in the Fourth Degree allows a Knight to display pride in his country, Patriotism, while continuing to serve his community and Church.

Promote Fourth Degree membership to all members of your council. Assign a liaison from your council to your assigned assembly. The liaison serves as a means of promoting the Fourth Degree to prospective council members and can also answer any questions about the Fourth Degree at council meetings. If members are aware and informed of the Fourth Degree, they are more likely to join this most visible part of the Order.

To qualify for the Fourth Degree a member must:

- Be 18-years-old or older
- Be a citizen of the country in which he resides
- Be a Third-Degree member of the Order
- Be a member in good standing within a council.

Use these materials to help recruit members into the Fourth Degree:

- The “Fourth Degree Recruitment” (#10376) explains the role and mission of the Fourth Degree of the Knights of Columbus to both members and nonmembers alike. It clearly and concisely shows how the Fourth Degree supports our Faith, our Order and the countries in which we are present.
- The “Guide to Membership Recruitment” (#4155), Religiously Devoted, Patriotically Proud.
- The “Fourth Degree Poster” (#10403) is suitable for posting in council halls or on church bulletin board.

Ohio District One
Cleveland / Youngstown
Master
SK Brandon Robinson
bdrobinson@kofccleveland.org
216-374-2682

Ohio District Two
Cincinnati / Toledo
Master
SK Michael Gauder
mjguader@yahoo.com
937-313-1394

Ohio District Three
Columbus / Steubenville
Master
SK Chris Bush
district3ohio@gmail.com
614-554-8056

Retention Committee

- Every Council must have a Retention Chairman and Retention Committee on file with Supreme.
- Suggested members for the Committee include the Deputy Grand Knight, Recruiters, District Deputy, Trustees, and Insurance Agents.
- The Financial Secretary is responsible for getting delinquent members list to this committee for follow up.
- Committee needs to have personal contact with council members to give them a full understanding of the benefits of being an active Knights of Columbus member.
- Following the contact with delinquent members, the remaining list of unpaid members is returned to the Financial Secretary.
- The Financial Secretary will then follow the proper steps in filling out the Form 1845 and forward copies to the District Deputy and State Deputy per protocol.
- The District Deputy will then personally contact the members and review the benefits of the Knights of Columbus.
- If a council sends a form 1845 directly to Supreme and fails to follow proper protocol, Supreme will return the form to the Financial Secretary asking the council to follow the proper steps.
- If a council uses a form letter for delinquent members to sign asking for a withdrawal card, Supreme will not accept it. Each withdrawal letter must be personal from the member to the Financial Secretary asking for a withdrawal card.
- District Deputies must work with each of the Financial Secretaries in their councils to make sure they know of members that have not paid their dues.
- District Deputies must contact the State Deputy, State Membership Director, and State Retention Chairman immediately if they note any problems with delinquent dues.

Script for Talking to a Suspension List Member

Hi. Is (*their first name*) at home? This is (*your name*) with the Ohio State Council of the Knights of Columbus. How are you today? We like to call members at random sometimes to make sure everything is OK with their membership and their council. (*Their name*), can I ask you a couple of questions? I don't know why, but your name came up on my suspension list and I was wondering why? Is there something I can help you with? Has anyone in your council contacted you before about this situation? Do you still want to be a Knight's member? Ok. Well, I don't know why you are on my list, but, if you could remedy the problem, I will take you off the list and contact your council for you, if you like. Great (*their first name*). Thanks for your time. If you have any problems, give me a call at (*your phone number*). Thanks again. Bye.

Don't Let Your Council Go into a Summertime Slump

Keep your members involved and active during the summer months by taking advantage of the short-sleeve weather to conduct programs to promote fraternity among your members and serve the Church and community.

Many councils hold annual or frequent family outings, picnics, barbeques or pool parties. These types of activities give family members what can sometimes be an all-too-rare chance to play together. Encourage games that can bring families together as teams, such as parent-child badminton, horseshoes, volleyball, bocci, corn hole or Whiffleball tournaments.

Remember to join the Order wide celebration of the family by participating in the Knights of Columbus Family Week celebration in August.

Besides being a great way to encourage the spirit of fraternalism, outings also offer the opportunity for councils to provide hospitality. Many councils invite people who might not otherwise have opportunities for a day out – residents of group homes for people with intellectual disabilities, disabled people, participants in Big Brothers/Big Sisters, or children from troubled homes quietly referred by parish priests.

Other councils organize family camping or fishing trips, attending community events, nature walks, or trips to sporting events. Invite people with disabilities or needy families to these events. Conducting a golf tournament is a favorite summertime fraternal activity. Gathering to cheer on the council softball team or meeting for pickup baseball, football or soccer games are other ways to share fun and fraternity.

Other councils use the warm weather to help with landscaping and maintenance at their parish schools or churches, often saving their parishes a substantial sum of money while having a good time. Some help clean up public parks or local highways.

Popular summertime church activities also include retreats and outdoor rosaries at Marian shrines.

Since young people, including Squires, are out of school during the summer months, be sure to involve them in council activities. These young men and women can be a great source of extra volunteers for council service projects. Both young and old benefit from those shared experiences.

These activities are perfect for councils to sponsor during the summer months. Don't let your council become dormant – stay active by getting involved!

Honor Those Members Who are Always There

Every council has a group of members whose outstanding qualities aren't flashy or very noticeable. These are the men who always pay their dues on time, never miss a meeting or have maintained their membership for many years. Like those men whose outstanding abilities show through in their volunteer or membership recruitment activities, these members are deserving of recognition. There are many ways your council can recognize these faithful Knights.

In recognition of long-term dedication to the Order, after 25 years of continuous service (at the age of 70), or 50 years of continuous membership regardless of age, a member merits the distinction of Honorary Life membership and is exempt from the further payment of dues, per capita charge and assessments. All priests and members of religious communities automatically receive Honorary Life membership. These dedicated Knights are an asset to their councils and should be treasured and respected. Materials available to councils for honoring these Knights include:

- The Honorary Life membership card is available from the Membership Records Department
- The Honorary Life membership certificate (#1458)

Any or all of these items can be presented to the long standing member as part of the Honorary (Honorary Life) Membership Ceremonial. This ceremony is described in the Leadership Resources handbook (Item #5093). At the end of the handbook, Appendix 1.

Thank your members by presenting them with certificate every 5, 10, 15, 20, 25, 30 years with a "Years of Service" Certificate (#1419). This 8.5-by-11-inch horizontal certificate is available from the Supreme Supplies Online site at a cost of 36 cents per copy.

Power of 10

Membership is an Ongoing Activity

1. Membership is an everyday event in the life of a Knight.
2. If your council is not recruiting and growing, it is slowly dying.
3. If a council is not keeping in touch with all its members, it will begin to die.
4. By keeping in touch means to talk to every member at least once per quarter.
5. Do this using the Power of 10.

What is the Power of 10 Program?

1. It is a council membership structure.
2. It promotes communications, recruiting, retention of members, and greater participation in council activities.
3. Power Teams are formed by assigning **all council members** to one of ten teams. (The number of teams is up to the Council.)
4. Place **each member** on a team with his interests.
5. Select Team Leaders and Co-Leaders for each team.
6. Each team is asked to recruit at least 2 members during the year.
7. Each team is assigned individual council projects to conduct during the year.
8. All inactive members are contacted **at least quarterly**.
9. Active members who miss a meeting or activity are contacted by the leader or co-leader.

Stay in Contact

Team leaders contact any member on the team who is in arrears on his dues.

Each team participates in the spring and fall Membership Drives.

Power of Ten Council will meet their membership quota each year and member suspensions will be very low, if any.

Every member and his family will find time spent with the council to be productive and of value.

They will get a sense of belonging.

Just remember that this is a new program to your council. It will work if all put in just a little effort to this program.

This can also be used for effective leadership in any business endeavor.

Is your Council in Trouble / Assessment

1. Councils that have not recruited for several years.
2. Councils that have not paid the per capita.
3. Councils that have not held election of officers.
4. Councils that have problems finding members to hold officers' positions.
5. Councils that have not held any council activities.
6. Councils that have not submitted required forms.
7. Councils that have problems getting dues notices out in a timely manner.
8. Councils that have not collected dues in years.

Required Team Members

1. Councils should have an active Membership Committee made up of Trustees, Grand Knight, Deputy Grand Knight, and Insurance Field Agent.
2. Councils should have an active Admission Committee.
3. Councils should have an active Retention Committee made up of Trustees, Grand Knight, Deputy Grand Knight, and Insurance Agent.
4. Involve "ALL" members in activities. Remember every activity is a membership activity.

Recruitment Strategies:

How to Describe the Benefits of Membership

Use this list to describe the many benefits and opportunities that Knights of Columbus members and their families enjoy.

- *COLUMBIA* MAGAZINE – Free subscription to the Order’s monthly magazine examining issues of concern to Knights, Catholics and families.
- KNIGHTS of COLUMBUS ROSARY – Blessed by the supreme chaplain, presented during the Exemplification of Charity, Unity and Fraternity Degree to each new member.
- DAILY MASS OF REMEMBRANCE AT ST. MARY’S CHURCH – Mass for deceased members and their wives, and deceased members of the Squires program, at birthplace of the Order.
- INSURANCE – Portfolio of top-quality life insurance, long-term care, disability income and annuity products exclusively for members and their families.
Earning A.M. Best’s highest financial strength rating (A++, Superior). Named one of the World’s Most Ethical Companies by the Ethisphere Institute.
- FAMILY FRATERNAL BENEFIT – For eligible families: a) Pays \$1,500 for the child who dies before the age of 61 days; b) Pays \$750 for the child who is stillborn at least 20 weeks after conception; c) Offers guaranteed-issue insurance up to \$5,000 to any child under age 18.
- ORPHAN BENEFIT – \$80 monthly allotment for orphans of eligible families; up to \$7,000 in college scholarships available.
- MEMBER/SPOUSE FRATERNAL BENEFIT – Accidental death coverage for member and spouse at no cost.
- WIDOW BENEFITS – a) Continues to be covered under the Member/Spouse Fraternal Benefit; b) May purchase life insurance, long-term care insurance, disability income or annuities up to one year after insured member’s death; c) Receives a free lifetime subscription to *Columbia*; d) Eligible with her children for scholarships, student loans, etc.
- SCHOLARSHIPS – Scholarship programs for higher education available to members, their spouses and children.
- LEADERSHIP DEVELOPMENT – Opportunity to build personal leadership skills, public speaking ability, organization skills, etc.
- FOURTH DEGREE – Eligibility to join the “Patriotic Degree.”
- HONORARY LIFE MEMBERSHIP at Age 70 with 25 years of membership.
- MEMBERSHIP CARD – Entitles participation in all Catholic, fraternal and social activities in over 16,000 councils throughout the world.
- ACTIVITIES – FAMILY/YOUTH/RELIGIOUS/SOCIAL/ATHLETIC – Participation in a variety of programs and activities conducted by local councils.

Round Table / New Council Development

WOW!!!!!! “One member Per Council Per Month” We will use this slogan to set new records in membership, thus we will be back in the Circle of Honor with Supreme.

New councils do not happen unless we have membership growth which causes the need for such. There are still many parishes that do not have their own council and the only way that can happen is a great deal of enthusiasm and excitement about the Knights of Columbus.

We can start the ball rolling with the Parish Round Table. A parish round table to the Knights of Columbus Council is like the “mini-council”.

With the Knights of Columbus, however, the parish round table should act like a mini-council to the parish by approaching the parish priest and finding what areas he feels need the most help. The Knights then put these things to work and, by this example, other good Catholic men want to be part of these works of the Lord.

For this reason, if you have a parish near a council, it is very important that a Parish Round Table is formed, but most importantly, they get help from the near council by conducting activities and programs.

It is critical that we advertise the Knights of Columbus in all parishes. Start by publishing the Knight and Families of the Month in the parish bulletins as well as meeting times and any activities that happen. We must have exciting programs and activities that make people want to be a part of the fun.

“I Have Been Looking for You”

Blessed Father Michael J. McGivney set a goal of one Knights Council in every Catholic parish and today, we are much closer to that goal. However, there is still a long way to go, and everyone can contribute.

SURVEY THE AREA - Are there existing councils attracting the vast majority of Catholic men in the area?

CONTACT THE PASTOR - After determining that there is potential, meet with the pastor of the parish for permission to proceed.

CONTACT THE STATE DEPUTY AND THE FIELD AGENT

INITIAL RECRUITMENT DRIVE AND ORGANIZATIONAL MEETING - Set a date for the initial recruitment drive. Provide the parish priest with a pulpit announcement and a notice for the parish bulletin. Be prepared to hand out literature after all masses. Invite the wives to the meeting.

EXEMPLIFICATION OF CHARITY, UNITY AND FRATERNITY DEGREE - DO NOT wait to have a degree. Utilize the degree teams in your district to provide as many Exemplifications of Charity, Unity and Fraternity degrees as needed. At least one Exemplification of Charity, Unity and Fraternity Per District Per Month.

PARISH ROUND TABLE PROGRAM - Provides Knights of Columbus representation to a parish not ready to institute a new council. This program makes the tremendous manpower of the Order available to every priest and parish. Don't let the round tables lose their effectiveness. Make sure the chairmen develop a working relationship with the parish priest and work with him, through the year, on as many activities as they can.

The last words of Blessed John Paul II before his death were, “I have been looking for you.” We can ask every eligible Catholic man to “Help us build up the church” as we apply the membership theme, “One Member Per Council Per Month.”

Helpful Forms

Round Table Development

Many mission parishes are not large enough to support a council. As a strategy, round table opportunities should be approached as new council development opportunities and a means of establishing a Knights of Columbus presence in that community. The round table program is a tool that can be used to establish relationships with groups of different languages, small mission parishes, and Catholic communities. Send in Report of Round Table Coordinator (#2629) by June 30.

	Parish #1	Parish #2	Parish #3
Parish Name			
City			
# Council Members			
# Families			
English / Spanish			
Responsible Knight			

New Council Development

The development of new councils in parishes can yield real growth if instituted and supported correctly. Identify potential areas, favorable pastors, existing Knights within the parish, current round tables, and using the New Council Development Assessment tool reference to create a realistic plan of institution based on when each one can be supported. This plan should extend over multiple years and new council development efforts should be assessed and prioritized. Without any unforeseen delays and a positive priest, a council can be brought in as quickly as seven weeks. Take care to plan across each sub-area and use local membership teams - District Deputies and state membership teams - to support the overall effort and the council after institution.

	Parish #1	Parish #2	Parish #3
Month/Year			
Diocese			
Parish			
City			
District			
Responsible Knight			

Ceremonial Teams

A candidate can form his first impression of the Knights of Columbus during our ceremonials. This impression will be a lasting one. Therefore, it is recommended that all ceremonials be professionally presented so that the candidate is properly edified.

Our current Exemplification is a combined degree designed to convey our lessons effectively in under an hour. It is tailored to involve our Priests as well as families, friends, and fellow parishioners. Ideally it will be performed in the Church itself but can be performed in a Parish or Council Hall. The new degree requires a smaller team with much shorter speaking parts. It exemplifies the lessons of Charity, Unity and Fraternity in a quicker, no nonsense way. At the conclusion, candidates become Third Degree members. Whether presented from memory or read from a script, the degree must be professionally presented.

We want every Council in Ohio to have an Exemplification team that can put on a degree. To conduct an effective exemplification, a council should set a date and location and then recruit. Try to avoid securing candidates without being able to tell them when and where we will activate them. E-member sign up is quick, simple and is the preferred process. The traditional Form 100 or use of the Candidates Tab in Officers Online also work. No candidate should attend an exemplification without his Proposer present.

Limited equipment is needed to host an Exemplification. Ceremonial baldrics, crucifix for the lesson on Charity, cable & fiber for the lesson on Unity, new candidate kits(#531) available from Supreme and copies of the Prayer of Canonization of Blessed Michael McGivney are all you need. Please do not let the lack of ceremonial baldrics stop you from hosting an exemplification.

Hosting Delta Church Drives and similar organized recruiting efforts are of high value. Organizing and executing a Church Drive takes surprisingly little time and personnel with limited expenses. Please contact your State membership team for guidance and support. We'll be happy to assist as well as participate.

To continue the works Blessed Michael McGivney envisioned, we must continue to recruit and have frequent degrees and recruitment drives. The State Membership team is committed to helping your council Exemplify the principles of Charity, Unity and Fraternity

	Primary	Alternative	
Presiding Officer			
Chaplain			
Presenter on Charity			
Presenter on Unity			
Presenter on Fraternity			
Warden			

How to Promote the Insurance Program

The Order was founded in part to provide financial security to families and help them avoid financial ruin in the event of death or disability. Today, our top-rated insurance program protects members and their families by more than \$96 billion of life insurance in force. The world's largest Catholic fraternal organization helping Catholic families plan for the future. Every member should be made aware of available insurance benefits for his own well-being and that of his family.

- Lead by example: Expect and accept your local agent's phone call. Meet once a year with your agent.
- Establish a good working relationship between your financial secretary and your local agent.
- Introduce the agent at all council meetings or events and invite him to speak.
- Refer all insurance-related questions to the council's local agent.
- Send copies of all membership Documents (#100) for new members to the general agent immediately following the Exemplification of Charity, Unity and Fraternity Degree.
- Make sure the local agent is included on the council mailing list.
- Include the local agent in all council planning sessions so he can be represented at council events when possible or appropriate.
- Ask the local agent to:
 - Write a message for each issue of the council's newsletter including name, address, and telephone number.
 - Place a Knights of Columbus insurance advertisement in newsletter.
 - Serve as council insurance promotion chairman.
 - Serve as a trainer for recruitment teams.
- Conduct Fraternal Benefits Events. Agent can obtain Fraternal Benefits Event kit from the Supplies Online site.
- Promote the availability of the fraternal benefits to all candidates and spouses.
- Strive to attain Founders' Award - refer to Supreme Council Awards section.
- Fraternal Benefits Event (#FBK-KITE) Kit Contains:
 - 25 - Invitation to Attend Fraternal Benefits Night (#FB1)
 - 5 - Fraternal Benefits Night Announcement Poster
 - 25 - Membership Document (#100)
 - 25 - Important Information for Survivors and Beneficiaries – Brochure (#250)
 - 25 - Insurance Program Review – Brochure (#1574AGY)
 - 25 - Fraternal Benefits - Additional Benefits of having KofC Insurance – Brochure (#2761)
 - 25 - Guide to Benefits for Public Safety Personnel – Brochure (#4582)
 - 25 - Prospect Referral Card (#4876)
 - 25 - Why Do You Need Life Insurance? – Brochure (#9127) General Agent

State Insurance Liaison

David Roberts

1385 Highland Ave. W.
Salem, Ohio 44640
330-614-2063

David.Roberts@kofc.org

General Agent

John Spencer
Cleveland, Columbus,
& Steubenville

489 Muskingum Drive
Marietta, Ohio 45750
740-434-5158

John.Spencer@kofc.org

General Agent

Jason Staas
Cincinnati, Cleveland,
Columbus, & Toledo

465 Kramer Rd.
Oakwood, Ohio 45419
239-691-2089

Jason.Staas@kofc.org

General Agent

Ross Conklin
Greater Pittsburgh Area
& Eastern Ohio

10100 Kettlecreek Dr Suite 200
Cranberry Township, PA
412-729-9709

Ross.Conklin@kofc.org

Fraternal Benefit Event – Bulletin Announcement

OPTION 1 [78 words]

Learn how Knights of Columbus can help you protect your family and plan for your retirement, while supporting an organization that contributes to important charitable causes aligned with your Catholic values. You are invited to join us for a Fraternal Benefit Event to learn more about the financial services and fraternal benefits offered by the Knights of Columbus. [DATE], [TIME], at [LOCATION]. Please reach out to [NAME OF AGENT & CONTACT INFO] [or visit LINK] to register.

OPTION 2 [83 words]

Learn how the Knights of Columbus helps protect Catholic families, proclaims the faith, and helps those most in need in local communities and across the world. With the Knights you can address your family's insurance needs while supporting an organization that contributes to charities that align with our shared Catholic faith. Everyone is invited to join us for a Fraternal Benefit Event on [DATE], [TIME], at [LOCATION]. Please reach out to [NAME OF AGENT & CONTACT INFO] [or visit LINK] to register.

Fraternal Benefit Event – Pulpit Announcement

OPTION 1 [190 words]

Hello. My name is [NAME] and I am honored to be a member of your local Knights of Columbus council. Many of you know the great work we do in the parish and community, but what you might not know is that the Knights of Columbus has been helping provide financial security for Catholic families for generations. The Knights of Columbus was founded by Blessed Michael McGivney to support Catholic families. Today, our Order continues this tradition of protecting families, proclaiming the faith, and helping those most in need in this community and across the world. Through the good work of the Order and its array of insurance products you can address your family's insurance needs while supporting an organization that contributes to charities that align with our shared Catholic faith.

On [DATE], [TIME], at [LOCATION], we invite all of you to join us for a Fraternal Benefit Event to learn more about the financial services and fraternal benefits offered by the Knights of Columbus, led by local agent, [AGENT]. [*when applicable*: Details are also included in this week's bulletin.]

OPTION 2 [142 words]

Hello. My name is [NAME] and I am honored to be a member of your local Knights of Columbus council. Many of you know the great work we do in the parish and community, but what you might not know is that Knights of Columbus has been helping provide financial security for Catholic families for generations. For more than 140 years, the Knights has been protecting families, proclaiming the faith, and helping those most in need in this community and across the world. Today many Catholics are turning to the Knights of Columbus for its array of insurance products.

Join us on [DATE], at [TIME] for a Fraternal Benefit Event to learn more about the financial services and fraternal benefits offered by the Knights of Columbus, led by local agent, [AGENT]. [*when applicable*: Details are also included in this week's bulletin.]

Fraternal Benefit Event – Email Announcement

Subject Line: Join Council [Council #] for a Fraternal Benefit Event

Dear Brother Knight,

Now more than ever, Catholic families are looking to make informed financial decisions while supporting an organization that contributes to charities that align with the Catholic faith.

For more than 140 years, the Knights of Columbus has been protecting Catholic families, proclaiming the faith, and helping those most in need in local communities and across the world.

As a member of the Knights, you have the opportunity to help protect your family's financial security while working with an organization that shares your faith and conducts itself in accordance with Catholic principles. That is the Order's commitment to you.

On behalf of our local agent, Brother [name], I would like to invite you and your spouse to join us for a Fraternal Benefit Event, during which you can learn more about the financial services that you and your family can take advantage of.

The event will take place on [DATE], [TIME], at [LOCATION].

Please reach out to [NAME OF AGENT & CONTACT INFO] or [NAME OF GRAND KNIGHT & CONTACT INFO], [or visit LINK] to register.

Fraternally,

[Name]

This event is open - please share this invitation with anyone else you know that may be interested in learning more about financial solutions offered by the Knights of Columbus

If you don't wish to receive further emails regarding Fraternal Benefit Events, please respond to this message with a request to opt-out.

Using Publicity and Public Relations to Increase Growth

As Knights of Columbus, we are all very proud of our membership in our Order and for the good that our individual and collective efforts bring to our parishes, our communities and to the nation and the world. The Supreme Council and State Council does a great job in “spreading the word” of the works of the Knights of Columbus. Councils participate in that effort through upward reporting through the Annual Survey of Fraternal Activity, Columbian Award Application, and reporting forms of program activities submitted to State Council.

However, one of the more forgotten activities – and underutilized programs – at the COUNCIL level – is the use of Publicity and Public Relations

Public relations can be a very useful communications tool to let people know what the Knights of Columbus is about and the good works that our members do. There are old adages that say that “good work speaks for itself” and that “actions speak louder than words”, both of which are truly excellent advice, but sometimes good works and actions need someone to give them a voice. Matthew 5:15-17 teaches us that we should not light a lamp and put it under a basket – but to put our light on a lampstand where it gives light to everyone. In this vein, I encourage each of your councils to recognize the value of a strong and organized publicity and public relations effort.

What are the Benefits of a Public Relations Program?

- Increased Community Awareness of the contribution of the Knights of Columbus
- Increased visibility of the Council to your parish
- “Evangelization Effect” – helping draw less-active Catholics back to the church
- This publicity can result in INCREASED MEMBERSHIP and BETTER RETENTION

Where to Begin?

- **Appoint a Council Public Relations Director** – Creates/manages public relations at the council level and identifies and establishes contact with media and works with the GK, Program Director, and Membership to help the council “put its best face forward”
- **Identify Sources of Publicity** – Focus on targeted distribution
 - o Publicity, unlike advertising, is FREE. In every community there are a variety of avenues a council can use to spread the word of its success including
 - o Print media: local newspapers, Catholic media (Diocesan and Parish Bulletins)
 - o Broadcast media: TV, radio, Catholic/Christian broadcasting
 - o Web-based: blogs, websites, Facebook, and other social media
- **Identify Methods of Publicity – Build Your Megaphone**
 - o Press/Media Releases – upcoming activities and successful programs
 - o E-mail/Texts - create targeted emails to members, parishioners, community
 - o Social Media – ensure a website, Facebook, and twitter presence.
 - o Public Service Announcements - promote activities that help the community
 - o Video – reusable video showing Knights of Columbus in action
 - o Printed materials – Handouts on the works/successes of your council
- **Capture Attention – Publicize your Activities**
 - o Public Relations helps shout council successes from the rooftop!
 - o Potential Public Relations activities include
 - Faith in Action programs
 - Family-Based Activities
 - Community-Based Activities including Senior, Youth, Veterans, and Right to Life Activities
 - Council Activities

• **Getting Started** – Supreme Council provides guidelines in the Public Relations and Publicity Guide: (<https://www.kofc.org/en/resources/for-members/2235-public-relations-and-publicity-guide.pdf>)

o This publication will help with defining markets, distribution of public relations material, timing, use of media lists, establishing media relations, guidelines for use of the Knights of Columbus name and symbols as well as providing sample press releases and media alerts

A well-run and organized public relations effort can work hand-in-hand with your membership efforts by showcasing the contributions that a man and his family can make to the parish and the community through our Order! Go forth and share our light!

Building Relationships with Our Councils

- **Building relationships** comes from personal contact. Not from sitting behind a computer sending E-Mails.
- **Building Relationships** comes from personal contact and phone conversations not Texting.
- **Building Relationships** comes from attending all council meetings. Not from leaving a message on a Grand Knights phone that you will not be at the meeting.
- **Building Relationships** comes from attending council activities and offering our help. Not from thinking we are too busy to take part in the little things.
- **Building Relationships** comes treating our members with Dignity and Respect. Not from demeaning them because they fail to fill out a report. (Help them with paper work, teach them to do their job through praises.)
- **Building Relationships** comes from being a leader. Do not put yourself on a pedestal. We are all Brother Knights.
- **Building Relationships** comes from attending Mass at your council parishes. Making yourself visible to our fellow member.
- **Building Relationships** comes from sending Christmas cards to each council in your district, sending birthday cards to Grand Knights and attending funerals of our Brother Knights.
- **Building Relationships** comes from being sincere and not fake. Have belief in your councils and there members.
- **BUILDING RELATIONSHIPS COMES FROM BEING A TRUE CATHOLIC AND FOLLOWING OUR CHURCH'S BELIEFS.**

Talking to New Prospects

Brother Knights

Before you consider HOW to recruit, you must address the question WHO to recruit. This is especially true for new councils that are looking to build their membership. There are many eligible Catholic men and their families who would enjoy participating in the Order. Identifying them is easier than you think. Here are some ideas on building a prospect list.

- Approach pastors for parish rosters for potential Knights.
- Add all local priests who are not Knights to the prospect list.
- Consider ushers, parish council members, choir members, lectors, etc. as prospects.
- Welcome all new parishioners by asking them to join.
- Recruit all 18-year-old Scouts, and high school and college graduates.
- Consider all vendors who serve the council as potential members.
- Add fathers, sons, nephews, cousins, brothers-in-law, fathers-in-law, grandfathers, grandsons.
- Order free copies of the Prospect Referral Card (#921) from the Supplies Online Site. Distribute copies of the card to all members at the council meeting and ask that the completed cards with names be returned to the membership director.
- Advertise regularly in church bulletins.
- Contact former members.
- Use your imagination; potential new members are all around you!

When we are inviting a new prospective member to join the Knights of Columbus are we adequately explaining to them what the Knights of Columbus organization is? How many of you can explain the benefits of joining the Knights of Columbus? We are NOT inviting **them and their family** to be just a number in another organization. We are inviting them and their family to become involved with an organization that was founded by a priest, Blessed Father Michael J. McGivney. The Knights of Columbus was founded as a society to promote fraternity among Catholic men. That fraternity – the sense of brotherhood among members and the families of members – remains, along with its Catholicity, the defining characteristic of the Order's identity.

We are also here to support our priests, religious, and seminarians. One of our programs is to provide support for each seminarian so they can continue on their path to becoming a priest.

We need to make sure the prospective member and his family are aware of each of the Faith in Action areas that the council is involved in: Faith, Family, Community, Life. Give the prospects some examples and explain to them which programs the council actively participates in and ask them which programs they are most interested in and would like to become involved in.

- Faith – Lead a Rosary before mass, Into the Breach, Holy Hour, or church cleanup day
- Community – Free Throw Contest, Habit for Humanity, Helping Hands
- Family – Family Christmas party, Food for Families, Parish picnic
- Life – Support Ultra Sound Donations, or Aid and Support after Pregnancy (ASAP)

Make sure you ask all the pertinent questions while talking with the prospect including:

- His complete name and address
- Facts about his job
- Friends he has among present council members, and information on his wife and children
- His parish affiliations and activities

All of these facts can branch off into different areas: Knights of Columbus benefits, service projects, community involvement, or social events. Be prepared to answer any question he may ask in order to make your council look its best. You only get one chance to make a first impression, so make sure you have all of the answers and necessary material ready at your disposal.

- A membership document (#100);
- Copies of membership flyers;
- Facts on the Order's insurance program;
- A clear explanation of how membership has benefited you and your family; and
- The order's Website – www.kofc.org, or your council's website, so he can research more on his own.

Today's young man faces many commitments. From his duty to his family to his obligation to his work place, there are constant calls on his time. Imagine if you were able to tell a man that if he could just give 24 hours a year to the Knights of Columbus he could make a positive difference in his community and Church.

Here are some examples taken from The 24 Hour Knight:

- **Six hours a year** on a council sponsored Faith, Community, Family, or Life project of his choosing.
- **Four hours a year** attending council meetings
- **Four hours a year** enjoying (with his entire family) a council social function such as a dinner, dance, picnic, etc.
- **Four hours a year** volunteering at the council's annual Measure Up drive for people with intellectual disabilities, the Knights of Columbus many essay contests or poster contests, Soccer Challenge or Free-Throw Contest, or at any council service project.
- **Four hours a year** attending, with his family, two corporate Communion or council prayer services at his parish.
- **One hour a year** reading about the Knights of Columbus Use The council Web site, the Supreme Council Web site, State Website, or the Columbia Magazine.
- **One hour a year** visiting with a Knights of Columbus Field Agent to ensure that his family is protected now and in the years to come. When you present the time commitment of joining the Knights of Columbus to a man in this way, it doesn't seem very intimidating at all.

The Order was founded to provide financial security to working-class families who lost their breadwinner to premature death. Today, our greatest fraternal benefit is our top-rated insurance program. Every member should be made aware of available insurance benefits for his own wellbeing and that of his family. Make sure to tell the prospect that a Knights of Columbus field agent will be available to help them understand these benefits.

There is a lot material available to help describe the Benefits of Membership in the Knights of Columbus. Some of the benefits are:

- Columbia Magazine – free subscription to the Order’s monthly magazine
- Knights of Columbus Rosary – Blessed by the Supreme Chaplain, presented during Exemplification of Charity, Unity and Fraternity Degree to each new member
- Daily Mass of Remembrance at St. Mary’s Church – Mass for deceased members and their wives
- Insurance – Portfolio of top-quality insurance products
- Family Fraternal Benefit – provides life insurance to eligible family members
- Orphan Benefit – Provides monthly allotment for orphans of eligible families
- Member/Spouse Fraternal Benefit – Accidental death coverage for member and spouse at no cost
- Widow Benefits – Continues to be covered under the Member/Spouse Fraternal Benefit
- Scholarships – Scholarship programs for higher education available to member, their spouse and children
- Leadership Development – Opportunity to build personal leadership skills
- Fourth Degree – Eligibility to join the “Patriotic Degree.”
- Honorary Life Membership – At age 70 with 25 years of membership
- Membership Card – Entitles participation in all Catholic, Fraternal and social activities in nearly 14,000 councils throughout the world
- Lots of Activities – Participation in a variety of programs and activities conducted by local councils

Proposer Responsibilities

Proposing a new member is a terrific achievement. You are now the CEO of membership. Being a CEO comes with responsibility. But, turning over a completed Membership Document to the Grand Knight is not the end of the job. A proposer needs to maintain a personal relationship with the new Knight to see that he is integrated and stays involved in council activities. There are several steps proposers can take to ensure this:

- After signing up a prospect, explain to him that the council's Admission Committee will examine his qualifications for Membership. Accompany the prospective member to the Admission Committee meeting. Introduce him to the members present.
- Once the prospect has been accepted by the council, escort him to his Exemplification of Charity, Unity and Fraternity Degree, and remain with him throughout the event. Introduce him to his fellow council members after the degree ceremony.
- Take the newly initiated member and his family under your wing. See that he learns council procedures and meets other council members.
- Introduce him and his family at council events. Encourage him to involve his family in council-sponsored activities.
- Always make it a point to contact the new member before each council meeting and bring him to a meeting if necessary. With a little personal effort you can help guarantee that your recruit becomes not only an active member of the Knights of Columbus, but a member for life.

Utilizing some of these ideas should help you to recruit and retain new members.

Recruiting Members of the Eastern Rite

Some churches of the Eastern Rite are eligible to join the Knights of Columbus – some are not. Rather than post lists of which are and are not, if you are recruiting a man to join the order from an Eastern Rite Church, contact Brother John Brown and discuss the situation with him. Brother Brown has done the research and can answer your questions.

John Brown Contact info email: trouter0523@gmail.com Cell: 330-610-0308

¹Eastern Rite Catholics are part of the Roman Catholic Church, not the Orthodox Church. While the majority of Roman Catholics belong to the Latin Rite, the Eastern Rites provide a special dimension to our Catholic heritage and spirituality. The Second Vatican Councils Decree on the Catholic Eastern Churches emphasized, The Catholic Church values highly the institutions of the Eastern Churches, their liturgical rites, Ecclesiastical traditions and their ordering of Christian life. For in those churches, which are distinguished by their venerable antiquity, there is clearly evident the tradition which has come from the Apostles through the Fathers and which is part of the divinely revealed, undivided heritage of the Universal Church.

¹ From the Catholic Education Research Center

Ohio State Council “*Let us be Worthy*”

Council Rejuvenation Program

INTRODUCTION

The recent COVID-19 pandemic that our nation and our Order has suffered through, has been a burden to many of the Knights of Columbus councils in Ohio. Most councils saw a reduction in council meetings, activities and charitable programs during this period and many have not resumed their pre-pandemic activities. Additional reasons that may affect the life of a council are: closing or merging of parishes in our dioceses, lack of young people attending Mass and practicing their Catholic faith, lack of young Catholic men willing to give their time and be involved in the Order’s work and the lack of training and leadership in our councils. The “Let us be Worthy” Council Rejuvenation Program has been created to specifically address these issues.

Each diocese in Ohio will have a Diocesan Council Rejuvenation Team (DCRT) that will work to revitalize councils experiencing problems or assist in the reactivation of suspended councils. The team will consist of a Diocesan Council Rejuvenation Coordinator, the Diocesan District Deputy Coordinator, the Diocesan Membership Growth Coordinator, the District Deputy, and the State Office from that diocese.

It may be in the best interest of a suspended council or a council “experiencing problems” to merge with a neighboring council. Council merging process will be included in this program.

Table of Contents:

- I. Council Rejuvenation Guidelines.**
- II. Council Reactivation Guidelines (From Supreme Council)**
- III. Council Merge Guidelines (From Supreme Council)**
- IV. Council Name Change Procedure (From Supreme Council)**
- V. Council Reinstitution Guidelines (From Supreme Council)**
- VI. Council Dissolvent Procedure (From Supreme Council)**

All Supreme Council procedure documents are displayed in italic font.

I. COUNCIL REJUVENATION GUIDELINES

The intent of the Council Rejuvenation process is to help those active councils who are experiencing issues with no membership growth, the absence of council meetings, non-reporting of required Supreme Council forms, late payment of per capita tax, no activities or programs, and no communication with members. The following list the steps for the council and Diocesan Council Rejuvenation team:

STEP 1. MEET WITH GRAND KNIGHT AND COUNCIL OFFICERS.

The district deputy will set a meeting with the grand knight and council officers and the DCRT, to discuss and identify existing issues. If possible, the council's chaplain should be invited to the meeting as well. A list of current members on the council's roster should be available.

STEP 2. GRAND KNIGHT AND COUNCIL OFFICER TRAINING

DCRT offers training for the grand knight and council officers to improve their understanding of their duties and how to properly perform them.

STEP 3. OFFER ASSISTANCE TO SPONSOR MEMBERSHIP GROWTH DRIVES

DCRT will offer assistance to the council to sponsor a membership drive at local parishes.

STEP 4. SCHEDULE COUNCIL MEETING

Grand Knight will schedule a council meeting and invite members of the DCRT to attend and discuss: purpose and goals of membership in the Order, new meeting format, sponsoring council activities, membership recruitment drives and activities, soliciting of council members for officer and program director positions, and answering questions.

STEP 5. OPTION FOR MERGING AS FINAL SOLUTION.

DCRT and Grand knight will discuss possible option for merging with another local council.

II. COUNCIL REACTIVATION GUIDELINES (From Supreme Council)

REACTIVATION

Guidelines to Reactivation of a Council

A council becomes suspended if it does not pay its bills to the Supreme Council within 90 days of the billing date. Should that occur, there are two ways in which it can exit suspension and become active:

- If the council pays its arrears to the Supreme Council, it is taken off of suspension and becomes active.
- If the council is unable to pay its arrears for an extended period of time, its arrears may be forgiven in a one-time debt forgiveness under the Council Reactivation Program.

In order to have this debt forgiven, the steps included in the following section must be performed.

STEP 1 — MEET WITH THE PASTOR

Personally contact the pastor of the parish in which you are trying to reactivate the council, and request an appointment. Be cordial and very attentive. Highlight the positive aspects of the Order. Address his concerns; do not attempt to answer a question that you are not 100 percent sure of the answer. It is better to get back to him with a correct answer than to give him an incorrect answer immediately.

Some positive aspects for having a council in his parish are:

1. A Knights of Columbus council will help enrich the spiritual lives of the men in the parish.
2. It will provide additional manpower and support for the parish and will help people in need.
3. It will give families the opportunity to be financially protected via our top-rated Insurance Program.
4. A council will allow the men with their families to be active in their parish and community.
5. Being part of the council will help men to be better Catholics, fathers and husbands through various programs that they will participate in.

Please record the following information; it will be part of the council reactivation file on the council.

1. Council Number _____
2. Council Name _____
3. Location _____
4. Date/Time Pastor Called _____
5. Appointment Date _____

Pastor's Comments (please summarize the pastor's comments)

PROS

CONS

_____	_____
_____	_____
_____	_____
_____	_____

Date and time of the initial Church Drive

Date and time of the informational meeting

(Sundays between Masses might be your best bet.)

STEP 2 — NOTIFY THE STATE DEPUTY OF YOUR INTENT TO REACTIVATE THE COUNCIL

Fill out the Notice of Intent to Reactivate a Suspended Council (See APPENDIX A) form and forward it to the state deputy for his approval and signature. Make sure that everything is legible. Notify the field agent that is responsible for the suspended council. Once the form is received by Supreme Council Fraternal Mission Department, an acknowledgment letter will be sent to you with the roster of the current members and an additional Report of Officers Chosen for the Term (#185), Service Personnel Report (#365), Application for Appointment as Financial Secretary (#101) and Nomination for Appointment as Financial Secretary (#103).

STEP 3 — CONDUCT A CHURCH RECRUITMENT DRIVE

Intend to have a minimum of 13 new/transfer members. These new Knights should be the officers of the reactivated council. While the prospects are completing their Membership Document (#100), inform them of the date and time of the informational meeting.

Please note: A council must register a gain of at least one new member to qualify for the reactivation program.

STEP 4 — CONDUCT THE INFORMATIONAL MEETING

Hold an informational meeting with all your prospects; explain to them the workings of a council. At this time, have a ceremonial team ready to administer the Exemplification of Charity, Unity, and Fraternity.

STEP 5 — HOLD AN ELECTION OF OFFICERS

Complete Report of Officers Chosen for the Term (#185) (All Officers have to be elected).

STEP 6 — NOMINATE A FINANCIAL SECRETARY

Complete the Nomination for Appointment as Financial Secretary (#103) and assist in completing the Application for Appointment as Financial Secretary (#101).

STEP 7 — HELP THE NEW OFFICERS AND ESPECIALLY THE GRAND KNIGHT IN THE SELECTION OF THE FOLLOWING DIRECTORS:

<u>POSITIONS</u>	<u>NEEDED</u>
Chaplain	Preferably
Program Director	Required
Membership Director	Required
Recruitment Committee-1	Required
Recruitment Committee-2	Preferably
Recruitment Committee-3	Preferably
Retention Chairman	Required (Deputy Grand Knight)
Insurance Promotion	Preferably (Insurance Agent)

- Complete the Service Personnel Report (#365).

STEP 8 — MAIL ALL FORMS

Email all the forms including Membership Documents (#100) councilreactivation@kofc.org. Notify the state deputy of your progress. Once the Supreme Council receives all the documentation, it will take two to three weeks for the reactivation process to be completed. For the council to be reactivated the total number of members cannot be less than 30.

During the reactivation process the new officers should review the roster and perform the following:

- 1. Contact the remaining members on the roster and setup a time to visit with them outlining the vision and goals of the officers for the reactivated council. Encourage them to become active members in the council. The following are some examples of situations that you may encounter with the roster:*
- 2. If a member is deceased, complete a Membership Document (#100) including the date of death.*
- 3. A member may be adamant about not being a part of the Knights of Columbus. In this case, express your regrets and tell the member that he will be taken off the roster. If the member is already an inactive insurance member nothing needs to be done.*
- 4. A member may be enthusiastic about being an active member of the council. Notify him of the meeting day, location and time and ask him to complete a Member/Prospect Interest Survey (#1842). If the member has an inactive status, then a Membership Document (#100) needs to be completed.*
- 5.. Please make sure that the number of members in the council does not fall below 30.*

STEP 9 — STATE DEPUTY LETTER

At this time, request the state deputy to write a letter to the supreme secretary. The letter should address the following:

- 1. A statement of reactivation.*
- 2. If there are debts, the state deputy needs to ask for forgiveness of the debt. Please explain how the State Council handled the indebtedness of the council.*
- 3. If a new name for the council is requested, the state deputy must approve this in his letter.*
- 4. If a new location for the council is desired, the state deputy must approve this in his letter.*

Reactivation Expenses & Correspondence

Depending on the time it takes to reactivate the council, and following the above steps may qualify for \$200 to help the council and/or a Council Outfit Kit.

Please have all the correspondence sent to the address below as they are completed. All Membership Documents (#100) that add a new member or suspend a member should also be sent to the same address.

*Knights of Columbus
Council Reactivations
1 Columbus Plaza
New Haven, CT 06510-3326
councilreactivation@kofc.org*

III. COUNCIL MERGE GUIDELINES (From Supreme Council)

Procedures for Merging two or more Councils

Under the Order's guidelines, the merging councils must complete the following steps independently in order to merge:

- (1) Draft a resolution calling for the Merger.*
- (2) Read the resolution at one (1) meeting.*
- (3) Publish the resolution to each of the council's members.*
- (4) Vote on, and approve, the resolution at the following meeting.*
- (5) Once the councils approve the merger the District Deputy will then write a request for the merger and sends it to the State Deputy for his Approval. A copy of the resolution from the merging councils with the vote result should be attached.*
- (6) If the State Deputy approves the merger, he will forward the request with all the attachment it to the Regional Growth Director.*
- (7) Once the Regional Growth Director approves the merger, he in turn forwards the request and all the attachments to the Supreme Secretary for his action.*
- (8) The Supreme Secretary will present the request to the Board of Directors for their approval or rejection at their next meeting.*

A Few Notes:

- 1. A new name could be adopted for the new council.*
- 2. We recommend keeping the lower council number.*
- 3. All members, liabilities, debt etc. become the responsibility of the new council.*
- 4. The Past Grand Knights of each council shall retain all rights and privileges that pertain to Past Grand Knights, and the Grand Knight of the council ceasing to exist by reason of the merger shall be entitled to the title, right and privileges of Past Grand Knights without regard to the length of time served in such office. (SEC 249.2 Laws & Constitution)*

IV. COUNCIL NAME CHANGE PROCEDURE (From Supreme Council)

Change of Council Name or Situs

Under the Order's guidelines, a council must complete the following steps in order to change its name:

- 1. Draft a resolution calling for the name change.*
- 2. Read the resolution at one (1) meeting.*
- 3. Publicize the resolution to each of the council's members.*
- 4. Vote on, and approve, the resolution at the following meeting.*
- 5. Forward the resolution to the State Deputy for his approval.*

Note: If the resolution calls for the council to be named after a person (must be deceased), his biography must accompany the resolution. If the individual was a priest, the approval of the Bishop must be obtained before the name change can be approved. Bishop's approval must accompany the resolution.

- If the State Deputy approves the resolution, he will forward it to the supreme secretary.*
- The Supreme Secretary will present the request to the board of directors for their approval or rejection at their next meeting.*

The changing of the name of a council is an important action and should not be taken lightly, especially considering the historical significance to the council. Maintaining a religious name is generally preferred to a secular name. Guidelines are available from the Supreme Council office to assist in selecting a council name and can be found in Appendix D of the Council Growth and Retention Guidelines (#10506) booklet.

V. REINSTITUTION GUIDELINES (From Supreme Council)

Reinstitution of Dissolved/Merged Councils

Only councils that have been officially dissolved by the Supreme Council Board of Directors, need to be reinstated. Councils that have been dormant for years and still remain “on the books,” only need to be reactivated. (Refer to reactivation guidelines in this document)

All reinstations of dissolved councils must be presented to the board of directors for their approval. Once a completed Notice of Reinstitution (#136) is received by the supreme secretary, along with the necessary membership documents, it will then be presented to the board of directors for their approval. Not until all the paperwork required for the reinstatement (membership documents and the Notice of Institution) is filed at the Supreme Council, will the supreme secretary present this to the board of directors.

Upon notification of the board’s approval, an Application for Charter (#137) should be submitted. Only names of members who have joined the council by the date of reinstatement shall appear on the application for charter. These names, along with the original charter members (if available), will appear on the new charter.

Questions pertaining to the re-establishment of a dissolved council should be directed to the state deputy, the state new council development chairman, and/or the Fraternal Mission Department.

VI. DISSOLVING COUNCILS (From Supreme Council)

***Dissolution of Councils** — Whenever the board of directors orders a council dissolved, you must follow any directions you receive from the supreme secretary regarding the transfer of memberships and the disposition of books, papers, records, accounts and moneys of the council.*

***Dissolved Councils** — A new council may not be established in a location that was the site of a dissolved council without first obtaining approval from the board of directors. The procedure calls for the state deputy to direct a letter of permission to the supreme secretary before any steps to organize are taken.*

The “Let us be Worthy” Council Rejuvenation Program is offered as a way to improve the operation and function of any council here in Ohio. Feel free to contact me with any questions on how this may help your council.

Vivat Jesus!

Ken Girt, PSD,
State Rejuvenation Chairman
330-608-1729
girtken@sssnet.com

Jeff Kiliany
State Deputy –
Ohio State Council
Knights of Columbus
(330) 853-6099 cell
jtktg@yahoo.com

Diocesan Council Rejuvenation Coordinators 2023-2025:

Ken Girt PSD	State & Youngstown Diocese Council Rejuvenation Chairman
Dave Helmstetter PSD	Cincinnati Diocese Council Rejuvenation Coordinator
Bob Walsh	Cleveland Diocese Council Rejuvenation Coordinator
Kevin Miller PSD	Columbus Diocese Council Rejuvenation Coordinator
Bob Byers PSD	Steubenville Diocese Council Rejuvenation Coordinator
Matt Smith	Toledo Diocese Council Rejuvenation Coordinator

Ohio State Council

Mentoring

Handbook

The purpose of this program is to familiarize a new member with how your organization works and help them feel welcomed and comfortable. The process of this program will help them integrate into meetings so they become engaged and make new friends. The payoff will be a new member who participates and volunteers.

The goal of the mentorship program is to help integrate new members into your council so that they become fully engaged and active participants. Though this program could potentially be used on less engaged members, it's designed for new members who won't as easily be insulted by the concept of being introduced to the knights.

Remember that no one likes to feel like an outsider. If a person walks into their first meeting and they don't know anyone, or understand a meeting's structures, and the organization's goals, they will choose to not be involved.

It is very important that you first select your potential mentors before you approach the new member. They should be someone with a strong understanding of how the Knights of Columbus operates on a local, state, national and world level. They should be someone who is a strong volunteer for your group at meetings and special events. I think above all else, they should be someone who is friendly and relatable. If you are lucky enough to have multiple possible mentors, consider pairing that person with a recruit of similar interest when you can.

All new members should be brought through this program, even if they are someone who has considered joining for some time for some time and they are already "familiar" with Knights of Columbus and/or your local member that they might already "know".

STEP 1

Phone the new member, and introduce yourself. It is important to make sure that they are aware of the purpose of your call, the process you will take them through and the payoff for their participation.

SUGGESTED LANGUAGE -

Hello, (Candidate's Name), my name is (insert name) and I am with council number (insert number). I am calling today because I am here to assist and guide you through the process of becoming a brother knight. We have an onboarding process designed to make sure you can maximize your experience. The payoff for participating is that you will be able to fully enjoy all the various things to love about the Knights of Columbus. First (Candidate's Name) are there any questions you would like to ask me?

(ANSWER QUESTIONS AS WELL AS YOU CAN WITHOUT REVEALING ANY DETAILS OF THE DEGREES)

WHEN QUESTIONS ARE ANSWERED CONTINUE WITH:

Well (Candidate's Name) I plan on attending your first degree with you. Shortly after that we will meet so that I can go over the structure of our meetings and activities. That way you'll have an idea of what goes on and what actions should be followed. I want you to know that I am resource for you and you can reach out to me at any time. Have you scheduled your first degree or do you need help in doing so?

IF THEY NEED HELP – Great (Candidate's Name) I will contact our Chancellor and arrange it for you, I will call you back shortly.

IF THEY HAVE IT ARRANGED – Great (Candidate's Name) I will be going with you to your degree and we will meet at (insert date, location and time).

STEP 2

PICK UP THE CANDIDATE WITH THE CHANCELLOR OR HIS DELEGATE AND ATTEND THE FIRST DEGREE

STEP 3

Meet with the candidate after their first degree but before their first meeting. You could even hold this immediately after their first degree. At this meeting read and explain your council's mission statement and the Knights of Columbus Supreme Mission Statement. Stress the principals of Charity, Unity, Fraternity and Patriotism. Give a physical hard copy of these items to the new member.

EXPLAIN WHAT TO EXPECT AT A MEETING

PRAVERS /PLEDGE
OFFICER ROLL CALL
FINANCIAL REPORTS
GRAND KNIGHT REPORT
OLD BUSINESS
NEW BUSINESS –COMMITTEE REPORTS
DISTRICT DEPUTY REPORT (IF ATTENDING)
FINIAL PRAYERS

Make the new member aware that this is a meeting, but also a ritual with rules, procedures and structure. Let them know there is fellowship after these meetings and they should plan for some social time.

REVIEW THE LIST OF OFFICERS AND THEIR DUTIES (GIVE COPY TO CANDIDATE) (SEE APPENDIX)

Discuss how to get the most out of the Knights of Columbus, make sure they understand we function as group designed to support each other and the community, and that takes dedication and volunteerism.

VOLUNTEER

ATTEND AS MANY MEETINGS AS POSSIBLE

READ THE REGULAR NEWSLETTER

BE VISIBLE IN THE PARISH (DICUSS ORDERING CLOTHING) REVIEW

THE YEARLY CALENDAR SEE WHAT EVENTS THEY MIGHT

BE EXCITED TO WORK ON PROJECTS

EXPLAIN THE DIFFERENCE BETWEEN COUNCIL AND ASSEMBLY

Let them know they should plan on continuing through all the degrees, and when you explain the Assembly, let them know that regalia is not a requirement of joining. If possible, set up a time table to finish their degrees. It is VERY important to explain dues and what they cover, people will want to know how their money will be used.

EXPLAIN DUES AND WHAT THEY COVER
NATIONAL (SUPREME AND STATE) SUPPORT
OUR FUNCTIONS
SOME CHARITY IF WE HAVE EXCESS
LET THEM KNOW DUES WAIVED UNTIL NEXT CALENDAR YEAR

Set up a time to attend their first council meeting

STEP 4

ATTEND FIRST MEETING WITH CANDIDATE
ARRIVE EARLY WITH CANDIDATE
EXPLAIN SIGN-IN SHEET AND ANY CONTRIBUTIONS (Pennies from heaven or raffles, etc.)
INTRODUCE THE NEWMEMBER AS MEMBERS COME INTO MEETING
WELCOME AND INTRODUCE AGAIN AFTER THE PLEDGE
HAVE EACH OFFICER STATE THEIR NAME AND POSITION

Stay with them during any fellowship after the meeting. If people don't feel welcomed, make a connection or feel that they have no friends they won't come back. Make sure they know they are welcomed to attend all future meetings.

STEP 5

FOLLOW UP CALL AFTER 30 DAYS TO SEE IF THE NEW MEMBER HAS ANY QUESTIONS.

Make sure they have their 2nd, 3rd and 4th degrees scheduled. Do your best to get a commitment from them to come to at least one event if you know the dates. For example if you have fundraiser, food/toy drive, special mass, or other volunteering opportunity, get them to commit to coming to at least one. Get them to verbally say "yes I will help at (insert option)". Be there with them lead by example. Thank them for donating their time.

STEP 6

This is optional, but highly recommended. Most of our members are married. Try to arrange a social outing with the spouses coming along. It's important for spouses to also understand the requirements (so we can get time for meetings, etc.) and have them buy into what the Knights of Columbus do. If the spouses feel welcomed and supported, we are all better off. Many of us have events in which spouses volunteer and attend, so make sure they have a working understanding of our principals, meeting dates and times, and other events on the calendar.

We would like to thank St. Martin of Tours Council #14769 for their input with the mentoring handbook.