



Membership

Why? When? How?

Ron Hassan
State Membership Director



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





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 is the Quota?

Supporting Applications

Officers Desk Reference Fraternal Training Knights Gear

Membership Reports Forms Publications Prospect

Awards Progress								
		Month to Date			Year to Date			
	Quota	Gain	Loss	Net	Gain	Loss	Net	%
MBR	4	0	0	0	3	0	3	75
INS	3	1	0	1	3	1	2	67

Council Membership	
Total Membership 3/29/2018	YTD Change in Membership
41	5





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?

- Divide your membership quota by 12 and that's your monthly recruitment target
- 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?

- Understand your Why?
 - 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 to sign up a new member
 - Do your members have Form 100s or the website on their phone?
 - 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





What Incentives Are There?

- VIP Points
- Shining Armor Award
- Silver Knight Award
- Golden 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



Golden Knight Award

- Recruit 5 new members
- Requirements must be met during either a fraternal year or a calendar year



Online Membership

- Check your Officers Online dashboard for Online Members
- When an Online Member indicates he wants to join your council
 - Supreme will email you
 - I will email you
- When an Online Member wants to join a council but doesn't pick one, Online Membership Coordinator will try to find the best fit and contact the GK



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 – Tom O’Harra
 - 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 – Brian Woerner & Stephen Penrod
 - Districts 8, 20, 31



Questions

