

Maryland State Council Leadership Seminar June 24, 2017



Growing the Order Membership & Recruitment



Membership Team

- Membership Director Thom Partenope
- Membership Statistician Stephen Furth
- Recruitment Chairman Rick Ruby
- Retention Chairman Bill Santo
- African Outreach Emmanuel Madagu
- Burmese Outreach Aung Aung
- Filipino Outreach Hector Veloso
- Young Member Outreach Mike Danowski
Jim Campbell



Membership Team

- Hispanic Outreach

Dr. Henry Ramirez

Eduardo Torres

Alfonso Talavera

- New Council Development

Robert Marlowe, Jr

Harry Canter

- Roundtables

Joseph Feakes



Primary Goal in Membership

- One Star Council, per District, per Year
- Membership 365
 - Increase Membership
 - Increase number of councils recruiting
 - One Admissions Degree, per Council, per Month



Keys to a Great Growth Year

- Council Chaplain
- Star Council Requirements
- Programs
 - Your most visible and invaluable tool
- Membership
 - Recruit monthly
 - Leave no active council behind



Council Incentives

- In order to attain any of the council awards, a council must be in Good Standing current with all supreme council assessments as of June 30th of the fraternal year
- Father McGivney Award
 - Achieve the council's membership quota.
 - The quota for councils is 7 percent net increase of the council's membership as of July 1st
 - The minimum quota is 4 and the maximum quota is 18
 - No application form is required for this award



Council Incentives

- Founders' Award
 - Achieve insurance membership quota
 - The quota for councils is a 2.5 % net increase in insurance membership as of July 1 for the fraternal year
 - There is a minimum of 3 and a maximum of 18
 - There is no application required for this award
- All membership and insurance transactions must be received, processed, recorded and released at the Supreme Council by June 30



Council Incentives

- **Columbian Award**
 - Councils conduct and report at least four (4) activities in each of the Service Program categories:
 - Church, Community, Council, Culture of Life, Family and Youth
 - In addition each of the six Columbian Award categories has at least one featured program
 - By meeting all requirements for a featured program activity a council fulfills all requirements for that category
 - Must submit Form 365 Service Program Report to Supreme Council by August 1st of the current fraternal year
 - Complete and submit the Columbian Award Application (SP-7) by June 30th



Council Incentives

- Star Council Award
 - Father McGivney Award
 - Founder's Award
 - Columbian Award
 - Submits the Annual Survey of Fraternal Activity
Form #1728 by Jan. 31st



Council Incentives

- Star Council Award
 - Grand Knights who attain Star Council status during the fraternal year are entered into a drawing for one of the four incentive trips to the Supreme Convention
 - Grand Knight, membership director, program director and the field agent will receive the Star Council Lapel Pin which indicates the percentage of Membership achieved



Individual Incentives

- Shining Armor Award
 - Only available to new Knights in the first year of their membership
 - Be involved in three (3) council service programs
 - Attend at least three (3) council business meetings
 - Receive their Formation and Knighthood degrees
 - Meet with the council's insurance representative
 - Recruit at least one new member



Individual Incentives

- Silver Knight Award
 - Recruit two (2) new members
 - Participate in three (3) council programs
 - Attend three (3) business meetings
- Golden Knight Award
 - Recruit five (5) new members into the Order within the fraternal or calendar year



Recruitment

- Know the qualifications for membership
- Actively solicit the help of all council members
- Plan programs to help with recruitment
 - Open houses
 - Church drives
 - Be present at parish functions, family activities, fairs and youth programs
- Wherever Catholic men and their families gather, we should have a membership and recruitment presence
- Know and use State and Supreme recruitment programs and materials



Recruitment

- A proposer should assist his candidate in becoming part of the council family. Assist him in choosing an activity and a committee to fit his talents
- Be certain that your candidate is aware of the duties of being a Knight of Columbus and help him to become more aware as he progresses in the council and the Order
- Be with him at all his degrees. Never let a man go to a degree alone
- Know that as a proposer you are automatically a member of the retention committee as long as your new Knight is a member of the Order



Recruitment

- Don't forget the 18 year olds
- Squires
 - Report for Squires turning 18 years old
- Insurance
 - Work with your insurance representative to get a list of his clients who are between 17 and 18 years old.
 - Just because they have K of C insurance doesn't mean that they are Knights Yet!
- RCIA Candidates



Admissions

- Educate the candidate about the Knights of Columbus and gather information about him and his family
- Be sure that the candidate understands what it is to be a practical Catholic
- Inform the candidate about our principles and programs
- Discuss the financial obligations of the Council: initiation fees, dues, occasional assessments and the insurance program
- Use the admissions questionnaire form to capture questions and answers and retain records about the prospective member for the council



Advancement Chairman

- Assigned to track the progress of each Council member
- Keeps a record of the member and works with the proposer to inform each Knight of upcoming degrees, making arrangements where necessary to provide transportation
- Stress the importance of each degree, emphasizing that the statistics show that as a member attains higher degrees he is more apt to stay in the Order as time progresses
- The degrees emphasize and reinforce our Order's Principles and should be attended regularly



Retention Chairman

- The retention committee consists of three (3) members: the chairman and two committeemen
- The committee's duty is to establish a program to support the retention goals set by the Grand Knight and the Council
- The committee is key is keeping members active and in re-establishing contact with those members who have become less active
- Retention is a function of belonging and being involved
- If a new Knight is left alone and uninvolved he will drift away
- We all, through unity and fraternity, expect to be a part of the Council's activities



How Do We Move Forward?

- Develop a strong membership team in your Council. Include a membership chairman, recruitment chairman and committee, and an admissions chairman and committee
- Train your members on how to approach a stranger, or a friendly face, after Mass, at a devotion, at a support or Church event
- Help your members learn how to Ask a Man to Join the Knights
- Each Council has its own history, traditions and tale that are a great starting point for a discussion. Each member has a story of his own



How Do We Move Forward?

- Develop a Council Recruitment Plan. Prepare your members to speak with prospects and their wives about the Order.
- Wives are important in the recruitment process. They can relate their and their family's experiences in our Family organization
- Wear your name badges, your council jackets or your K of C hat. Be present as a Knight at your functions, at Mass, in the neighborhood; be visible
- Your council's insurance representative is a valuable member of your team as well. He meets men and their families daily. Some of these men are not yet Knights or are inactive or former members.
- Talk with him about possible reinstatements



Keys to Recruiting Success

- Talk about your positive experiences as a member of the Knights
- Share your enthusiasm for your Council
- Maintain a positive attitude and friendly body language
- Come out from behind the recruitment table
- Talk with the prospective member and his wife about how the Council benefits the family
- Make sure that your members are visible when conducting charitable service projects



Keys to Recruiting Success

- Presume that the prospect is interested in being a part of the Knights
- Ask him to help first; then ask him to join
- Ask “Would you be interested in learning more about the Knights and how we help in the community, Church and family?”
- “I don’t have time!” is an often heard response. Talk with the prospect about the “24 Hour Knight” concept; about giving time for one or two charitable projects a year, perhaps involving their families as well



Keys to Recruiting Success

- Promote your Council's spirituality
- Involve young people. Recruit a wide range of age groups
- Follow up with prospects in a timely manner.
- Contact them within a few days of your conversation to discuss the Knights more and explain the Admissions process
- Explain the importance of the Admissions degree in learning our first principle: Charity



Just as Father McGivney personally asked men to assist him in establishing his mission, so too must members of your Council continue that mission and ask every eligible Catholic man in your parish and community to join your council.

A direct result of successful recruiting is your council's ability to increase its charitable impact in your parish and community.



Questions?

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