

Membership

Why? When? How?



Why is Membership Growth Important?

- Strengthens our council
- Increases charitable outreach
- Enhances our insurance stability
- Furthers Father McGivney's vision



How do I Create the Membership Team?

- Membership Director
 - Recruitment Committee
 - Admissions Committee
 - Retention Committee
 - Insurance Promotion



Membership Director

- Manages Recruitment Committee, Retention Committee, and Insurance Promotions Committee
- Plans and coordinates council's schedule of recruitment programs



Recruitment Committee

- Continually keeps a list of potential candidates
- Three or more members
- Identifies and schedules recruitment drives
- Invites potential members to participate in council activities



Admissions Committee

- Ensures candidates understand the order
 - Why the Order was founded
 - What the Order and the council does
 - What benefits are available
- Ensures candidates know the dates of Admissions Degrees



Retention Committee

- Keeps members interested and participating in activities
- Recognizes member's accomplishments
- Ensures new members are welcomed
- Communicates with members
- Works with Program Director to encourage member participation



Insurance Promotions

- Ensure candidates understand the purpose of our Order
- Encourage members to meet with Benefits Advisor
- Share agent's message at meetings that Field Agent can't attend



What is the Quota?

Supporting Applications



Officers Desk
Reference



Fraternal
Training



Knights Gear

Membership Reports Forms Publications Prospect

| Awards Progress | | | | | | | | | Council Membership | |
|-----------------|-------|---------------|------|-----|--------------|------|-----|----|-------------------------------|-----------------------------|
| | Quota | Month to Date | | | Year to Date | | | | | |
| | | Gain | Loss | Net | Gain | Loss | Net | % | Total Membership 3/29/2018 | YTD Change in Membership |
| MBR | 4 | 0 | 0 | 0 | 3 | 0 | 3 | 75 | 41 | 5 |
| INS | 3 | 1 | 0 | 1 | 3 | 1 | 2 | 67 | | |



What Affects the Quota?

- New members (+)
- Readmissions (+)
 - Former associate members that have been suspended less than 7 years
- Reapplications (+)
 - Former associate members that have been suspended more than 7 years
- Reactivations (+)
 - Insurance members that have been suspended
 - Counts double!
 - New member
 - New insurance member
- Suspensions (-)
- Members quitting (-)



What Doesn't Affect the Quota

- Transfers in from other councils
- Transfers out to other councils
- Deaths of members



How Do We Recruit New Members?

- Lead by Example
 - Grand Knight needs to recruit new members
 - Speak about membership at every meeting
- Ensure Church Drives are planned and executed
 - Orderwide Church Drives are in October and March
 - But this isn't the only time for recruiting



How Do We Recruit New Members?

- Plan what you say to a prospective member
 - Why did you join the K of C?
 - Why are you still in the K of C?
 - What made you commit to be an officer and the GK?
- Be ready with an elevator speech
- Always be ready with a Form 100
 - Do your members have Form 100s?
 - Can they get one immediately, if needed?
 - If not, you stand to lose a new member



What is expected of councils?

- Get started on membership activities NOW
 - Don't wait until after the summer or you'll be behind
- Recruit one new member per council per month
 - This will ensure Star Council for membership growth for most councils
- Hold Admissions Degrees regularly to bring in new members
- Work with new members to get them through Formation and Knighthood degrees in a timely manner



What do we EXPECT from a new member?

- Participation when he's available?
 - One activity per year?
 - One activity per month?
 - One hour per month?
 - Attend every meeting?
 - Be a leader for an activity?
-
- Earn Knighthood degree



Promote the Insurance Program

- This is part of the requirement for Star Council
- Remember why the Order was founded
 - Speak about that
 - It's NOT about the quota; it's about protecting our families!
- Become familiar with the fraternal benefits available
- Work with your Fraternal Benefits Advisor



How Do We Earn Star Council?

- Earn Father McGivney Award for Membership Growth
- Earn Founders Award for Insurance Growth
- Earn Columbian Award for Programs
 - Submit SP-7 by June 30
- Submit Form 365 by August 1
- Form 1728 by January 31



When Do I Appoint These People?

- Your membership team should be in place now
- Focus on those people that are outspoken and not afraid to talk to people
- Starting early improves your chance at getting new members and earning Star Council



What Incentives Are There?

- VIP Points
- Shining Armor Award
- Silver Knight Award



VIP Points

- 500 points for each new member recruited are sent to the recruiter by Supreme
- 500 points = \$3
- Good at Knights Gear



Shining Armor Award

- Eligible during first year of membership
- Requirements
 - Attend 3 council meetings
 - Participate in 3 council events
 - Meet with Benefits Advisor
 - Attain Third Degree
 - Recruit 1 new member



Silver Knight Award

- All requirements must be within a fraternal year (July to June)
- Requirements
 - Earn/Be Third Degree
 - Attend 3 council meetings
 - Participate in 3 council events
 - Recruit 2 new members



Online Membership

- Online Membership Coordinator Mike Danowski



What Help is Available?

- State Membership Director
 - Ron Hassan
 - ronaldh246@verizon.net
 - 410-841-9103
- Your District Deputy
- Your Regional Advisor
 - What are they???
 - Who are they???



Regional Advisors Duties

- Help councils with membership and recruiting
- Attend council meetings quarterly
 - Preferably they will be allowed to address the council about membership
- Attend District meetings
 - Speak on membership activities and offer assistance as needed
- **THEY ARE HERE TO HELP YOU BE SUCCESSFUL WITH MEMBERSHIP. Reach out to them!**



Regional Advisors

- Prince George's Region – Keith Hurst
 - Districts 1, 4, 10, 15
- Carroll/Baltimore County Region – Bill Adams
 - Districts 21, 25, 32
- South Baltimore Region – Mike Ragolio
 - Districts 7, 13, 23, 24
- Western Baltimore Region – Jim Klein
 - Districts 2, 17, 19, 28



Regional Advisors

- Northern Baltimore Region – Curtis Phillips
 - Districts 5, 16, 27
- Montgomery Region – Tony Durso
 - Districts 6, 11, 18, 30
- Southern Maryland Region – David Wilson, Jr & Bill Waldron
 - Districts 3, 9, 12, 29
- Eastern Shore Region – Larry Houck & Tom Irwin
 - Districts 22, 26
- Western Maryland Region – Dirk Griffin & Stephen Penrod
 - Districts 8, 20, 31



Regional Advisors

- Spanish Councils – District Deputy
 - District 14
- College Councils – District Deputy
 - District 33



Questions

