

# Knights of Columbus Kansas State Council



## Membership Playbook

Revised June 2012

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# Introduction to the Membership Playbook

## 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, the Order started the Every Council Active program. This program encourages councils to add at least one new member through initiations or reinstatement during the fraternal year. During the last fraternal year more than several thousand 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 in the Every Council Active program. 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 quotas.

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 automatically joins the Every Council Active ranks, 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 your jurisdiction willa lso enable you to align your long term goals to the Order's long term strategic plan.

Use this tool to develop your state strategic plan and share it with your councils. 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 itself 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 - Kansas

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. 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.

## Kansas Examples

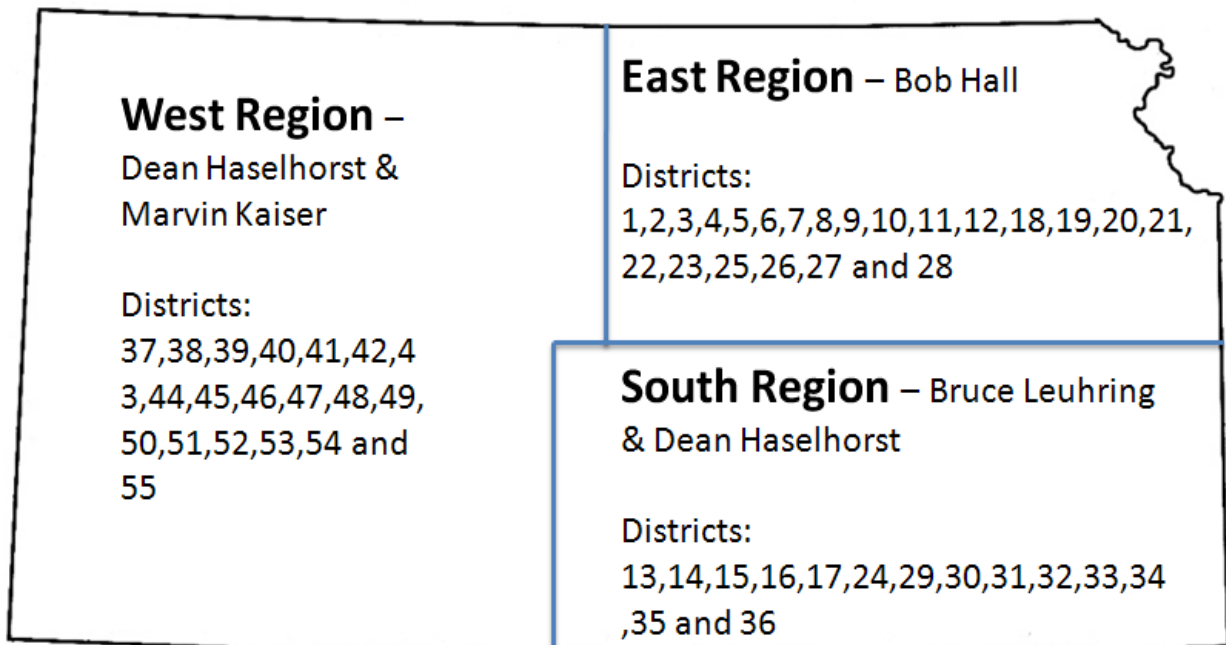
As a state membership director an easy example to follow:

If each District Deputy would hold at least one first degree every month and each council bring in at least one new member per month, Kansas would recruit 3168 new members and families for your jurisdiction.

Example: Kansas has 264 councils. 12 new members prer council = 3168 new members per year.

## Membership Regions

This year from a membership perspective the state is divided into three regions – the **East, South and West**. Membership Chairmen assigned to each region will work within their regions to develop strategies for growing the Order and provide hands on help to recruit, identify opportunities to form new councils and council development. The list of districts in each region is included in the map below.



### Regional Membership Map

# 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.*

- Refer to “Membership Committees” (page 5) and “Membership Activities” section (page 35) in the *Surge... with Service* manual (#962).
- 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 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 insurance promotion activities for the entire year.
- Plan full schedule of First Degree exemplifications.
- Identify and schedule recruitment methods that best suit council’s needs and goals; Membership Blitz, 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 Council Awards section (page 40) in the *Surge...with Service* manual.
- Get the ENTIRE council involved. Those who don’t recruit directly can identify/suggest prospects.

# Membership Committee Form

	Name	Phone #	Email Address
Membership Director	_____	_____	_____
Recruitment Chairman	_____	_____	_____
Retention Chairman	_____	_____	_____
Degree Team Captain	_____	_____	_____
Recruitment and Admissions Committee	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Retention Committee	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Degree Team	GK _____	_____	_____
	DKG _____	_____	_____
	C _____	_____	_____
	FS _____	_____	_____
	W _____	_____	_____



# Membership Tracking Worksheet

## Example Result for your Council or District

Quota	36												
Net Results	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Year End
YTD Date % of Quota	3	0	8.3%	5	1	2	8	0	5	3	11	2	43
	8.3%	8.3%	22.2%	25.0%	30.6%	52.8%	52.8%	66.7%	66.7%	105.6%	111.1%	119.4%	
Target YTD % of Quota	3	3	3	3	3	3	3	3	3	3	3	3	36
	8.3%	16.7%	25.0%	33.3%	41.7%	50.0%	58.3%	66.7%	66.7%	83.3%	91.7%	100.0%	

## Actual Result for your Council or District

Quota	0												
Net Results	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Year End
YTD Date % of Quota	0	0	0	0	0	0	0	0	0	0	0	0	0
	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Target YTD % of Quota	0	0	0	0	0	0	0	0	0	0	0	0	0
	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

**Pledge Sheet  
for  
District # \_\_\_\_\_**

**Council # \_\_\_\_\_** \_\_\_\_\_

**Council # \_\_\_\_\_** \_\_\_\_\_

**Council # \_\_\_\_\_** \_\_\_\_\_

**Council # \_\_\_\_\_** \_\_\_\_\_

**Council # \_\_\_\_\_** \_\_\_\_\_

**Council # \_\_\_\_\_** \_\_\_\_\_

**Total District Quota \_\_\_\_\_**  
**District Deputy Pledge \_\_\_\_\_**

\_\_\_\_\_  
**State Deputy**

\_\_\_\_\_  
**Membership Director**

\_\_\_\_\_  
**District Deputy**

# Offense

## The Orientation Phase

- Order recruitment brochures about the Order for prospects and their families to read.
- Request that your council's chaplain start the event with a prayer and some words about the Order and its mission.
- Consider showing one of the recruitment videos available from the supreme Council Supply Department (a nominal shipping and handling fee is charged).
- Make the requirements for membership known to those assembled.
- Offer each prospect a Form #100 to fill out before the event's conclusion.
- Have brother Knights on hand to assist prospects in completing these forms.
- Conclude the event with some light refreshments.
- Inform the candidates of the date of the next First Degree.

## The First Degree

- Schedule a First Degree no more than 2 weeks after your information session.
- Contact the candidates to remind them of the degree date.
- Ensure they have transportation to the location.
- Order degree certificates from the Supreme Council Supply Department as a fitting way to recognize your new brother Knights.
- Don't let the new members leave the degree without getting them involved and explaining the ***Shining Armor Award*** Program.

## Schedule of First Degree Dates

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

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## Major Degree Dates

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

## How to Build a Prospect List

*Before you consider HOW to recruit, you must address the question of WHOM 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, mens' club, etc., as prospects.
- Welcome all new parishioners by asking them to join.
- Recruit all 18-year-old Squires, high school and college graduates.
- Consider all vendors who server 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) from Supply Department. 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.
- User your imagination. New members are all around you!

## 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 “Open House” poster (#2826) from Supply Department 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
    - *Experience of a Lifetime*
    - *Membership Recruitment Flip Chart*
    - *Life and Legacy of Father McGivney*
    - *Founding to Future*
- 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 them in completing 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 K of C (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 – “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (4496), “What this organization stands for...” booklet (#4495), “Did You Know?” flyer (#1267), 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 Membership Documents.
- Inform prospects of the Admission Committee meeting, and the First Degree date, and make arrangements to escort them to the degree. (Plan First Degree within two weeks of in-house open house.)

## How to Hold a Church Drive

*A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps.*

- Obtain pastor's approval for membership drive at all Masses on target weekend. Confirm dates/details.
- Order quantities of Prospect Cards (#921A), Membership Documents (#100), posters and flyers such from the Supply Department. Some examples of available materials are:
  - "As Knights we not only act on faith..." flyer (#4497)
  - "Our Future Kknights..." flyer (#9116)
  - "The Potential of a Man..." flyer (#4496)
  - "What this organization stands for..." booklet (#4495)
  - "Make a Difference" recruiting poster (#4498)
  - Fraternal Membership folder (#4494)
  - "Did You Know?" flyer (#1267)
  - Family Fraternal Benefits flyer (#2761)
  - Member/Spouse Fraternal Benefit flyer (#2773)
- Provide an announcement for parish bulletin during each of the two weekends before the drive.
- Prepare a tabletop display highlighting council activities and member benefits. Include handouts and copies of council newsletter and place in the main church entry.
- Post teams of two to three Knights at each church door at every Mass to hand out flyers and Prospect Cards.
- Collate materials and hand out to each man as he enters the church. Leave sharpened pencils in each pew for completing Prospect Cards.
- Arrange for the pastor, Grand Knight, membership director to make a brief announcement prior to or after Mass, explaining the K of C, encouraging men to complete Prospect Cards and hand in as they leave church. Use a letter of support from the bishop (if available from state council) or sample pulpit announcements (#2678) available from Supply Department.
- Position Knights at exits to answer questions from prospects, assist in completing Membership Documents or collect completed Prospect Cards for follow-up.
- Make sure tables/supplies are restocked for each Mass.
- Deliver all Membership Documents and completed Prospect Cards to the membership director.
- Assign prospect names to recruiting teams for personal follow-up visits. Follow up immediately!



# How to Conduct an Effective Membership Recruitment Blitz

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

## The Preparation Phase

- Obtain the pastor's permission to conduct a Blitz at the church during a specific weekend.
- Advertise the event weekly in the parish bulletin building up to when it is held.
- Order recruitment materials from the Supreme Council Supply Department (allow 4 - 5 weeks for delivery).
- *Inform the insurance representatives about the dates of the recruitment drive.*

## 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 informational seminar.
- Offer transportation if that is the prospect's limitation.

## How to Recruit Using 2-On-1 Team Concept

*Bringing twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success. That's why 2-on-1 recruiting is the way to go.*

- Organize two-man recruitment teams from the membership committee and additional recruiters.
- Train recruiters. Ask your insurance agent to assist; show recruitment videos and order and distribute copies of the Pocket Flip Chart (#2041) and membership Documents (#100).  
Divide the prospect list among two-man teams.
- Telephone each prospect to schedule a visit with prospect/wife by two-man teams.
- Conduct personal visits at prospect's home, emphasizing local council activities/opportunities for involvement by prospect, wife, and the entire family.
- View the video productions of *Experience of a Lifetime* or *Recruitment Flip Chart* or use Flip Chart/Binder (#889, #889A).
- Review promotional materials with prospect/wife:
  - "As Knights we not only act on faith..." flyer (#4497)
  - "Our Future Knights..." flyer (#9116)
  - "The Potential of a Man..." flyer (#4496)
  - "What this organization stands for..." booklet (#4495)
  - Member/Spouse Fraternal Benefit flyer (#2773)
  - *Columbia* magazine, council newsletters, etc.
- ASK PROSPECT TO JOIN. Assist in completing Membership Document, collect fees.
- Ensure prompt initiation. Inform candidate of the dates for admission committee interview and First Degree.
- Complete proposer duties:
  - Accompany to admission committee interview, First Degree and council meetings.
  - Introduce prospect/family to council members.
  - See that prospect is assigned to committees/programs of interest.
  - Encourage prospect to complete Second/Third Degrees. Accompany to exemplifications.

## 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:

- A Membership Document (#100);
- Copies of various flyers including "Did You Know" (#1267), "The Greatness of a Man" (#4496), "Member/Spouse Fraternal Benefit" (#2773), "Family Fraternal Benefits" (#2761), and any other appropriate council publications;
- Facts on the Order's insurance program;
- A clear explanation of how membership has benefited you and your family; and
- The Order's Web site — [www.kofc.org](http://www.kofc.org) — so he can research more on his own.

During the home visit, review promotional materials with the prospect and his wife. Bring a recruitment video and DVD (such as Experience of a Lifetime), the above mentioned flyers, the latest issue of Columbia, council newsletters and other items of interest.

After making the pitch and answering any questions, ask the prospect to join and assist him in completing the Membership Document (#100). The proposer should then follow through with the new member by escorting him to his First Degree exemplification 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 not only wanted as a member, but that his membership can take all aspects of his life to new levels.

## How to Recruit Former Members

*Former Knights are men who are familiar with the ideals of Columbianism. They 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 specially suited.
- Obtain a list of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain K of C 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 for former members highlighting changes, new programs/activities/benefits and recent council achievements.
- Order the following from Supply Department and prepare kits for distribution:
  - “As Knights we not only act on faith...” flyer (#4497)
  - “Our Future Kknights...” flyer (#9116)
  - “The Potential of a Man...” flyer (#4496)
  - “What this organization stands for...” booklet (#4495)
  - Family Fraternal Benefits flyer (#2761)
  - Member/Spouse Fraternal Benefit flyer (#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 *Grand Knight’s handbook* (#915) 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 quotas.

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

## Building an After Mass Speech (AMS)

- **Prepare for the 3 Minute Opportunity**
  - Know your Council activities
    - Read your newsletter, the Columbian Magazine and Explorer
    - 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 kept 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 of Kansas 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**
  - Have a Form 100
  - Know the date and time of the next first 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
  - Accompany him to the first, second and third degrees.
  - Go with him to his first couple of business meetings and service projects
  - Encourage him to complete his Shining Armor Award requirements

# FATHER WANTS YOU!

## TO BE A KNIGHT OF COLUMBUS

The Knights of Columbus was founded by the Venerable Father Michael J. McGivney and a group of men of St. Mary's Parish in New Haven, Connecticut on March 29, 1882. The Knights of Columbus is a Catholic, family, fraternal, service organization dedicated to the principals of: **CHARITY, UNITY, FRATERNITY & PATRIOTISM.**

Knights of Columbus can be found on the International and State level. On the international level, there are nearly 1.8 million members covering different areas of the world. In terms of service, last year the Order gave over 151 million dollars and 69 million hours of volunteer service to charitable causes. Within the State of Kansas, the Knights of Columbus have been a tremendous presence. The Knights in the state conduct the annual Tootsie Roll Drive for people with intellectual disabilities and raised \$334,000 in 2010. The Kansas Knights are the prime sponsor of the Kansas Special Olympics Basketball Tournament in Hays each year and over 1,100 athletes participated in 2010. Our Pennies from Heaven and Emergency Disaster Aid Program (EDAP) provide assistance to victims of natural disasters and over \$85,000 was raised for this purpose in 2010. Our Adopt-A-Seminarian Program in Kansas adopts seminarians and other religious both financially and spiritually and pledges totaled over \$219,000 to 91 seminarians and 37 other religious in 2010. K of C Councils across Kansas donated over \$266,000 to the pro-life cause last year and the Knights take great pride in being a pro-life organization. The State of Kansas has 262 councils and more than 36,000 members.

The only way the Knights of Columbus can work is with you. I need you to step forward and be of service to the Church and the Community. Being a Knight of Columbus can be a tremendous blessing to those who say "YES." Participation in the many programs can help a Catholic man better live out his Catholic faith and even become a better husband and father. Our campaign theme this year is, "The Year of the Volunteer." Please accept this invitation and become a Knight of Columbus.

# **Fax Cover Letter**

## **To Supreme**

Kansas Membership

Attention: Robin  
203-752-4113

Attached Membership Documents  
Form 100s

Pages Included

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# 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:

12 hours a year reading your weekly parish bulletin, the state & local council newsletters, the diocese newspaper, the Columbia magazine, and surfing the state council and Supreme Council Web sites.

2 hours a year volunteering at the council's annual drive for people with intellectual disabilities.

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

2 hours a year on a council-sponsored Church, community, council, family or youth project of your choosing.

2 hours a year attending a council meeting. (If it's a well-run interesting meeting you might be back for a second!)

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

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 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 6 areas of focus for our service projects: Family, Church, Youth, Community, Council and Pro-Life. you and your family are already involved in at least two of those, Church and 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 K of C 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 Columba 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 Concil that is \$25. 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 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. 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

### Shorter version of Option #1

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 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. By now, you no doubt are interested in joining, but you have questions. Well, your 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 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, 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 March of 2011, Pope Benedict recognized his heroic virtue and advanced his cause for sainthood by declaring him "Venerable Servant of God". 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 you 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 Benedict 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.

## St. Mary's Pulpit Announcement

I would like to thank my brother Knight, Fr. John Sherlock, for permitting me to talk to you today.

My name is Gary Hoppe. I am currently the New Council Development chairperson for the Kansas State Council of the Knights of Columbus.

The Knights of Columbus is a Catholic, family, fraternal, service organization that promotes our church and our faith; **the largest organization of its kind in the world today**. We have over 36,500 Knights in the state of Kansas and there are over 1.8 million members world wide. It is special to be a Knight.

May I take a moment to draw a parallel for you? I am standing at the pulpit of our Cathedral of the Immaculate Conception where many bishops have stood. What an honor. However, our Cathedral is OLD and in need of a big face lift to which Bishop Jackels has addressed the people of our diocese for help, and they have stepped up to the challenge. When it is finished, we will all be proud, and what a fitting tribute to our Lady.

Now, there is a Knights of Columbus council that has served this parish for many, many years. In fact, it is the 7th oldest council in our fine state out of 264. It also needs a uplift. It needs your help and that is why I am here today.

Now you might ask, well, what does this council do for St. Mary's Parish?

1. The K of C 4th Degree supplies Honor Guards for many special occasions such as ordinations next week.
2. Your council raises funds for the Religious Education Programs in your parish.
3. The raise funds for the mentally challenged.
4. More funds are raised for pro-life.
5. The sponsor seminarians both financially and spiritually. Most seminarians say they could not come home for such things as Christmas and Easter to be with their families if it weren't for the help from the Knights. In fact, your council has been sponsoring two seminarians, namely, Jorge Loopez and Marco DeLoera who will become a priest next weekend. Wow! What a blessing.
6. Your council is supplying the office space for your parish while the Cathedral is being renovated.

The fact is, ladies and gentlemen, your Knights of Columbus Council needs a transfusion, if you will, of new membership. This is a family organization. Oh, I know the men are the members, but when a man becomes a member, his family automatically becomes what we are all about.

Membership in the K of C has only two requirements. The man must be 18 years of age and can be as old as the good Lord will allow. Then he must also be a practical Catholic. By attending mass today, that's a pretty good start. Of course, your council needs new member, however, there are many Knights who, for whatever reason in the past, have let their membership expire. If that be the case, you can reactivate your membership without making up the past dues. Some of you may be members of this parish, but may be members of another council. If you desire, you can transfer your membership without any ill effects to the other council.

The "work of the Lord" is never done, and the Knights are a tireless group in this effort. Won't



you consider being part of something this special?

Please, following mass, if you will exit the southeast door, you will find Knights there to answer your questions and help you help your council. (After the Sunday masses they will go to the Pope Pius Room.)

May God bless your and may He continue to bless our work.

## **St. Anthony Pulpit Announcement**

I would like to thank my brother Knight, Fr. Khin, for permitting me to talk to you today.

My name is Gary Hoppe. I am presently the New Council Development chairperson for the Kansas State Council of the Knights of Columbus.

The Knights of Columbus is a Catholic, family, fraternal, service organization that promotes our Church and our faith. It was founded by a young parish priest, the Venerable Fr. Michael J. McGiveney, at St. Mary's Church in New Haven, Connecticut in 1882.

The Order was founded on the principles of charity, unity, fraternity, and patriotism. The six service areas that we work throughout each year are 1) church, because we are Catholic, 2) family, as the Order was started for families to help each other in times of need, 3) pro-life, because we are called to hold life as sacred, 4) youth, because they are the hope of our future, 5) community, to reach out to others, and 6) council, to provide a means for Catholic men to inspire each other.

In its 129 years of existence, the Knights of Columbus has grown to over 1.8 million members world wide. In Kansas we currently have 36,500 Knights in 264 councils. Every council is different depending on the needs of the parish. Most councils take part in the annual "Tootsie Roll" drive that support the mentally challenged, and the "Pennies from Heaven" program that supports the Emergency Disaster Aid Program called EDAP with which the Knights of Columbus handed out 400 cash vouchers to victims of the Greensburg disaster, whether they were Catholic or not. Through the Adopt-a-Seminarian program we supported 91 seminarians and 37 other religious to the tune of \$219,000, not to mention prayers for their continual spiritual support.

We conduct the state-wide Free Throw contest, vocation poster contest, the alcohol and drug awareness contest for our youth, and many more local activities.

We are here today to give you, the members of St. Anthony Parish, the opportunity to have your very own Knights of Columbus council. It is very special to be a charter member of a Knights of Columbus council. Please remember that the Knights of Columbus is a family organization. The men are members, and when he becomes a member his family automatically becomes what we are all about.

We ask you to join us for a few minutes in the parish hall for a Q & A. At that time, if you happen to already be a member and would want to transfer or reactivate your membership, we will help you make that happen. If you decide you want to be a member ASAP, we will help you get started. We also have plenty of literature that explains in much more detail as to what we are all about. Please join us and may God bless you and may he continue to bless our work.

# Classroom Dad's

## Presentation in Front of Parents of All Students

Hello Mom's and Dad's ,

My name is \_\_\_\_\_. I am a member of the Knights of Columbus here at this parish, but, more important, I am a parent of a student attending school here. I would like to present a program here to our children's school this year to help get you fathers and/or grandfathers involved with your kids. The program name is, "Classroom Dad's," or we refer to it as CRD's. This program is to get more fathers involved with the school, the teachers, and the students. For years it's always been left up to the mothers for all the involvement, so, this helps the mom's out too by getting the dad's to help out in activities. Does this sound like something we want to do here in our school?

Here is how it works. I said that I was also a member of the Knights of Columbus here in this parish. Well, that is who is going to sponsor this program. The Knights of Columbus have programs in place now that all of your children may or may not have participated in; like our soccer challenge, free throw contest, poster contest, coloring books, essay contest, and other youth activities. The CRD's program is going to include all of these programs and anything else the teacher would like or need done for the students in or out of the classroom. Here is what I need from the dads today. When you go to each of your child's classrooms and visit with the teacher, she will ask you to sign her CRD's sheet. Why is she going to ask you to sign her sheet? Because the teacher who signs up the most fathers, the Knights will give that teacher \$100. We will take those sheets from each classroom and assign a classroom captain which will coordinate with the teacher of that room and contact you dads about the activities of each room.

Som of you dad's are Knights of Columbus members already, here in your council. I expect all of you to sign up. For the dad's that are not Knights, if you are a qualified Catholic man, we can get you into the Knights. Because you will want to be a member for all the benefits you can gain for your family as a member. We will talk about that later. Now, if you're a non-Catholic data, I still want you to sign up as a CRD so you can participate with all of your child's classroom activities. We can talk about the RCIA program.

Thank you for your time and attention today. I will be looking forward to working with all of you dads in your child's classroom.



# Classroom Dad's To Do List

Teacher \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## 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).
- Order copies of the Admission Committee Reports (#283), the Admission Committee Inquiries Guide (#390), and the Admission Committee Questionnaire (#391) from Supply Department. Distribute to the committee for review/use.
- 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 (#1842) to find out what type of activities are of interest to him.
- Inform the candidates of the date of the next First Degree.
- Advise the proposer to accompany his candidate to degree.
- Assign new members to committees/activities that match the interests noted on their Admission Committee Questionnaires and the Member Interest Surveys.
- Refer to the Grand Knight's Handbook (#915) "Admission Committee" section for complete instructions on the Admission Committee.

## How to Schedule and Conduct First Degrees

*Promptly advancing new members through the exemplification of degrees is absolutely essential to successfully building and maintaining membership. A well-organized, regular schedule of degrees will ensure this progression and help prevent the loss of potential Knights.*

- Sponsor a First Degree team, if possible. If not, participate on a district degree team.
- Schedule and conduct frequent First Degrees – preferably every month or every other month.
- Publicize the degree schedule at council meetings, in council bulletins, advertisements and mailings.
- Schedule degrees around important Knights of Columbus/council dates – be sure to avoid major holidays.
- Select honorees for each exemplification for greater impact, visibility and attendance.
- Contact candidates a day or two in advance to confirm attendance. Advise recommended attire.
- Arrange for the proposer or a member of the recruitment committee to pick up candidate and escort him to the First Degree.
- Distribute Candidate Kits (#531) – rosary, Knights of Columbus lapel pin, and These Men They Call Knights booklet.
- Advise new members of the next Second and Third degree exemplification date(s).
- Recognize new members and their proposers at the conclusion of the degree.
- Order and present generic New Member Certificates (#268) or current campaign degree certificates to degree recipients.
- Print the names of new members in the next scheduled council bulletin.
- Recognize First and Second degree team members to show appreciation (see certificates flyer, #2640).
- Invite neighboring councils to your degree exemplifications.

# Defense

## 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 societies 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 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 the Knights of Columbus Certificates flyer (#2640) for a listing and photos of available certificates. Among them are a "Certificate of Appreciation" (#1462) that can be presented to any member in "gratitude for his dedication, loyalty and inspirational leadership"; a "Giver of Life" certificate (#1444) for members who regularly participate in council-sponsored blood drives; 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 K of C 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, Squires 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 Supreme Council Supply Department for 25 cents each. These cards come with envelopes. Please use a Requisition Form (#1) when ordering.

## **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" (#2942) is available for \$1 per booklet (limited to 2 per order). Also, present the family of the deceased with a Resolution of Condolence (#1450, English; #1450F, French; #1450S, Spanish). These resolutions are available from the Supreme Council Supply Department for 25 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. Offer to help her prepare her yearly income tax return or with repairs to her car. Provide her with transportation when needed.

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.

## **Defensive Play #1 - Fraternity in Action**

- Identify members of council willing to be on the calling committee list. (Maybe members unable to do other activities.)
- Divide the council roster into equal groups.
- Give council roster list to each of the members willing to be on calling committee.
- Calling committee will contact their group of members each month telling them of the upcoming events in the council and ask how the member is doing.
- Each month, after phone calls are made to the members, the calling committee will report back to the council on any findings from members.

## **Defensive Play #2 - Shining Armor Award**

- The Shining Armor Award should be started immediately after a member is done with their 1st 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 members, explain each requirement with the new 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.

## 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 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 Knights must, during their first year of service, complete the following activities:

- Be involved in at least 3 council service programs.
- Attend at least 3 council business meetings.
- Receive their Second and Third degrees.
- Meet with their council’s insurance representative.
- Recruit at least one new member.

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 actively involved within their council from the very beginning. Councils can order materials for this program through the Supreme Council Supply Department by using the Form #1.

**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.

## Shining Armor Award Script

Brother Knight, you have just completed your \_\_\_\_\_ degree. Now you might be wondering what you are to do next. Here in the state of Kansas we have a program that will get you a jump start into getting active with your Knights 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.

The first item is to attend 3 council meetings. The second item is to attend 3 council events. The next is to obtain your 2nd and 3rd degrees. (If they have just completed their major degree, you can tell them that this item can be checked off.) The fourth item is visiting with their Fraternal Benefit Advisor to find out how we can help them in any way, and these products can only be used by Knights of Columbus members. 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. If you can complete these items by the convention in May, the State Membership Director will hand out 100 pins to the first 100 cards he receives.

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

## Defensive Play #3 - Goal Line Stance

- 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 Kansas 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 or Whiffleball tournaments.

Remember to join the Orderwide 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, whale watches, 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 assist convalescent hospitals to plant gardens for patients. Some councils have even started K of C gardens selling the produce to raise money for charities.

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)
- Honorary Life Membership lapel pins (#PG-110) that can be bought (\$7.50 each) from the supply department

Any or all of these items can be presented to the long standing member as part of the Honorary Life membership ceremonial. This ceremony is described in the Grand Knight's Handbook (#915).

Encourage attendance at council meetings by presenting members who have been present at every meeting during the fraternal year with a "Certificate of Perfect Attendance" (#809). This 8.5-by-11-inch vertical certificate is available from the Supreme Council Supply Department at a cost of 25 cents per copy.

For those members who annually pay their dues, the Annual Payer Stickers (#1745) are available for their membership cards. The labels are supplied for a cost of \$3 per sheet. To order labels, contact the Supreme Council Supply Department.

# I'm the Guy

Author Unknown

I'm the guy who asked to join your organization.  
I'm the guy who paid his dues to join.  
I'm the guy who stood up in front of you and promised to be faithful and loyal.  
I'm the guy who came to your meetings and no one paid attention to me.  
I tried several times to be friends, but they all had their own buddies to talk to and sit next to.  
I sat down several times, but no one paid any attention to me.  
I Hoped very much that someone would have asked me to take part in a fun-raising project or something, but no one saw my efforts where I volunteered.  
I missed a few meetings after joining because I was sick and couldn't be there.  
No one asked me at the next meeting where I have been.  
I guess it didn't matter very much to others whether I was there or not.  
The next meeting, I decided to stay home and watch TV.  
The following meeting, I attended, but no one asked me where I was for the last meeting.  
you might say I'm a good guy or a "good family man" who holds a responsible job and loves his community and country.  
You know who else I am? **THE GUY WHO NEVER CAME BACK.**  
It amuses me how the heads of organizations and the members discuss **WHY** the organization is losing members.  
It amuses me to think that they spend so much time looking for **NEW** members when I was there all the time.  
All they needed to do was make me feel needed, wanted, and **WELCOME!**

# Strength & Conditioning

## 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 tot his program.

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

## **Flags to Look for in Your Play Calling**

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 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.

Council Growth and Development is here to help you! Contact us if you need any assistance.

# Recruitment Resources

## 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 First Degree exemplification 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, and annuity products exclusively for members and their families.
- 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, 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 nearly 13,000 councils throughout the world.
- ACTIVITIES – FAMILY/YOUTH/RELIGIOUS/SOCIAL/ATHLETIC – Participation in a variety of programs and activities conducted by local councils.

## 20 Examples of Activities for Completing the Columbian Award Application

Church	Family
<ol style="list-style-type: none"> <li>1. Vocation Sunday</li> <li>2. Mass lectors</li> <li>3. Altar server campout</li> <li>4. Hold memorial mass</li> <li>5. Lead rosary before Mass</li> <li>6. Teach CCD/SOR classes</li> <li>7. Supply lay ministers</li> <li>8. Open pamphlet rack in church</li> <li>9. Vocation awareness rally</li> <li>10. Church clean-up day</li> <li>11. Vocation poster contest</li> <li>12. Support seminarian</li> <li>13. Coffee and rolls after Masses</li> <li>14. Sponsor perpetual adoration</li> <li>15. Fund raiser for church</li> <li>16. Vocation retreat</li> <li>17. Honor chaplain with degree</li> <li>18. Sponsor bible study</li> <li>19. Donate bibles to hospitals</li> <li>20. Support missionaries</li> </ol> <p>*Sponsorship of K of C roundtable fulfills all four church activity requirements.</p>	<ol style="list-style-type: none"> <li>1. Parish picnic</li> <li>2. Communion breakfast</li> <li>3. Host "Ladies Night"</li> <li>4. family Christmas party</li> <li>5. Establish a Memorials Committee</li> <li>6. Auction for family of "burn-out"</li> <li>7. Free funeral dinners</li> <li>8. Sponsor family of the month</li> <li>9. Support Catholic Social Service</li> <li>10. Conduct Safe Kids campaign</li> <li>11. Remodel housing for poor</li> <li>12. Sponsor Meals on Wheels</li> <li>13. Holiday dinner for needy</li> <li>14. Sponsor Natural Family Planning</li> <li>15. Babysitting program for members</li> <li>16. Family camping/fishing</li> <li>17. Attend to victims of disaster</li> <li>18. Support family center</li> <li>19. Sponsor Mass nursery</li> <li>20. Sponsor scholarships</li> </ol>
Community	Pro-Life
<ol style="list-style-type: none"> <li>1. Building donation for needy fundraising</li> <li>2. Tootsie Roll drive</li> <li>3. Sponsor Clown Club</li> <li>4. Habitat for Humanity</li> <li>5. Pennies from Heaven drive</li> <li>6. Open building for local disaster victims</li> <li>7. Supply goods to local Thrift store</li> <li>8. Donate to tornado victims</li> <li>9. Hold public seminar on decency</li> <li>10. Support operation care and share</li> <li>11. Volunteer workers to local Thrift store</li> <li>12. Clean up highway</li> <li>13. Match EDAP money donations</li> <li>14. Support local Hospice</li> <li>15. Volunteer for Special Olympics</li> <li>16. Collect old eyeglasses</li> </ol>	<ol style="list-style-type: none"> <li>1. Support ultra-sound donations</li> <li>2. Work at pregnancy center</li> <li>3. Collect clothing for pregnancy center</li> <li>4. Participate in Silver Rose Run</li> <li>5. Pray rosary at abortion clinic</li> <li>6. Visit nursing homes or shut-ins</li> <li>7. Support end of death penalty</li> <li>8. Observer March 25th as day of prayer for unborn children</li> <li>9. Pro-life dance</li> <li>10. Support maternity homes</li> <li>11. Support memorial for unborn</li> <li>12. Show stem cell research video</li> <li>13. Support pro-life legislationm</li> <li>14. Support pro-life candidates</li> <li>15. Support pro-life speakers</li> <li>16. Support Project Rachel</li> </ol>

<ul style="list-style-type: none"> <li>17. Distribute flags (patriotism)</li> <li>18. Drive handicapped to Mass</li> <li>19. Support military personnel and families</li> <li>20. Food drive</li> </ul>	<ul style="list-style-type: none"> <li>17. Support K of C baby shower program</li> <li>18. Distribute pro-life roses</li> <li>19. Roadside signs for pro-life</li> <li>20. Support pro-life rally</li> </ul>
<b>Council</b>	<b>Youth</b>
<ul style="list-style-type: none"> <li>1. Stag to collect dues</li> <li>2. Council monthly bulletin</li> <li>3. Sponsor CPR classes</li> <li>4. Repair church, school, etc.</li> <li>5. Cemetery clean up</li> <li>6. Sponsor blood donor drive</li> <li>7. Offer Mass for sick</li> <li>8. Recognition night for members</li> <li>9. Sponsor Knight of month/year</li> <li>10. hold blood pressure clinic</li> <li>11. Support organ donor sign-up</li> <li>12. Supply bingo workers for parish</li> <li>13. Founders' day celebration</li> <li>14. Rosary for deceased members</li> <li>15. Broadcast Columbus Day spots</li> <li>16. Visit shut-ins</li> <li>17. hold health clinic</li> <li>18. Hold memorial mass</li> <li>19. Sponsor nursery during Mass</li> <li>20. Sponsor scholarships</li> </ul>	<ul style="list-style-type: none"> <li>1. Free throw contest</li> <li>2. Father/Son golf, bowling</li> <li>3. Reward Mass servers, readers</li> <li>4. Hold after prom party</li> <li>5. New Year's Eve NAB dance</li> <li>6. Sponsor big brothers/sisters</li> <li>7. Provide clubroom for youth</li> <li>8. Establish a summer camp</li> <li>9. Sponsor drug awareness program</li> <li>10. Sponsor youth sports team</li> <li>11. Show film on cults, drugs</li> <li>12. sponsor camp for people with intellectual disabilities</li> <li>13. Sponsor scout troop</li> <li>14. Sponsor toys for tots</li> <li>15. Sponsor career fair</li> <li>16. Donate books to schools</li> <li>17. Adopt handicapped youth</li> <li>18. Sponsor 4-H club</li> <li>19. purchase playground equipment</li> <li>20. Hold program on alcohol awareness</li> </ul> <p>Sponsorship of a Columbian Squires Circle in good standing fulfills all four youth activity requirements.</p>

# Scouting/Special Teams

## New Council Development/Round Table

WOW!!!! "MEMBERSHIP 366" We have 1 whole day extra this year to recruit new members into our Order. We will use this 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 "Practice Squad" to a football team. First there must be a scouting report on the opposing team, then the Practice Squad runs offensive and defensive plays as much as possible like the opponent will on game day.

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 K of C 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”**

Venerable 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, an 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.

**FIRST DEGREE** - **DO NOT** wait to have a first degree. Utilize the first degree teams in your district to provide as many first degrees as needed.

**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 a 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 this year's membership theme, “Membership 366.”

# Helpful Forms

## 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

	Site 1	Site 2	Site 3
<b>Month/Year</b>			
<b>Diocese</b>			
<b>Sub-Area</b>			
<b>Parish</b>			
<b>City</b>			
<b>District</b>			
<b>Responsible Knight</b>			

## 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 K of C 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

	Site 1	Site 2	Site 3
<b>Month/Year</b>			
<b>Parish</b>			
<b>City</b>			
<b>Diocese</b>			
<b>Host Council</b>			
<b>District</b>			
<b>Responsible Knight</b>			

## Ceremonial Teams

Developing Ceremonial Teams are critical to a successful membership strategy. Every Council needs to conduct or host at least four First Degrees during the fraternal year to qualify for start Council. Likewise, each District needs to have a Second Degree Team and every sub-area should have at least one Third Degree Team. Plans should include expansion of additional third degree teams. When fully developed and expanded, ceremonials will truly attract new members and retain old ones. The below space provides the opportunity to plan where ceremonial teams need to be developed. A future plan/date column can be used for long range planning. Work with the Ceremonials Chairman to support membership growth strategy.

<b>Districts</b>			
<b>Councils</b>			
<b>First Degree Team</b>			
<b>Second Degree Team</b>			
<b>Third Degree Team</b>			
<b>Plan for the Future/ Date</b>			

## **District Deputy's Degree Checklist**

- When setting a date for the degree, make sure other degrees in the area will not conflict.
- Make sure you have a good antechamber and chamber to host degrees.
- Councils can use their own members for first degree teams. You can read from the book and use the CD if your team has not memorized it.
- Get a second degree team scheduled, preferably from your district.
- Get a letter out to the surrounding District Deputies and Grand Knights of the upcoming degree. Include the place, time and fees.
- Get all your councils involved and have them pay a percentage of the cost for food and degree costs.
- Contact your conferring officer at least 10 days prior to the actual degree date.
- Your degrees should be scheduled now on different days. If that is not possible, use this as your time frame - 1st degree 11:00 am, 2nd degree 1:00 pm, 3rd degree by 2:00 pm.
- Make sure you have a check ready to fill out to pay the conferring officer for medals and fee.
- Hand out Shining Armor Award cards after 1st degree.
- After degree is over, contact membership director to report the results of the event.
- Make copies of form 100s and fax to Supreme (fax sheet to Robyn is included)
- Fill out degree report and mail copies to State Deputy and Supreme with form 100s

# Benefits & Incentives

## How to Promote the Insurance Program

*The Order was founded in part to provide financial security to working-class families who lost their breadwinner. Today, one of our primary fraternal benefits is still our insurance program. Every member should be made aware of available insurance benefits for his own well-being and that of his family.*

- Establish a good working relationship between your financial secretary and your insurance agent.
- Introduce the insurance agent at all council meetings or events and invite him to speak.
- Refer all insurance-related questions to the council's insurance agent.
- Send copies of all membership Documents (#100) for new members to the general agent immediately following the First Degree.
- Make sure the insurance agent is included on the council mailing list.
- Include the insurance agent in all council planning sessions so he can be represented at council events when possible or appropriate.
- Ask the insurance agent to:
  - Write a message for each issue of the council's newsletter including name, address, and telephone number. (Use "Suggested Articles for Council bulletins," #155, #155A, #155B.)
  - Place a K of C insurance advertisement in council newsletter.
  - Serve as council insurance promotion chairman.
  - Serve as a trainer for recruitment teams.
- Conduct Fraternal Benefits Nights. Insurance agent can obtain Fraternal Benefits Night kit from the Supply Department.
- Promote the availability of the Insurance Plan to all candidates and spouses. Application on back of Membership Document.
- Strive to attain Founders' Award - refer to Supreme Council Awards section in the Surge...with Service manual (#962).
- Compete for Insurance Promotion Award - refer to Supreme Council Awards section in the Surge...with Service manual (#962).

# Incentives and Awards

## District Deputies Awards

Star District Deputy Award - Star District Plaque and eligible for 1 of 3 trips to the 130th Supreme Convention in Anaheim, CA and the Guadalupe Festival.

All-Star District Deputy - Each Council must achieve Star Council. Awarded a personalized Knights of Columbus jacket.

## Council Awards

McGivney's Award - Achieve membership quota.

Founder's Award - Achieve insurance quota.

Columbian Award - Submit Form #SP7 by June 30th with all programs fulfilled.

## Star Council Award

Star Council Plaque - Each Grand Knight will be eligible for 1 of 3 trips to the 130th Supreme Convention in Anaheim, CA and the Guadalupe Festival.

# Supreme Incentives

Visit the Supreme Council website at [www.kofc.org](http://www.kofc.org) to view the Supreme Council Membership Incentives.



# Kansas Membership Incentives 2012 - 2013

## Getting Off to a Great Start

### “Credit the Five” – Council Incentive

An incentive for Councils called “Credit the Five” will run July through September where a council is credited the state per capita of \$5.00 on all members brought into the Order in July, August and September.

### “Faith in Action” – Council Contest

A contest for Councils called “Faith in Action” will run in October and November where a council receives 20 points for taking in a new member in October and 15 points for a new member in November. Hosting a degree in any of these months earns the council 20 points. The winner in each Division will receive 5,000 contest points at the mid-year meeting. Ties will be decided by the percentage of membership goal each council had at the end of November.

### “Grow in Faith” - District Deputy Contest

A district deputy contest called “Grow in Faith” will run from July through October. It is a program where district deputies compete within 1 of 6 divisions based on the size of their district earning points each month where they achieve 100% of their goal in the month and for the series and bonus points for the highest percentage in the division in the month and for the series. There will be a winner in each division and an overall winner based on point totals. Ties will be decided by the percentage of membership goal each district deputy had at the end of October.

**Individual Members** –The top ten individual recruiters in each region will receive a prize for his efforts – first place winners will receive \$150, second place winners \$100 and third place winners \$50. The 4th – 10th place winners will receive Knights of Columbus portfolios. Supreme also offers rewards for individual recruitment efforts. Please visit the website [www.kofc.org](http://www.kofc.org) for details.

**Membership Shirts** - Any council with 100% of membership requirements by June 30, 2013 will receive a state membership shirt. Any District deputy with over 150% of membership requirements by June 30, 2013 will receive a state membership shirt.

**Membership Jackets** - Any District Deputy with 100% of membership requirements by June 30, 2013 will receive a state membership jacket.

## The Value of a Member

Ten little members standing in a line,  
One disliked the president then there were nine.  
Nine ambitious members offered to work last,  
One forgot his promise then there were eight.  
Eight creative members had ideas as good as heaven,  
One lost enthusiasm and then there were seven.  
Seven loyal members got into a fix,  
They quarreled over programs and then there were six.  
Six members remained with spirit and drive,  
One moved away and there were five.  
Five steadfast members wished there were more,  
One became indifferent and then there were four.  
Four cheerful members who never disagree,  
Until one complained of meetings then there were three.  
Three eager members, what will they do?  
One got discouraged and then there were two.  
Two earnest members, each enrolled one more  
Doubling their number then there were four.  
Four determined members just could not wait  
Until each on another, then there were eight.  
Eight excited members signed up sixteen more.  
In another six verses there will be  
A thousand twenty-four.



## 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 for First, Second and Third degree Knights to aspire to join the Fourth Degree. Membership in the Fourth Degree allows a Knight to display pride in his country, 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
- Have been a member of the Order for at least 12 months
- Be a member in good standing within a council.
- Use these materials to help recruit members into the Fourth Degree:
- The “Introductory Flyer to the Fourth Degree” (#4544) 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 “A Message for Knights Who Want More” flyer (#4135) shows current Knights that the title of “Sir Knight” is truly an honor and that by joining the Fourth Degree they will strengthen their faith and their commitment to the Order.
- The “Fourth Degree Poster” (#4545) is suitable for posting in council halls or on church bulletin boards.

# **Addendum #1 - Information from the Mid-Winter Meeting (December 2011)**

## A Great Story to Tell

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 130 years. It is a very good story, one we can all be proud to be part of.

When encouraging your Councils 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 with:

- Insurance 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 intellectual 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 Councils to focus on the great work your Council's do everyday.

I'm convinced that all men are looking for a way to serve, a way to give back to God a small portion of His many blessing to us. Encourage the membership teams in your district to tap into this with their recruitment efforts and make the Knights of Columbus the vehicle for fulfilling this need.

- Pulpit announcements as a part of a membership blitz are a great way to reach a large number of men with that message.
- Combining that broad reach with one on one recruiting after mass is an effective way to recruit.
- Our membership playbook has step-by-step instructions for planning and executing a blitz and for preparing yourself for the one on one conversation.

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 Membership Playbook 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 membership playbook? 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 membership drive?
- **If they don't have an active membership team in their Council remind them everyday 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 second half of the year.**
- **Have you encouraged them** to work together with other District Deputies and across Councils to find new ideas and maximize their effectiveness?

When visiting your councils:

- Praise their success lavishly, build them up
- Challenge them in the areas where they need to be challenged
- Have frequent contact with your GKs, Council Officers, Directors and Chairmen and especially the membership teams.

I've been visiting Councils all year talking about the importance of membership growth. I first encourage them to have an **active membership team** with a membership director. They need someone whose job it is to plan the Councils recruiting efforts. Second they need to hold frequent first degrees and finally to remember why they joined and continue to be active and to share those reasons with family friends and parish members.

I know that it is difficult sometimes to generate the enthusiasm necessary to convince others to do something that requires the effort needed to successfully recruit new members. It isn't easy to convince someone to put together a membership drive or open house; it is sometimes difficult to overcome their objections, difficult to grab their attention at the end of a long business meeting. But that is what we are called to do. That is what we signed up for when we agreed to our leadership roles.

Maybe this quote from Teddy Roosevelt will help. I'm sure many of you have heard this.

**Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure... than to rank with those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat.**

**Theodore Roosevelt**

What the former president was telling us is that those who dare to assume the role of leadership, those who fight the good fight for a just cause are far better than those who never

dare or who never try.

You are the key to the growth of the Order in Kansas and the keys to our success in the second half of the year. 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, Father Michael J. McGivney for proof. He alone saw a need; he shared a vision for a solution to a problem that look to many to be intractable with a small band of men in the basement of his church. That vision grew into the Knights of Columbus. You and I and everyone in this room 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 and fraternity. 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. If we dare to do that, we will as Roosevelt said, "find glorious triumphs".

God bless you  
Vivat Jesus

## 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 from 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 their members.
- **BUILDING RELATIONSHIPS COMES FROM BEING A TRUE CATHOLIC AND FOLLOWING OUR CHURCHES BELIEFS.**



# Talking Points

## Discussion Topics for Council Visits

1. Sharing of net / net results with Councils provides a jolt that they don't often get. Last year's results: Gross intake of 1,205 new members but after suspensions, withdrawals, member deaths and transfers out of state our net/net total was 75 members. The entire state of Kansas only grew by 75. YTD gross adds are 398 with 166 loses for a net of 231 but our net / net is - 19. After quoting these numbers the need for an active membership focus in each Council is apparent.
2. Remind them of the great story the KofC has to tell; our many benefits of membership and the great works of charity and service we provide both nationally but more importantly locally. Ask them, challenge them to answer the question; who will replace them, who will carry on this work, if we don't grow the Order will their grandsons and great grandsons have a Order to join?
3. Stress the importance of a membership team. Stress the importance of having someone who's focus is the development and execution of a membership plan. If they can't pull together a team they should at least have a recruiting chairman and an active retention committee.
4. Stress the importance of having the membership team develop a recruiting plan for the Councils which includes:
  - Blitzes
  - Recruiting at council activities
  - Scheduling of frequent first degrees (at least 4 each year)
5. Use of the Shining Armor Award as a teaching tool that makes any Knight a better Knight and gets the newest members off to a great start.
6. Stress the importance of establishing a first degree team in the Council or if they already have on stress getting better and better with each degree to make a great first impression for new members.

## District Deputies & Council Meetings

Brother Knights,

My main job as your District Deputy is to help you promote membership growth in your council. So let's devote some of your valuable time to this subject.

I am here to learn from you and I hope you can learn something from me.

Let me ask how many of you have asked for a Knight since July? Good, now may I ask you what you said to the individual? Did you get a positive result? (If the Knight didn't get results it is time to help him).

What different wording or approach could he have used? Come on let's help each other with this issue.

Let me share with you an approach that I have been using that has gotten great results for me. I approach a family, especially with children in tow & I say: My what a wonderful family you have here, good looking, wonderfully mannered, my I'll bet you are proud of them aren't you Dad? **SAY, I WAS JUST WONDERING, HAS YOUR FAMILY HAD AN OPPORTUNITY TO BECOME A KNIGHTS OF COLUMBUS FAMILY YET?**

I'm sure you have heard of a lot of great things the Knights do haven't you? Well what do you say we give it a try?

You will find that a wife will become excited when she hears the word FAMILY. The husband will want to listen to what you say because he doesn't want anyone to think he is not a family man, particularly his wife.

Show him a form 100 & help him fill it out. Let him know that you will pick him up for the 1st degree on such & such a date at such & such time.

Brother Knights, please start asking people to join our order. At each meeting the rest of the year we are going to talk about recruiting new members for this council. Let's share our ideas that have been tried & we will work on improving them each month.

Vivat Jesus

# 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 Squires, 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 Supply Department. 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, 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 six Service Program areas that the council is involved in: Church, Community, Council, Family, Pro-Life, and Youth. These programs can be found in your playbook along with 20 examples of each program. 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.

- Church – Lead a Rosary before mass, or church cleanup day
- Community – Tootsie Roll drive, or a food drive
- Council – Repair church, school, etc., or a Rosary for deceased members

- Family – Family Christmas party, Parish picnic
- Pro-Life – Support Ultra Sound Donations, or support the Baby Shower program
- Youth – Free throw contest, or Columbian Squires Circle

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 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](http://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:

- 12 hours a year reading the weekly parish bulletin, the state and local council newsletters, Columbia magazine, and surfing the state councils and Supreme Council Web sites.
- 2 hours a year volunteering at the council's annual drive for people with intellectual disabilities.
- 2 hours a year attending, with his family, two council corporate Communion or prayer services at the parish.
- 2 hours a year on a council-sponsored Church, community, council, family, or youth project of his choosing.
- 2 hours a year attending one council meeting
- 4 hours a year enjoying (again, with his entire family) a council social function such as a dinner, dance, picnic, etc.

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 well-being 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 the First Degree exemplification 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 13,000 councils throughout the world
- Lots of Activities – Participation in a variety of programs and activities conducted by local councils

Proposing a new member is a terrific achievement. 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 First Degree and remain with him throughout the event. Introduce him to his fellow council members after the exemplification.
- Take the newly initiated member and his family under your wing. See that he learns council procedures and meets other council members. Accompany your recruit to his Second and Third degree exemplifications.
- 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.