

COUNCIL GROWTH HANDBOOK

**Vince Grauso
State Deputy**

“We Are Servant Leaders”



**Tom O’Hara,
Council Growth Director**

tomco50@comcast.net

**Here in Maryland, “We ARE building better councils, one new member at a
time”**

Council Growth Team “GAME PLAN”

OUR GOAL AS A TEAM:

Is to make every council in Maryland Active in Recruitment; and to maintain an acceptable level of Council Growth, so as to cause the Knights of Columbus to become a stronger organization; and to continue the dream of our founder Fr. Michael J. McGivney and to offer EVERY Catholic Male over the age of 18 ***“THE EXPERIENCE OF A LIFETIME”***

OUR APPROACH AS A TEAM

- 1) To visit councils on a regular basis with the purpose of teaching methods of leadership, recruitment and retention.
- 2) Pay special attention to all “ZERO NEW MEMBERSHIP” Councils to ascertain what help and or instruction they feel they need to grow their councils.
- 3) To notify the DD & Grand Knight in advance of your planned visit.
- 4) Attend Quarterly State Meetings, IE: GK Seminar, Fall, Mid-Term & the Spring meetings.
- 5) Attend District Meetings when possible. At these meetings we will offer instruction on Council Growth and Retention along with questioning those present to determine in which areas the most help is needed.
- 6) Impress upon the councils the importance of starting the recruiting process immediately following elections. There are no vacations from recruiting.
- 7) It will be our responsibility to cover recruiting and retention as well as helping problem councils.

OUR MISSION AS A *TEAM*:

Our mission is to serve Our State, Our Districts and Our Councils.
We are a TEAM:

*T*ogether
*E*veryone
*A*chieves
*M*ore

MARYLAND STATE OFFICERS

State Chaplain

Rev. Jojo Opalda, JCL, 5502 York Rd., Baltimore, Md. 21212
410-427-7500, 410-435-5900
Email: fj_8117@yahoo.com

State Deputy

Vincent Grauso, (Mary Jane) 14771 Betula Way, Dayton, MD. 21036, Phone (410) 531-3463,
Cell (410) 340-5216, e/m VGrauso@yahoo.com (11898)

State Secretary

Christopher L. Powers, (Annie) 21885 Fairway Dr., Leonardtown, MD. 20650, Phone (301)
997-1518, Cell (301) 481-7208 e/m CPowersR2@MD.metrocast.net 1470

State Treasurer

Anthony N. Salvemini, (Kathy) 905 Boom Way, Annapolis, MD. 21401, Phone (410) 897-0670, Cell
(240) 472-7645, e/m a.ns@comcast.net (2577)

State Advocate

John F. Winfrey, (Gloria) 6614 Dunbrook Ln., Laurel, MD. 20708, Phone (301) 345-3794, Cell
(301) 332-9173, e/m JWinfrey@verizon.net (10885)

State Warden

Ronald G. Hassan, (Yolanda) 1549 Ringe Dr., Severn, MD. 21144, Phone N/A Cell (410) 841-9103,
e/m Ronaldh246@verizon.net (11214)

Immediate Past State Deputy

Dale W. Trott (Linda) 11666 Southern Maryland Blvd., Dunkirk, MD. 20754, Phone (301) 855-
5097, Cell (410) 507-9772, e/m DNLTrott@verizon.net

SUPREME COUNCIL INSURANCE DIRECTORS

Baltimore Area

Robert S. Marlowe, Jr., CLU, FICF 600 Fairmount Avenue, Suite 100, Towson, MD 21286
(Julie) 410-823-3800, robert.marlowe@kofc.org

Washington Area

Harry J. Canter 4353 Northview Drive, Bowie, MD 20716
(Cheryl) 301-262-4300, harry.canter@kofc.org

Western Maryland Area

Harry A. Helmick 20th Pl. Ofc. Suites, 1118 20th St., Ste. 222, Parkersburg, WV 26101
304-428-0100, harry.helmick@kofc.org4

Council Growth Team

Council Growth Director

Tom O'Hara (13859) 12909 Princeton Rd.; Baltimore, Md. 21220
(Cookie) Phone: 410-335-5107 Cell: 443-617-7548
Email: tomco50@comcast.net (13859)

Parish Round Table Chairman

Curtis Philips (Joan) 7014 Beach Ave., Baltimore, MD. 21206, Phone (410) 665-9749, Cell (410)
624-8559, e/m mdwarden@comcast.net (2521)

Online Council Growth Chairman

Hank Pokigo (Sherry) 10217 Bevans Ln. Middle River, MD 21220, Cell 410-713-1657
e/mhpokigo@hotmail.com

Council Growth Statistician

Bill McMahon (Jean) 16114 Kenny Rd., Laurel, MD. 20707 Phone 301-725-4007, Cell 301-385-
5208 e/m wemcm.1967@gmail.com

Regional Advisors

Region	Advisor	District	Councils
Prince George's	Roger Donnelly	3	2577, 9302, 12254, 14455
		4	2809, 5381, 10046, 10885, 11304, 11422
		10	2203, 5564, 9808, 11619, 14099
		15	4076, 5317, 11171, 11511, 16499
Carroll & Baltimore Counties	Steve Ransdell	21	1393, 3960, 5208, 7612, 9127
		25	1622, 1860, 11975, 14726
		32	205, 5058, 9462, 11787
Southern Baltimore	Bill Szyperski	5	7025, 10881, 10966, 11214, 14612
		7	2452, 2605, 2942, 10137
		23	7559, 11618, 12180, 12524
		24	1384, 3413, 5263, 8251, 11552
Western Baltimore	Chris Daigle	1	9638, 11341, 11898, 13294
		17	1960, 4449, 5466, 10648, 13069, 16104
		19	2901, 4011, 14102, 16304
		28	4606, 11615, 14535, 15768
Northern Baltimore	Steve Conley	13	370, 2521, 6021, 13859
		16	2002, 2427, 4714, 6188, 9729
		27	8736, 9815, 10100, 11372
Montgomery	Tony Durso	6	6901, 11024, 11105, 12127, 14297
		11	2169, 5547, 15084, 16634
		18	2797, 5567, 9774, 12796, 13008
		30	2323, 6793, 11106, 11769
Southern Maryland	Paul Zimmerman Steve Law	2	1470, 7914, 8159, 10957, 16986
		9	7870, 11259, 14572, 14775
		12	2279, 2293, 5482, 11484, 12128
		29	2065, 3849, 9258, 9968, 13091
Eastern Shore	Bernie Liswell Tom Irwin	22	3489, 9053, 11616
		26	2274, 7941, 11248, 12054, 14189
Western Maryland	Mike Jacobs Bob Sweitzer	8	1365, 11703, 11715, 14011
		20	586, 1442, 1771
		31	10525, 11815, 12255, 13290, 15985
Spanish Councils	District Deputy	14	13463, 16611, 17192
College Regional	District Deputy	33	1965, 13295, 14534

Districts, District Deputies and Councils

- 1 – DD Rick Opatick (9638, 11341, **11898**, 13294)
- 2 – DD Robert E. (Bob) Bowles Sr. (**1470**, 7914, 8159, 10957, 16986)
- 3 – DD Terry Reinhart (**2577, 9302**, 12254, 14455)
- 4 – DD Rivera Jose (2809, 5381, 10046, **10885**, 11304, 11422)
- 5 – DD Gregory McClain (7025, 10881, 10966, **11214**, 14612)
- 6 – DD Mike Lynch (6901, 11024, 11105, 12127, 14297)
- 7 – DD August (Buzzy) Stockman (2452, 2605, 2942, 10137, 13073)
- 8 – DD Brian Kurtyka (1365, 11703, 11715, 14011)
- 9 – DD John Weaver (7870, 11259, 14572, 14775)
- 10 – DD Michael T. Webster (2203, 5564, 9808, 11619, 14099)
- 11 – DD Russell R. Sutton, Jr. (2169, 5547, 15084, 16634)
- 12 – DD James Hojnowski (2279, 2293, 5482, 11484, 12128)
- 13 – DD Lawrence T. Horlamus (370, 2521, 6021, 13859)
- 14 – DD Willans Castillo (16611, 13463, 17192)
- 15 – DD Lewis Smith (4076, 5317, 11171, 11511)
- 16 – DD Michael Landot (2002, 2427, 4714, 6188, 9729)
- 17 – DD Mark Mangus (1960, 4449, 5466, 10648, 13069, 16104)
- 18 – DD David C. Czarnecki (2797, 5567, 9774, 12796, 13008)
- 19 – DD Greg Lynch (2901, 4011, 14102, 16304)
- 20 – DD John Hershberger (586, 1442, 1771)
- 21 – DD David Love (1393, 3960, 5208, 7612, 9127)
- 22 – DD Charles Doherty (3489, 9053, 11616)
- 23 – DD Alan Pultyniewicz (7559, 11618, 12180, 12424)
- 24 – DD James F. Ryan, Jr. (1384, 3413, 5263, 8251, 11552)
- 25 – DD Richard Casazza (1622, 1860, 11631, 11975, 14726)
- 26 – DD Barry Donadio (2274, 7941, 11248, 12054, 14189)
- 27 – DD John (Mike) Novak (8736, 9815, 10100, 11372)
- 28 – DD (4606, 11615, 14535, 15768)
- 29 – DD Dave Spigler (2065, 3849, 9258, 9968, 13091)
- 30 - DD Kevin J. Kennedy (2323, 6793, 11106, 11769)
- 31 - DD Art MacLarty (10525, 11815, 12255, 13290, 15985)
- 32 - DD Peter Hammerer (205, 5058, 9462, 11787)
- 33 - DD Thomas Wong (1965, 13295, 14534)
- 34 – DD Andrew Michaels III (Defunct Councils)

INTRODUCTION

It began in 1882 with a handful of men in the basement of St. Mary's Church and a visionary, Fr. Michael J. McGivney. His dream, the Knights of Columbus, is now a reality. The Order has provided an outlet for Catholic men to gather and exercise the principles of charity, unity, fraternity, patriotism and their catholicity for over 138 years. With a current membership of over 1.9 million members, we are the **largest international Catholic family-oriented, fraternal organization in the world!**

But we can do more! We are now in a position to help the Order achieve a momentous goal – to reach 2.0 million members in this decade. The State Deputy of Maryland has set a goal of assisting each council to reach their council growth goal for the upcoming fraternal year. I know you may think this a lofty goal; however, our objective is to help each council to recruit their goal and beyond. That is what will make our councils successful and as a team we can make it happen!

So who is your team? The State Council Growth Team is comprised of your State Officers, State Council Growth Director, State Retention Chairman, Council Growth Regional Advisors, New Council Development Chairman, Fraternal Benefit Advisors and District Deputies. They are always available to answer questions, make suggestions and solve any problems that may arise. Utilize them, along with this handbook and other materials that you may receive, to ensure the success of your Council's growth plan.

In addition, utilize your Chaplain; he is your greatest asset. You only have to ask for his guidance and spirituality. Ask him to design a spirituality program for your council. Make him part of your programs, not only with the Chaplain's report, but also with council functions. Ask him what he would like to see in the agenda for the year; what does the parish need and how the council can help fulfill those requirements. As committed as you are to the Order, he is as well.

Here in Maryland, while numbers are important, “WE ARE BUILDING BETTER COUNCILS, ONE NEW MEMBER AT A TIME!!”

So what is our advice to you? Here are just a few ideas of what you can do to build your own successful council growth plan:

MAKE IT PERSONAL!!

1. Develop a strong council growth team within your Council to include a Council Growth Chairman, Recruitment Chairman, Retention Chairman and Admissions Committee. Be sure that the men you have chosen are comfortable in their positions. Are they able to be outgoing with people that they may not know? Can they communicate the ideals of the Knights of Columbus?
2. Educate your team with the guidelines outlined in this handbook and bolster their confidence. Show them that they are a critical part of your administration.
3. **Develop a recruitment action plan for the fraternal year** with your council growth team. By having a well thought out plan you will be prepared for all of your council growth activities, which will ensure a strong year for your council. Each Council Member should focus on council growth each and every day of the year. Each Council must tell their story. **Each council must make a contribution to the Order today, tomorrow and every day going forward.** In addition each District should plan and hold an Exemplification of Charity, Unity and Fraternalism EACH Month! (Read the Council Growth column in the State Bulletin each month for tips on how to succeed.)

MAKE IT PERSONAL AND ASK!!

4. Include wives in the recruitment process. Wives can describe how they have benefited by their husband's membership and what is offered by the local council. She can relate her experiences and explain how the Knights of Columbus is a *family* organization.
5. **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 parish council and offer your services when feasible. This could afford you an opportunity for a church activity in the Faith in Action Program. When participating in a council or parish activity, always wear your name badge, council hat or council attire. ***Be proud. . . Be visible as a Knight!***
6. Utilize your council insurance agent; remember that he is your own personal salesman on your council's membership team.

This handbook outlines the functions, responsibility and strategies for building “*your team*”. It will give you suggestions for membership programs; ideas for recruitment, retention and reactivating members; and forms that you will find beneficial. But these are only guidelines; tools for your to use. The leadership of the Grand Knight, the initiative of the council growth chairman and the support and participation of the entire council’s members and your State Council Growth Team are needed to ensure that you have a successful membership program.

MAKE IT PERSONAL!!

Recruit good quality Knights by having them attend an information night so that they truly understand the Order, the Council, our Principles and their financial obligation. **Retain** your membership by having a strong Faith in Action Program and contacting them on a regular basis. **Reactivate** former members who once had thought enough about our Order to join it, these men are perfect recruitment prospects. Follow this plan and you will **Revitalize** your Council’s membership and help our Order reach its ultimate goal of 2.0 million members!

YOU JUST NEED TO Ask !

Remember “One at a Time”

EXPECTATIONS of the STATE COUNCIL GROWTH TEAM:

(Directions given to the State Membership Team – this is THEIR Charge for the next two years)

- 1) To visit councils on a regular basis with the purpose of teaching methods of recruitment and retention.
- 2) Pay special attention to all “ZERO NEW MEMBERSHIP” Councils to ascertain what help and or instruction they feel they need to grow their councils.
- 3) To notify DD & Grand Knight in advance of your planned visit.
- 4) Attend Quarterly State Meetings, IE: Leadership Seminar, Fall, Mid-Term & the Spring meetings.
- 5) We will attend District Meetings when possible. At these meetings we will offer instruction on Council Growth and Retention along with questioning those present to determine in which areas the most help is needed.
- 6) Impress upon the councils the importance of starting the recruiting process immediately following elections. There are no vacations from recruiting.
- 8) It will be our responsibility to cover recruiting and retention; as well as helping problem councils.
- 9) You are asked to attend State functions which include but are not limited to: Leadership Seminar, The Membership & Program Seminars (In your Area): State Picnic; Columbus Day Ball; Fall Meeting; State Memorial Mass; Mid-Term Meeting; Founders Day Mass; Spring Meeting; and Chapter Meetings that are in your area.
- 10) In addition, if there is a State Function, IE: Basket Ball Free Throw – We WILL have a Membership Table/Booth & YOU should be recruiting!!
- 11) We are attempting to regionalize all this. So unless there is an emergency, you will not be asked to travel the State to cover recruitment drives. You may be asked from time to time to assist in your area if we start to develop a New Council, but we’re going to try to keep you all close to home.
- 12) Answer ALL communications & requests in a prompt fashion.
- 13) READ your email Daily!!

INACTIVE INSURANCE & ASSOCIATE MEMBERS

Former and inactive insurance members are men who once thought enough of our Order to join it. Because of their knowledge of the Order, these men are perfect recruitment prospects. Focus on these former and inactive members in all recruitment efforts. Listings of former members and inactive insurance members are available from the Supreme Council Department of Fraternal Services. Call upon your State Inactive Insurance & Associate Member Chairmen to assist you in this endeavor.

NEW COUNCIL DEVELOPMENT

New Council Development, while not usually addressed as part of council growth, is in fact a key element and so closely related that we would be remiss to not include it in this handbook. If you are aware of a parish desiring a council, please notify your District Deputy and send a copy to the State Council Growth Director. The goal of the Supreme Council as stated by Supreme Knight Carl Anderson is that *“we have nothing less than a moral obligation to offer every eligible Catholic man the opportunity and the privilege of membership in our Order”*. He also stated, *“We must have a Knights of Columbus presence in every parish”*. Father Michael J. McGivney had this same goal in mind when he first instituted the Knights of Columbus in 1882. Development of a new council is technically the responsibility of the District Deputy working in conjunction with the New Council Development Chairman or Co-Chairmen and the Fraternal Benefits Advisor. However, most District Deputies who have started new councils have learned that they truly need assistance in order to succeed

Remember to have PARISH ROUNDTABLES for every Parish you support

While this is a formidable task, it is not meant to paralyze those councils currently supporting several parishes nor those that possess substantial council homes. The real objective of a *“council presence in every parish”* is to afford a body of men who are ready and willing to take on the tasks requested by the pastor in support of parish programs as a means to do so. *The pastor then has direct access to the resources of the largest international Catholic family-oriented fraternal organization in the world.* Given today’s environment, how can we as Knights refuse to offer ourselves, as servants of Mary, to the shepherds placed at the head of our parishes.

This overview is a condensation of Supremes New Council Development Handbook but is provided here to expand the corporate knowledge based in the Maryland State Council and to diminish some of the misconceptions generally held by neighboring councils.

During the development of a new council, the initial charter membership base is intended to be made up on new Knights and reactivated Knights. We expect to see a few transfers from nearby councils, but not wholesale movement. More often than not, there are men who have not been actively involved in their current council but do become active in their parish-based council. Therefore, we expect little impact on the membership of adjacent councils but rather an overall increase in the growth of the Order. This has certainly been the experience over the past several years in the State of Maryland during which time we have instituted several new councils and nearby council growth has generally been minimally affected and often has entered a period of growth.

Some key elements must be understood with regard to New Council Development. Regardless of the overall objective of the Supreme Office, not every parish can sustain a council. Minimum requirements for a new council are 25 new men. It eases the burden significantly if we have the approval and support of the pastor to start a new council. Experience has shown that the institutions, growth and longevity are very difficult if any of these elements are missing. The task of starting a new council is further simplified if another council in the area acts as a sister council and offers manpower and guidance in the initial membership drives, Exemplification and council organizational activities.

Our fraternal partners, Harry Canter, Robert Marlowe and Harry Helmick, serving as the General Insurance Agents, and their Fraternal Benefits Advisors in the field, can be of great assistance to the District Deputy. They enjoy a close relationship with the Supreme Council and can assist in getting support material in an expedited manner.

Once initial approval has been gained to begin a new council, it is imperative to move quickly in order to maintain rapport with the pastor. The District Deputy works with the pastor to identify a potential “key person” whom the pastor can use as a liaison with the Knights. The District Deputy will initially act as the council’s Grand Knight until the new council is formed and holds elections. The District Deputy should also appoint someone to act as the interim Treasurer and Financial Secretary. The District Deputy also coordinates growth drives with the pastor and ensures that other Knights are available to support these drives. When the requisite number of members is recruited and the council is ready, the District Deputy will conduct the formal organization of the new council. The initial steps to be undertaken here are the choice of meeting nights, council name, and development of by-laws and election of officers. (**NOTE:** Councils may be named after

deceased persons, localities or significant events. The Supreme Council prefers that no two councils in the same State Council have the **EXACT** same name. (There can exist a St. Mary's of East Oshkosh Council and a St. Mary's of West Overshoe Council but not another St. Mary's of East Oshkosh Council.) After institution, the District Deputy submits the required paperwork and the Supreme Council issues the council a council number. The Charter Grand Knight nominates up to two persons to serve as permanent Financial Secretary. One is then selected by the Supreme Council to serve a three-year term.

In recognition of the institution of a new council, it is customary for the District Deputy to notify the State Officers and the State Council Growth Director of the date of the installation of officers and request their attendance. The District Deputy should also send notification to the State Officers and the State Council Growth Director as to the council's installation ceremony date. It is also appropriate to request a Fourth Degree Color Corps and Honor Guard to participate in the installation. Try to set dates that do not conflict with State programs, trips or other activities that would limit attendance.

Online Council Growth

- You can find, track and transfer Online Members in Officers Online
- All **Online Members who express interest in joining a local council** will appear under the "Prospect" tab in Officers Online.
 - Supreme emails the Grand Knight
 - We email the Grand Knight and District Deputy
- The Online Membership Coordinator can **assign** online members as **member-prospects** to a specific local council based on where they live, or where they attend Church.
- To **view additional information** about the member, you can **click the member's name**, and an info window will pop up.
- After prospects are assigned, they can be viewed by councils in their prospect tab.
- The tab will **ONLY** Be Seen by the Grand Knights and Financial Secretaries
- Once the member goes through the admissions process and takes the Exemplification of Charity, Unity and Fraternity, he can be transferred.
- Add the read date in the "Grand Knight Approval" section
- Add the ceremonial date in the "Financial Secretary" section
- Click update
- Dates can be added separately, but once the Exemplification date is added he will be transferred.

- There is **NO NEED** to submit a form 100 when using this method
- Councils will receive +1 when an online member transfers into a local council
- If the member is an insurance client, you will receive a +1 for that as well
- Members can get proposer credit for recruiting via online membership
 - In the “How did you hear about us” field select K of C Member
 - A field to enter his Membership Number will appear.

FUNCTIONS AND RESPONSIBILITIES

The success of any program is dependent upon the commitment of its leaders. They will provide the interest, the motivation and the execution for the goals they set. The excitement, drive and ambition of each of the main positions of the membership team will come from one man *The Grand Knight!*

GRAND KNIGHT

The Grand Knight is the current CEO of his council. It is up to him to ensure the proper functioning of the council. The growth, financial, organizational, and procedural wellbeing of the council is his responsibility. It is up to the Grand Knight to set the climate for his year, motivate and drive the chairmen he chooses to support him, and keep the programs lively and entertaining for the membership. It will be up to the Grand Knight to:

- A) Establish council growth goals (recruitment and retention). Review your requirements for Star Council and commit to exceed them.
- B) Commit to **OUR COUNCIL GROWTH 365 STRATEGIC GROWTH PLAN.** This is not to exclude two major recruitment drives during the Fraternal Year.
- C) Schedule frequent Exemplifications, preferably close to the recruitment drives.
- D) Appoint council growth, recruitment, admissions, and retention committee members from Brother Knights who are energetic, enthusiastic, knowledgeable and dedicated.
- E) Oversee council functions pertaining to council growth (council growth drives, retention efforts, information nights, and open houses).
- F) Keep in constant contact with all functioning committees to assure that the goals are on track.
- G) Keep the District Deputy informed of exemplifications and council growth drives and ask for his assistance if needed.
- H) Promote teamwork, cohesiveness and cooperation between the committees to help reach the ultimate goal.

**The Grand Knight is the HEART of the council
The members are the blood
The Grand Knight is responsible for keeping the blood flowing
And keeping the body alive and active!
New blood helps to revitalize organs that may become idle.**

COUNCIL GROWTH CHAIRMAN

The Council Growth Chairman is responsible for the Council's entire growth plan and is a direct extension of the Grand Knight. Chosen by the Grand Knight for his enthusiasm and dedication to the Order and the council, he is responsible for:

- A) Choosing the recruitment, admissions and retention committee members. Choose wisely and be assured of their commitment to the Order and the Council. Remind each of them of the vital role that they hold in the future of their council.
- B) Instructing each of the committee members on how to be effective in their capacities.
- C) Teaching them how to "sell" the Knights of Columbus above other prospective organizations competing for their time and attention.
- D) Re-educating yourself and the committee members on the principles of the Order and its precepts. Be ready to answer the question WHY?
- E) Allowing your committee members to try new methods of recruiting and guiding them to achieve the goals set by the Grand Knight.
- F) Coordinating exemplification dates with the Grand Knight. Make sure that eligible members are informed of all exemplifications in the area.
- G) Publicizing and supervising recognition programs for active sponsors.
- H) Be sure to convey to the new members not only the principles of the Order, but also the financial responsibilities and our need for their active participation. Remember these new brother Knights are the future of our Order.

RECRUITMENT CHAIRMAN

The Recruitment Chairman is empowered with carrying out a growth plan to support the council's growth goals. He should:

- A) Know the qualifications for membership.
- B) Work to promote recruitment of men into our Order.
- C) Keep the members of the council ever vigilant to aid him in his efforts to increase the membership.
- D) Constantly plan programs in pursuit of the goal.
- E) Plan open houses, church drives and be present at parish functions where Catholic men gather.
- F) Be familiar with the State and Supreme recruitment programs and make use of the information and advertising material they offer.

In working with the sponsor, the Recruitment Chairman can:

- A) Supervise the two-on-one recruitment of new members.
- B) Assist the financial secretary in preparing the new recruits for their Exemplification.
- C) Assist the Grand Knight by aiding in the new recruit's assignment to a council committee as soon as they are recognized as a Brother Knight.
- D) Work with the Retention Committee to conserve membership wherever possible.

ADMISSIONS COMMITTEE

The Admissions Committee is chaired by an appointee of the Grand Knight, Other members of the Committee should include: the Council Chaplain whenever possible. At the very least, the Chaplain should review every applicant to verify Catholicity. The Program Director, and two or three additional members, preferably well experienced Knights such as Past Grand Knights, Trustees, etc. It will be the Admissions Committee's responsibility to meet at regular intervals (or more often if completed Form 100's are collected) and interview the prospective candidates. It will also be their responsibility to:

- A) Educate the candidate about the Knights of Columbus and gather information about the candidate.
- B) Be sure that the candidate understands what it is to be a practical Catholic. Is the candidate attending Church regularly?
- C) Inform the candidate about our principles and programs. Find out what the candidate's interests are and where he and the council would benefit by his involvement. Obtain a commitment to serve on one or more activity committees.
- D) Discuss with the candidate the financial obligations of belonging -- the initiation fee, dues and the insurance program offered by the Knights. Reference should also be made to the Fraternal Benefits Advisor who will also be contacting the member.
- E) Utilize an Admission Questionnaire (Form #391 or create your own) to retain records for the council about the prospective member -- birth date, marital status, children, wife's name, anniversary date and other pertinent information that will be beneficial to the council.

RETENTION CHAIRMAN

The Retention Committee should consist of at least three (3) members. The Grand Knight is the ex-officio member of the Committee. The Chairman should be a Past Grand Knight, and at least one other member. It is this Committee's duty to establish a program to support the retention goals set by the Grand Knight and the council. Utilize the Financial Secretary when needed; he can supply you with a list of members at risk of suspension. **THE FINANCIAL SECRETARY IS NOT YOUR RETENTION COMMITTEE.**

This is your last chance to "re-recruit" members in danger of being suspended. When contacting members at this stage, be good listeners and try not to be defensive. Something made them join the Order at one time; try to rekindle that spirit in them again. Try to help them resolve issues they may have with the council or refer them to someone who can help.

The Retention Committee should consist of men who sincerely have the interest of the member and the Order at heart. They should be willing to hear any concerns that the delinquent members may have and create a positive plan to amend the situation. Seldom will a single call resolve the situation – be sure the Retention Committee is confirmed in its task. A member saved is a treasure to be guarded.

SUMMARY

Both recruitment and retention begin the first moment a prospective member is introduced to the Knights of Columbus. You never get the chance to make a second impression; first impressions last a lifetime so make yours the very best. Each member of your council is a recruiter; each with their own personality and demeanor. Guide them through example and they will attract new members. Retention is a function of involvement and belonging. If a new Knight is brought in and then left alone and uninvolved, you will lose him forever. Make him feel needed and wanted. Assess his individuality and match him with similar members. Show him how **PROUD** you are to have him as a member . . . **PROUD** to be his Brother Knight. ***YOUR PRIDE IS HIS PRIDE . . . WEAR IT LIKE YOU DO YOUR NAME BADGE!***

MAKING IT PERSONAL!!

In this section, we hope to supply you with the necessary strategies for succeeding at **council growth**. Use this as a guide to prepare your council growth team so that they can execute an effective campaign. However, this is just a **GUIDE**. You must tailor these strategies to your own council's needs. Call upon your State Council Growth Team if you have any questions or difficulties. *(See the Supreme Council's booklet entitled "How To . . . Succeed At Membership Recruitment" – Form #2769.)*

- ❖ Organize Your Council Growth Committee and Set Your Goals – Select Knights who are dedicated and enthusiastic.
 - Set council growth goals to exceed quota, achieve Star Council, break previous records, etc.

- ❖ Build a Prospect List – Include local priests, ushers, parish council members, choir members, lectors, new parishioners, and vendors and don't forget family members.

- ❖ Recruit Using 2-on-1 Concept – Organize two-man recruitment teams (can be a husband/wife team)

- ❖ Hold A Church Drive – Obtain pastor's approval for a recruitment drive – suggest having your drive on a Community Sunday and provide donuts/pastries.

- ❖ Conduct an Open House – "Exhibit your products" and what your Council and the Order have to offer.

- ❖ Organize an In-House Open House – Host an open house in a member's home; invite husbands and wives.

- ❖ Conduct a Recruitment Invitation Program – Send an invitation to each prospect's family; follow-up with a phone call/visit.

- ❖ Recruit Former Members – The easiest potential members to recruit are those that were former members. See Reactivation Section of this handbook.

- ❖ Promote Insurance – The Order was founded in part to provide financial security. Today, one of our primary fraternal benefits is still our insurance program. See the Insurance Section of this handbook for more information.

- ❖ Use an Admissions Committee – This will provide a mutual understanding of expectations and is the first step to membership retention.

- ❖ Schedule and Conduct Exemplifications

- ❖ Recognize Council Recruiters – Let your recruiters know that they are a vital council asset; recognize and reward their efforts.
 - Utilize the Shinning Armor Award from Supreme for NEW Members.
 - Utilize the Silver Knight Award from Maryland State for ALL Members.

- ❖ Order Supplies/Council Growth Videos – Utilize the many promotional materials available from the Supreme Council.

- ❖ **Remember that recruiting is a 365 day a year project.**

HOW TO CONDUCT A SUCCESSFUL MEMBERSHIP DRIVE

1) **Time.** Coordinate your drive with an Exemplification date. If your council does not have a team, check with other councils in your district for their Exemplification dates, places and times. Do not lose a prospective member by making him wait too long for his initiation.

2) **Facility.** Clear the drive with the pastor. Are you prepared for inclement weather? Will there be other things going on outside the Church on that date? Consider every possible scenario and be prepared to adjust and regroup.

3) **Advertisement.** Place an announcement in the Church bulletin several weeks before the drive and then weekly. Ask the pastor for permission to make a pulpit announcement. Better yet, ask your Chaplain to make the pulpit announcement. If he is willing, ask him to follow up with information of what the Knights have done in the parish for him and the value of being a Knight.

4) **Support.** Notify the following people about the drive dates and provide them with the Grand Knight's goals:

a. **The Chaplain.** Ask him to assist after Masses if he is available.

b. **The State Council Growth Team.** If possible we will have a team representative present to assist the council in their efforts. Contact your team member assigned to your district.

c. **The District Deputy.**

d. **The Fraternal Benefits Advisor.**

e. **The Council's Growth Team.** Have men well versed in the Order present to answer questions. Have Knights well known in the parish visible. It may appeal to members to join based on their association with these men.

5) **Training.** Review with your growth team the following information. Make sure that the team is well versed in the principles of the Order, the tenants of our Faith and the workings of your particular council.

a. **Faith in Action** (how your council participates in each category)

1. Faith
2. Community
3. Family
4. Life

b. State-sponsored Programs and Events

1. Widows Program
2. Tootsie Roll Program (assisting the mentally and physically challenged)
3. State Charity Fund (assisting members and non-members in need)
4. Scholarship program (available to members and their families)

c. Communication

1. Knightline
2. Columbia Magazine
3. Council Newsletter
4. Web Sites (Supreme, State, Council)

d. Supreme Fraternal Service

1. Insurance
2. Retirement Annuities, 401-K Plan, Long Term Care
3. Educational Funding Plans
4. Scholarship Programs

e. Recognition Programs

1. Knight of the Month/Year
2. Family of the Month/Year
3. Recruitment Awards (Shining Armor, Silver Knight and the Golden Knight, VIP, etc.)
4. Retention Awards

f. Membership Costs

1. Initiation Fees
2. Council Dues (payment plans available)
3. Time Commitment – Make sure they understand, the Knights of Columbus is glad for their commitment as THEIR schedule permits.

6) **Materials.** Place an order from Supreme for the following materials well in advance of your membership drive: (*At least 3 weeks*)

- a. Form 100's
- b. Prospect cards (Form 921 – 921A) or make your own information sheets
- c. Fraternal benefits flyers: #2761 – A Program of Fraternal Benefits, #2668 – College Education Guarantee, #1078 – Are You Enjoying All the Benefits of Membership, #2773 – Member/Spouse Fraternal Benefits, #3079 – Our Beliefs Are His Beliefs (obtain from Fraternal Benefits Advisor)

- 7) **Information Night (Open House).** Chose a date in the near future for prospective members and their families to meet with the Grand Knight, the Admissions Committee and the Fraternal Benefits Advisor.
- a. Have sponsors, or men willing to be sponsors, on hand for the event.
 - b. Have a television and VCR available to show Knights' videos.
 - c. Prepare a photo album or display of past events.
 - d. Allow time for the Chaplain, Grand Knight and Fraternal Benefits Advisor to speak **BUT KEEP THE PROGRAM SHORT!**
 - e. Have council members' wives on hand to answer any questions that the ladies may have.
 - f. Invite prospective members as the Grand Knight's guest to a social event that the council may be having in the future.
 - g. **GET THE FORM 100 SIGNED!**

- 8) **Exemplification:** Have the dates, times and locations of the Exemplification
- a. The Grand Knight should send the candidate a personal invitation FOLLOWED UP by a Phone Call!
 - b. Offer to carpool the men to the exemplification if it is not at the home council.
 - c. Make sure that the sponsor or council representative accompanies the candidate to the exemplification. **DO NOT ALLOW HIM TO GO ALONE!**
 - d. Have the members' Degree card prepared and with you.
 - e. The Grand Knight or sponsor should invite the candidate to sit with you for the rest of the meeting and during refreshments. Make him feel welcome.
 - f. Be sure to invite the candidate's family and friends to the exemplification.

- 9) **Follow-Up – Keep Records.** Have sponsors call new members and invite them to council events. This way they will know someone and not feel like a stranger.

Your Retention Plan begins at the Admissions Committee Meeting. Here you start to get your new Knight involved by:

❖ Having him participate in the “**Shining Armor Award**” Program during his first year as a Knight. To earn this award he must –

- Be involved in at least three council service programs
- Attend at least three council business meetings
- Meet with his Council’s insurance representative
- Recruit at least one new member.
- Remind him he’s eligible for the Silver Knight Award by recruiting a 2nd new member

❖ Have him participate in the “**Silver Knight Award**” This award is available to ALL

Knights in the Maryland Jurisdiction. To earn this award he must –

- Be involved in at least three council service programs
- Attend at least three council business meetings
- Be or Become a Third degree Member
- Recruit at least TWO new members.

❖ Assign your new Knight a mentor. The mentor can keep him active by inviting him to council meetings and events and have him participate in program.

❖ Make sure that your new Knight is called when there is a meeting, event or Rosary.

❖ Keep them interested and **ACTIVE!**

❖ Think Regionally! If a member is inactive or in arrears because they have moved, see if they can transfer to another council that is closer to them even if it is in another State! **This way you will not be charged with a suspension!**

❖ Some men will find that they are not suited for the Knights of Columbus. Rather than withdraw formally, a member may drift away and stop paying dues.

Before stepping through the KofC Suspension Process, make a commitment to:

- ***Diligently attempt to reach the member. Listen to his reasons for drifting away.***

- *Use the knowledge you gain by listening to this member to improve the council, and possibly retain this member.*
- *Recruit 2 members for every member you suspend (net growth).*

For those members that are in arrears, follow these guidelines and timeframes to complete the retention process:

- Dues notices are mailed to members on December 15 and are payable as of January 1.
- A second notice should be mailed on February 1 and a **Retention Worksheet** should be forwarded to the Council Retention team.
- The third and final notice should be mailed on April 1.
- The Council Retention Team should be attempting to contact the member by phone or in person to investigate why the dues have not been paid and to suggest a payment method (partial payment or is there a crisis)
- After these attempts to contact the member have failed, the delinquent member's name and phone numbers should be forwarded to the District Deputy and your assigned Membership team member.
- After May 1, the Grand Knight and the Financial Secretary should issue the Intent to Suspend – Form 1845. No member LESS than 12 months Past Due in their Dues should be considered for suspension, instead this time should be utilized by the retention committee!

Suspension Policy

The Worthy State Deputy realizes that with the pandemic we are experiencing councils that may be financially strapped. Because of this they are looking for any way they can to save money. One way we are finding councils are doing this is by suspending members who are behind in their dues. Supreme has helped by not charging Per Capita this Fraternal Year. However, there are still charges from the State and the Chapters along with other expenses a council may incur. Keeping all of this in mind the State Deputy would like you to follow all of Supremes' procedures when suspending someone. Along with that he would like you to follow the suspension guidelines below:

- 1-Do not suspend anyone until your Retention Committee has spoken to him.
- 2-Do not suspend anyone who is three or less years in arrears.
- 3-Do not suspend anyone who is within two years of getting Honorary Life status.

4-If you absolutely must suspend someone have your Council's Growth Chairman be prepared to replace him with two new members.

5-If you have five or more suspensions please spread them out over a few months.

6-if you find you are having trouble retaining members for any reason contact the Retention Chairman in your Chapter. It is his job to help you write a retention plan and make suggestions on how to solve the problem.

The Suspension Process is:

1-The Financial Secretary sends a Timely First Notice, Second Notice, and Knights Alert to the Council Member.

2-Thirty days after the Knights Alert, the Retention Committee contacts the delinquent Council Member.

3-For each member being suspended, you must submit:

a-Form 100 Membership Document

b-Form 1845 NOTICE OF INTENT TO RETAIN.

c-These forms must be signed by BOTH the Grand knight and the Financial Secretary. These forms can be emailed to: membership@kofc.org.

Any questions concerning the Suspension Process should be brought to the Maryland State Financial Secretary Advisor, Jeffrey Wilk, diwilk@wilkworld.net, 410-533-1811.

The State Deputy trusts this will help with your concerns when it comes to suspensions.

Vivat Jesus,

Tom O'Hara
State Council Growth Director
443-617-7548

No member should ever be suspended due to financial inability (not unwillingness) to pay dues.

The easiest potential members to recruit are those that were former members! These men are familiar with the ideals of Columbianism and once thought enough about our Order to join. It is now time to give them another look so that we can rekindle their interest. Here are some ideas on how to do that.

- ❖ Appoint a special “Welcome Back Brother” or “Operation Re-Member” committee specifically to recruit former members.
- ❖ Obtain a list of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain Knights of Columbus insurance policies) from the Council Growth Director, Inactive Insurance Chairman or Supremes Department of Fraternal Services.
- ❖ Contact each member by phone and invite them to a Welcome Back Brother” or “Operation Re-Member” night to reintroduce these members to the Order and your council. Inform them of the changes, new programs and activities, and recent council achievements that have occurred.
- ❖ Reactivating inactive insurance members qualify the council for both membership and insurance additions toward Father McGivney and Founders’ Awards quotas.
- ❖ Reinstatements, readmissions or reapplications qualify the council for membership additions for the Father McGivney Award.

Council Growth is the key to keeping a council strong; it is the lifeblood of our Order. By having a strong and active Growth Plan you will have a stronger and more vibrant council. **Recruiting** new members brings in new ideas, new energy and new growth for your council. **Retaining** those members builds the character of the council and solidifies your programs. **Reactivating** former Knights builds a stronger sense of fraternity. By coordinating your efforts and utilizing these strategies, you will **revitalize** your council and bring new energy and new hope to our Order.

Offering life insurance to members and their families has been a part of the Order's program since 1882. Currently with over \$80 billion of life insurance in force and \$18 billion of assets, there is no higher rated insurer in North America than the Knights of Columbus. Our insurance program is operated solely for the benefit of its members and their families. It provides:

- *Annuity Program* – Enables member and spouse to provide for retirement and build an estate through tax-deferred savings.
- *Long Term Care Insurance* – Enables members and their spouses to safeguard their assets and afford the care and assistance needed later in life.
- *Member/Spouse Fraternal Benefit* – Accidental death coverage for member and spouse at no cost.
- *Orphan Benefit* - \$80 monthly allotment for orphans of eligible families; up to \$7,000 in college scholarships available.
- *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.
- *New Member Plan* – A low-cost whole life policy to new members and their spouses upon joining the Order.
- *Widow Benefits* – a) Continues to be covered under the Member/Spouse Fraternal Benefit; b) May purchase insurance, annuities, or Long-Term Care up to one year after insured member's death; c) Receives a free lifetime subscription to *Columbia*; d) Eligible with her children for scholarships.

Be assured that unlike other insurance companies, none of the monies held by the Knights of Columbus is used to fund any program contrary to our Catholic Faith. The General Agent and Field Fraternal Benefits Advisors should be an integral part of your council's membership plan. Their expertise and knowledge of the Order and its insurance program are invaluable assets. Utilize these professionals to their fullest abilities. The General Agents in the Maryland State jurisdiction offer the Golden Knight Award as an incentive and recognition for recruiting five (5) or more members. Nominations for the award can be requested from any field agent.

The insurance program's origins and the integral role it plays in the life and growth of the Order is outlined on the Knights of Columbus insurance website at www.kofcinsurance.com. Long-term care information must come from your local agent, as it is not offered in all states. **Membership Awards**

SHINING ARMOR AWARD

(Must be earned during the Member's 1st Year)



Applicants Name: _____

Council Number: _____

District Number: _____

Recruit 1 New Member Name: _____

Participate in 3 Programs with your Council:

- **Event:** _____ **Date:** _____
- **Event:** _____ **Date:** _____
- **Event:** _____ **Date:** _____

Attend 3 Business Meetings of your Council: _____ **Date:** _____

_____ **Date:** _____

_____ **Date:** _____

Take 2nd and 3rd Degrees:

Date of 2nd Degree: _____

Date of 3rd Degree: _____

Meet with your Supreme Benefits Advisor: _____ **Date:** _____

Grand Knight's Initials: _____ **Date submitted to State:** _____

When Complete please send form to:

Tom O'Hara
State Council Growth Director
12909 Princeton Rd.
Middle River, MD. 21220
[**tomco50@comcast.net**](mailto:tomco50@comcast.net)

(NOTE: This form may be submitted electronically without the Grand Knight's Initials)



SILVER KNIGHT AWARD

(Must be earned during the current Columbian Year)

– This is a State Award –

Applicants Name: _____

Council Number: _____

District Number: _____

Recruit 2 New Members Name: _____

Name: _____

Participate in 3 Programs with your Council:

- *Event:* _____ *Date:* _____

- *Event:* _____ *Date:* _____

- *Event:* _____ *Date:* _____

Attend 3 Business Meetings of your Council: *Date:* _____

Date: _____

Date: _____

Date of 3rd Degree: _____

Grand Knight's Initials: _____ *Date submitted to State:* _____

When Complete please send form to:

Tom O'Hara

State Council Growth Director

12909 Princeton Rd.

Middle River, MD. 21220

tomco50@comcast.net

(NOTE: This form may be submitted electronically without the Grand Knight's Initials)



GOLDEN KNIGHT AWARD

This is a State Award

Funded by the Fraternal Benefits Advisors

The Golden Knight Award will be awarded to any member who recruits 5 new members within a Fraternal or Calendar year.

Recruit 5 New Members:

Name: _____

Admissions Degree Date: _____

Name: _____

Admissions Degree Date: _____

Name: _____

Admissions Degree Date: _____

Name: _____

Admissions Degree Date: _____

Name: _____

Admissions Degree Date: _____

Send to:

Tom O'Hara

State Council Growth Director

12909 Princeton Rd.

Middle River, MD. 21220

Tomco50@comcast.net