

Membership Summit 2015



**KNIGHTS
OF COLUMBUS**
IN SERVICE TO ONE. IN SERVICE TO ALL.

Why Do We Recruit



To fulfill Fr. McGivney's Vision:

- Organize Catholic men to serve
- Support and defend our Catholic faith
- Offer financial security to our families
- Provide support & fraternalism to each other
- Support the needs of our community



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Why Do We Recruit



To enhance our Order at the council level:

- Offering spiritual development
- Evangelize through our charitable works
- Develop new leadership opportunities
- Promote our legacy through membership growth



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Why Do We Recruit

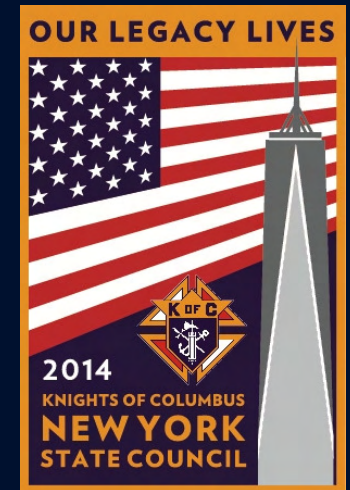
2013 Fraternal Survey Report

Order wide

- \$170 Million Charitable Donations
- 70 Million Volunteer Service Hours

New York State Report:

- Charitable Contributions \$ 6.8 Million
- Volunteer Hours 1.5 Million



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Knights of Columbus

Why Do We Recruit



*To fulfill the vision of our founder
Venerable Fr. Michael McGivney*



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Membership Recruitment

- One member per council per month
- Scheduled One First degree per council/district per month
- Friends Recruiting Friends
- Order Wide Church Recruitment Drives
- Promote Star Council Achievement



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Membership Recruitment



- Every Council Recruitment Active
- Schedule frequent First Degrees
- Order Wide Church Recruitment Drives
- Promote Star Council Achievement
- Scan & submit form 100's by email at:
membershiprecords@kofc.org



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MEMBERSHIP RECRUITMENT

Recruitment Strategies

- Prepare a 30 second talk
- Develop a prospect List
- 2 on 1 Recruitment team
- “Father wants you” invitation
- Former/Inactive Members
- Columbiettes, Wives, Ladies
- The 24 Hour Knight - Brochure
- Shining Armor Award - Brochure

“Father Wants You”



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Membership Recruitment



Recruit:

- 18 year old youth from High School
- Squires to Knight
- RCIA candidates
- Young Adults – 18 to 38 year old



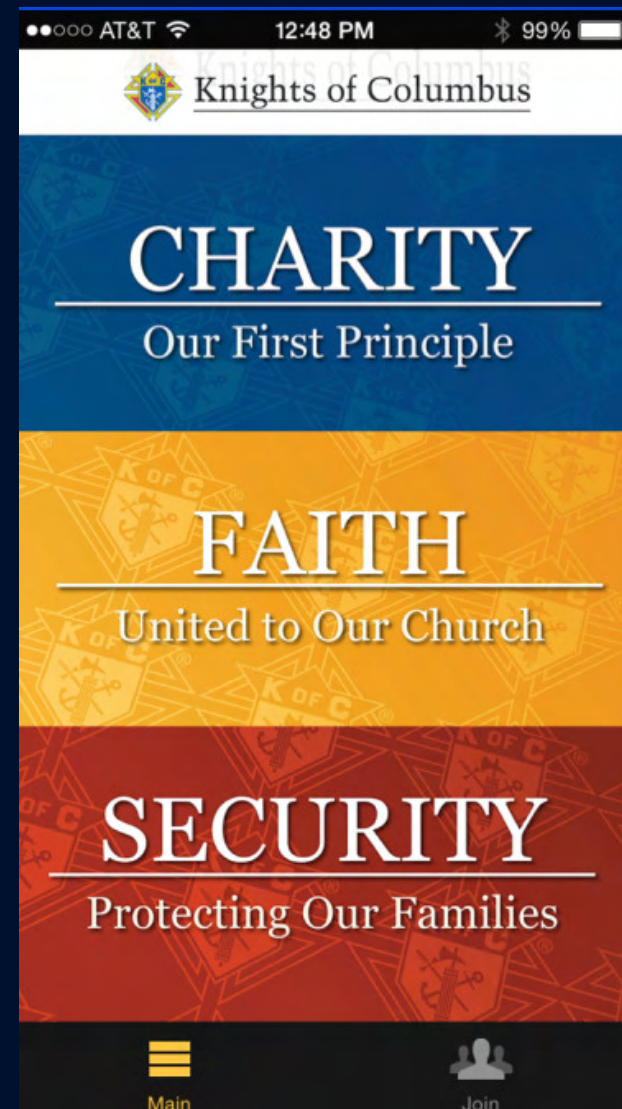
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Knights of Columbus – New App

This app features an overview of the Knights of Columbus' work in providing security to families, as well as our charitable and faith-based programs.

It's a concise and engaging way to share with prospects the good works and top-rated insurance protection made possible by joining the Order.

Through the app, one can also access the online form interested prospects can complete as the first step in becoming a Knight of Columbus.



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Membership Recruitment

Programs as Recruitment Opportunities

- Invite Catholic men to help on a project
- Recruit parents at youth events
- Use sports as an invitation to join
- Council activities and projects



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Membership Recruitment

“We have a moral obligation to invite every eligible catholic man to join the Knights of Columbus” Carl A. Anderson, Supreme Knight

Parish Identity

- Ethnic Mass offered
- School, Ministries, Clubs
- Young Adults – 18 to 38 year old
- Opportunities for evangelization



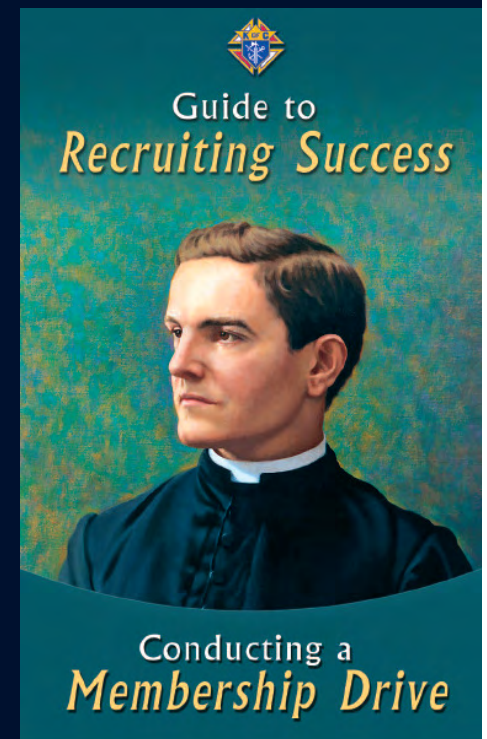
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Membership Recruitment

Schedule Parish Church Drives

Guide to Recruiting Success #10098

- Plan the Church Recruitment Drive
- Announcements: Bulletin, Pulpit
- Open House/Informational MTG
- Schedule the First Degree



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Why you should become a Knight

#10100

What we provide

- **Service:** Through charitable programs
- **Support:** Fraternal bond, shared faith
- **Stability:** Protecting families financial security



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MEMBERSHIP RECRUITMENT

24 Hours can change your life

#10099

- 8 hours a year on a council or church charitable projects
- 4 hours a year enjoying a council social function with family
- 4 hours a year attending council meetings planning activities
- 6 hour a year reading Columbia Magazine or Web site
- 1 One hour a year visiting with a KofC Field Agent for an annual review
- 1 hours attending Mass with your council together



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MEMBERSHIP RECRUITMENT

Shining Armor Award

For new members.....

- Take 2nd and 3rd degree
- Attend 3 business meetings
- Be involved with 3 council projects
- Visit with field agent
- Recruit another member

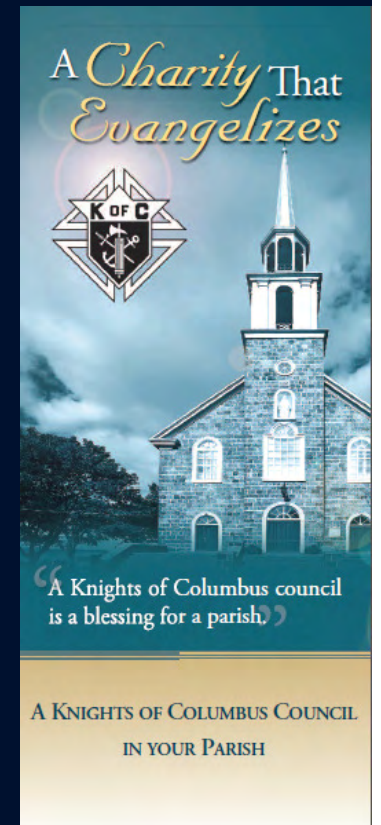


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A Charity that Evangelizes

#4976

- Every program is a recruitment opportunity
- Every program should ask for volunteers from the parish
- The more visible your programs are, the more potential for recruitment
- Provide active programs that meet the needs of your community



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Multicultural Recruitment

“We have a moral obligation to invite all eligible Catholic Men to join the Knights of Columbus” Carl Anderson Supreme Knight

- Does your councils resemble the make up of your parish
- Are Masses offered in other languages within your parish: Spanish, Vietnamese, Polish, etc



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How are you going to get the message out?

Communication

- Personal contact, phone calls, emails, text, facebook, Instagram, Tweet, Vibe, GroupMe
- Council Meetings/Newsletters
- District Meetings
- State Council Meetings
- Supreme Communications



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Council Officers

You cannot do it alone

- Challenge council officers to recruit
- Promote membership incentives
- Recognize recruiter
- Utilization of your Field Agent



Choose a good membership team:

- They believe in growth
- They believe in your vision



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Star Council

See Officers' Guide Pages 6 & 7

Father McGivney Award

*Membership Quota
7% of current membership
Or Minimum of 4
Maximum of 35*

Founders' Award

*Insurance Quota
2.5% of current membership
Or Minimum of 3
Maximum of 18*

Multiple Stars

*Earn the Double Star Council Award by attaining 200%
Earn the Triple Star Council Award by attaining 300%
Lapel pins for the Grand Knight, Council Membership
Director, Council Program Director and Field Agent*



*NY had 53 Star Councils last year,
up 40% from 38 the year prior!!*

Service Program Personnel

Report

*Form #365
Due – August 1st*

Columbian Award Appl.

*Report Form #SP7
Due – June 30th*

Annual Survey of Fraternal Activity

*Report Form #1728
Due – January 31st*

Good Standing

*Current with all Supreme
Council assessments - as of
June 30th of the fraternal year*

Star Council Check List

Star Council Checklist



☐ **Service Program Personnel Report**
Form #365 – Due August 1

☐ **Annual Survey of Fraternal Activity**
Form #1728 – Due January 31

☐ **McGivney Award**
Membership Quota of

	YTD	Apr.	May	June
Gains:				
Losses:				

☐ **Founders' Award**
Insurance Quota of

	YTD	Apr.	May	June
Gains:				
Losses:				

☐ **Columbian Award**
Report Form #SP7 – June 30

Church	Community	Council	Culture of Life	Family	Youth
1.	1.	1.	1.	1.	1.
2.	2.	2.	2.	2.	2.
3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.

☐ **In Good Standing**
All Council Assessments paid by June 30

Prior to the end of the fraternal year on June 30, make sure that your council achieves the requirements to qualify for the Father McGivney, Founders', Columbian and Star Council Awards. There are no application forms for the Father McGivney and Founders' awards.

Star Council Award

The Star Council Award recognizes outstanding achievement in membership, insurance and service program activities. To be eligible to earn your Star Council Award, a council must qualify for the Father McGivney, Founders' and Columbian awards. To qualify for these awards, a council must have submitted its Annual Survey of Fraternal Activity (#1728) and its Service Program Personnel Report (#365). Other eligibility requirements are:

Columbian Award
Father McGivney Award
Founders' Award
Council must be in Good Standing

(Note: All membership and insurance transactions must be received, processed, recorded and released at the Supreme Council office by June 30.)

These lapel pins correspond to
Star Council, Star District and Star Council Field Agents.



Star Council
Lapel Pin



Double Star Council
Lapel Pin



Triple Star Council
Lapel Pin



Star District
Lapel Pin



Field Agent
Star Lapel Pin



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Supreme Incentive

"When your council qualifies, at any level, for the Star Council Award for the 2014-2015 fraternal year,

Your council will receive a credit for the 2015/2016 fraternal year of \$4.50 for each billable member on their roster as of July 1st, 2015."



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NYS Council Circle of Honor

Membership Growth

*NYS Membership Quota **10%** Net Increase in Active Members*

+20 Net for New or Reactivated Councils

Achieve 15% for Circle of Honor – GOLD

Achieve 20% for Circle of Honor – PLATINUM

Service

Program

Personnel

Report

Form #365

Due – August 1st

First Degree

Exemplifications

*A Council must **host at least***

One (1) First Degree.

Report using Form #450 or 450C

Columbian Award Appl.

Report Form #SP7

Due – June 30th

Council Brochure

Create or Update

Use at All council functions

Mail to All members

*NY had 38 councils earn their
Circle of Honor Councils last year,
up 46% from 26 the year prior!!*

Annual Survey of Fraternal Activity

Report Form #1728

Due – January 31st

Council Brochure - A Tool for: Program Planning, Recruitment, Retention & Recognition

- **Display copies of the completed Council Brochure at all council events, turning C&B Sales, Blood Drives, Communion Breakfasts and all other Council events into a Recruitment opportunity**
- **Make sure each member has a few copies, helping transform even the shyest of your council's members into a great recruiter**
- **Mail to every member, especially those you have not seen for a while (and out of state), so they can share in the pride of their council's fine accomplishments of service and possibly re-engage**
- **Every active council should apply each year for the Columbian Award!!! (Required for STAR Council & NYS Circle of Honor)**

The Year in Review 2014



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Membership Summit



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Star Council

Father McGivney Award

Membership Quota

7% of current membership

Or Minimum of 4

Maximum of 35

Service Program Personnel Report

Form #365

Due – August 1st

Columbian Award

Report Form #SP7

Due – June 30th

Founders' Award

Insurance Quota

2.5% of current membership

Or Minimum of 3

Maximum of 18

Good Standing

*Current with all Supreme
Council assessments - as of
June 30th of the fraternal year*

Annual Survey of Fraternal Activity

Report Form #1728

Due – January 31st

Multiple Stars

Earn the Double Star Council Award by attaining 200%

Earn the Triple Star Council Award by attaining 300%

Earn the Quadruple Star Council Award by attaining 400%