



# Maryland State Council Leadership 2020

Grand Knights



# Council Growth





# Star Council Award



- McGivney Award (Council Growth)
- Founders Award (Insurance)
- Columbian Award (Programs)
- Required Forms
  - #365 (Program Personnel)
  - #1728 (Fraternal Survey)
- In Good Standing with Supreme Council
  - Safe Environment Compliant



# McGivney Award



- 5% Net Council Growth
  - Reduced from 7%
- Minimum 3/ Maximum 20
  - Reduced from Minimum 4 / Maximum 35



# Founders Award



- Host and promote two Fraternal Benefit Seminars
  - Removed Quota of 2.5% and Min 3 / Max 18
  - No attendee minimum. However, seminar **MUST** be promoted
  - Can do combined seminars with other councils
  - Use approved presentations
  - General Agent reports completion to Supreme



# Columbian Award



- 16 Program Credits
  - 4 each in Faith, Family, Community and Life Categories
- Removed Required Programs
- Added More Featured Programs



# NEWS FLASH



- In an email from Robert J. Ennis at Supreme
  - “The Exemplification of Charity, Unity and Fraternity is Now Available On-Demand”
  - Interested Prospects Can Now Join the Knights of Columbus Any Time of the Day or Night, 24/7, at Their Convenience.
  - Continue Using the Same Invitation to Invite the Prospect to Register.
  - Once the Prospect Reaches the Registration Page, He Should Use the “On Demand” Link.
  - The 30 Minute Ceremony Will Start Upon Completion of His Registration



# Online Membership



- You will hear more about this later in the morning
- Just keep in mind your Guards will have to be vigilant when checking cards.
- Members that join online and pay the \$30.00 dues will receive a card. However it will not show a degree.
- Keep in mind these members can come to a meeting. However they cannot make any motions or vote.





# Online Membership



- The Guards should inform the Grand Knight that the Online Member is in the room.
- After the meeting the Grand Knight and the Council Growth Chairman should have a discussion with the Online Member about joining the council.
- In other words lock the doors and don't let him out until he signs a Form 100.



# Recruitment



- **MAKE IT PERSONAL**
- Develop a strong Council Growth Team
- Develop a Recruitment Action Plan for the Fraternal Year.
- Include Wives in the Recruitment Process
- Lead By Example
- Utilize Your Council's Benefits Advisor



# Recruitment



- **MAKE IT PERSONAL**

- Know the history of the Knights
- Know why you joined the Knights
- More to the point know why you are still in the Knights
- Know and be able to explain the programs you council participates in.
- Know the events you have so you can show it is not all work



# Recruitment



- Develop a Strong Council Growth Team Including:
  - A Council Growth Chairman
  - An Admissions Committee
  - A Recruitment Chairman
  - A Retention Chairman



# Recruitment



- Include Wives in the Process
  - They can describe how they have benefited by their husband's membership
  - They can tell other wives what is offered by the council
  - She can relate her experiences and explain how the Knights of Columbus is a **family organization**
  - She talks to a lot of other wives



# Recruitment



- Lead by example
  - Make an impression not only with potential members but with their families as well
  - Visibility is Recognition
  - Make yourself available to the pastor of your parish
  - Make yourself available to the Parish Council and offer the council's services when feasible
  - This could afford you an opportunity for a church activity in the Faith in Action Program
  - When participating always wear your Name Badge
  - **Be proud....Be visible as a Knight**



# Recruitment



- Use Your Council's Benefit Advisor
  - Remember He is Your Own Personal Salesman
  - Invite him to your meetings.
  - Invite him to your events
  - Let him get to know not only what the council does but also he can get to know your members and their families.
  - He is your NUMBER 1 FAN



# Retention



- Retention starts the moment you ask a man to join
- Your Retention Committee should consist of at least (3) members
- If possible the chairman should be a Past Grand Knight
- The committee's duty is to establish a program to support the retention goals set by the Grand Knight





# Retention



- This committee should keep in touch with all members you have not seen in awhile
- If the member is in danger of being suspended this is your last chance to “re-recruit”
- Please don’t only call members that owe you money and if you do be good listeners and try to be supportive.
- Something made them join the Order; try to rekindle that spirit



# Retention



- If you are on this committee you should sincerely have the interest of the member and the Order at heart.
- Be willing to hear any concerns that the member may have and create a positive plan to amend the situation
- Seldom will a single call resolve the situation
- Members of this committee have to be committed to the council and the Order
- A member saved is a treasure to be guarded!!



# Questions

