



Maryland State Council Spring Meeting

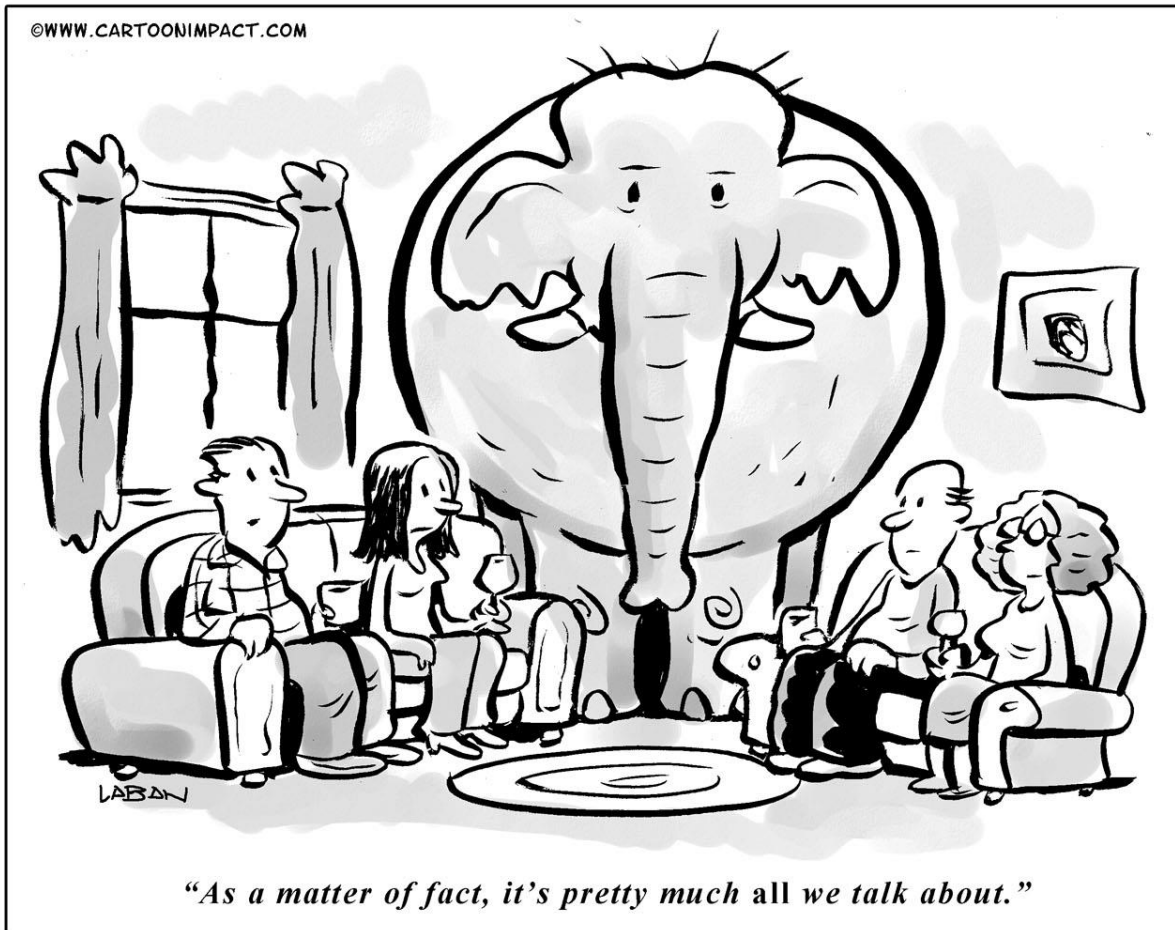


Vince Grauso
State Deputy

“We Are Servant Leaders”



Why We Need to Grow





Why We Need to Grow

- Each New Member Has a Fresh Set of Ideas
 - In any organization if you do not have new blood you will operate on the same ideas year after year.
 - That is not all bad if the ideas create successful programs that bring in new members.
 - Sometime programs get outdated. Without new members and new ideas we find our council getting stagnant.



Why We Need to Grow



We find it more and more difficult to find someone to run our programs. It then follows that we start to lose programs.



When we lose programs we start to lose members or we cannot recruit new members.



I hope you can see the vicious circle we can get ourselves into by not growing and recruiting new members with new ideas



Why We Need to Grow



PRESENTED TO

FOR HIS OUTSTANDING ACCOMPLISHMENTS
IN _____ COUNCIL _____ OF THE
KNIGHTS OF COLUMBUS

Carl A. Anderson
Supreme Knight



Grand Knight

Charles E. Mauer Jr
Supreme Secretary

Date



Why We Need to Grow



- Each New Member is a Treasure Chest Full of Referrals
 - The Shining Armor Award.



Why We Need to Grow



- To Keep Our Ladies Happy
 - The ladies are the backbone of the order.
 - Without them there may not be a Knights of Columbus
 - They are the ones who allow us to come out and play as much as we do.
 - New members allow us to take more time to be with the ladies and our families

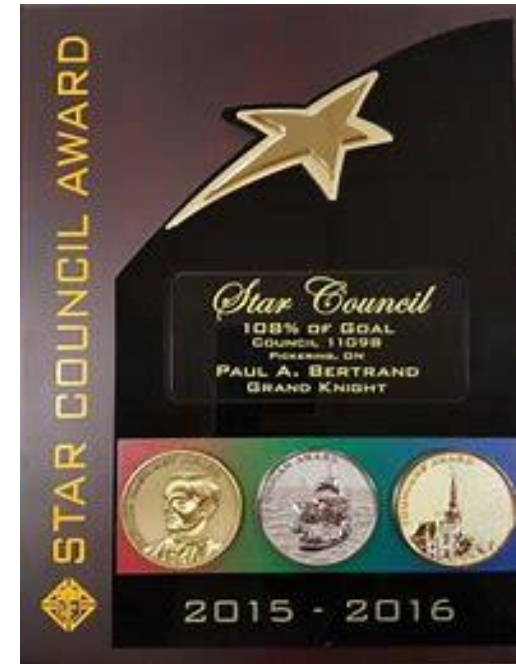




Why We Need to Grow



- To Make Star Council
 - An Outstanding Achievement for Any Council
- But the Achievement is Physical.
- Let's Look at the Spiritual Side.





Why We Need to Grow



- When We Accept a Man Into Our Council We Help Him Become:
 - A Better Husband
 - A Better Father
 - A Better Catholic





Why We Need to Grow



- We Have Stake Holders
- Organizations, Groups and Individuals That at Times Rely on Us





Why We Need to Grow



- Little Sisters of the Poor
- Coats for Kids
- Food Pantries
- Our Parishes
 - We are needed more then ever



Why We Need to Grow



- Seminarans
 - RSVP
- Special Olympics
 - Polar Bear Plunge
 - Huggers
- Those That Have a Handicap
 - Wheel Chairs
 - 100,000
- Center for Pregnancy Concerns and The Women's Care Center
 - Sonogram Machines6 This Year... 1,300 World Wide



Why We Need to Grow



- Our Priest
- The Church
 - Both Local and World Wide



Let's Finish Strong



- With the Pandemic I know most of the councils have been doing their best to just tread water so let's talk about some Council Growth best practices.
 - Let's start with Why:
 - More members gives us the opportunity to grow our councils to better help our communities and parishes.
 - Our communities and parishes need your councils more than ever and your councils need the community to help you continually grow.



Let's Finish Strong



- Talk to your pastor
 - If you are not working with your pastor you will struggle
 - Meet with him regularly
 - Ask what you can do for him
 - Ask his permission before doing anything.
 - Once the relationship is going strong then you can ask for help with membership.
 - There is no better way to bring in new members than having Father Speak of the Knights from the pulpit.



Let's Finish Strong



- Challenge Your Members
 - To give a personal invitation to someone.
 - Invite someone to help at an event
 - Breakfast with Santa
 - Crab Feast
 - Bull Roast
 - Invite someone to a charitable program you are holding
 - Little Sisters of the Poor
 - Food for Families
 - Coats For Kids



Let's Finish Strong



- Set Clear Expectations on Promoting Membership
 - Every fish fry, every pancake breakfast, every charitable activity, every event that draws a crowd is an opportunity to ask a man to join. Your council's good works are enough to entice a man to join.
 - Talk about membership at every event. You might be surprised at the results.



Let's Finish Strong



- Supreme Revised Our Circle of Honor Goal.
- It is Now 850
- Over the Last 8 Months We Have Brought In 409 New Members.
- I believe we can welcome in 441 new members over the next 4 Months
- What I believe does not count. It is what you believe that counts. Do you believe?



Some Tried and True Ways to Grow Your Council



- The Most Effective Way is to Ask.
- Repeatedly Invite Men to Join the Council.
- Make Some Meetings Social Events.
- Have a Clear Membership Goal.
- Develop a Strategic Plan.
- Have a Membership “Minute” at Every Meeting
- Have Incentives for men who bring in new members.
- Everyone Needs a One Minute Elevator Speech



Some Tried and True Ways to Grow Your Council



- Strive to Accomplish Ethnic Diversity in your Council
- Put together a Guest Information Package to Tell Your Story. (Trifold)
- Advertise the Service Projects Your Council Does
- Consider Flexibility with Your Dues Structure Especially When Recruiting Younger Members.
- Ensure your Councils Web Site is Up To Date and Contains Membership Information



Some Tried and True Ways to Grow Your Council



- Do a Monthly Prospect Roundup – Ask Every member to Submit a Name to the Membership Chairman.
- Keep In Touch with Members Who You Have not Seen for Awhile.
- Establish a Retention Plan



Some Tried and True Ways To Recruit



- You Have just Seen 15 Ways to Recruit New Members and None of Them Requires the Church to Be Open.
- I Am Sure If I was Able to Ask You Out There in Virtual Land You Would Be Able to Come Up With at Least 15 More
- Let's talk more about what can be done than what can't be done.



Questions

