



Maryland State Council Fall Meeting 2021



Vince Grauso, SD
“We Are Servant Leaders”
October 23. 2021



Council Growth



- What is the Knights of Columbus Vision for our church and our communities?
 - Better Parishes
 - Better Men, Husbands and Stronger Families
 - Stronger Families



Council Growth



- What motivates a member to invite a man to join the Knights of Columbus?
 - Engaged in activity
 - Shared interest and values
 - Enthusiasm for our mission



Council Growth



- Who is on the team
- What are our goals for the year?
- Do we have an incentive plan?
- Do we have an OnLine Membership Plan?
- McGivney2020
- Do we have a Retention Plan?
- Hispanic/Ethnic Growth
- Insurance



Key Objectives



- Aim for Younger Members
- Be More Family Centered
- Generate increased awareness of who the Knights are and what we do. (Locally and Globally)
- Develop strong relationships with the clergy.
- Make spirituality a key focus area.
- Recruit through E-Membership
- Mentor and develop life long members.



Expand Your Base



How Should We Approach the Following:

- **Young Adults**
- **Fathers**
- **Hispanic/Ethnic Catholics**
- **College Students**
- **Sons**
- **Parishioners**
- **Millennials**
- **Clergy**
- **Families**



Recruit By Events and Activities



- Recruitment Drives
 - Delta Church Drives
 - Ministry Fairs



Recruit By Events and Activities



- Meetings and Events
 - Council Meetings
 - State Meetings
 - Info Meetings
 - Fraternal Benefit Nights
 - Faith in Action Programs



Recruit by Events and Activities



- Statewide and Regional Events
 - Coats for Kids
 - Special Olympics
 - Basketball Free Throw
 - Soccer Shootout
 - State and Council Picnics



Recruit by Events and Activities



- OnLine Membership
- Men's and Family Catholic Conferences



One on One



- Everyone should have a planned “talk tract” on why someone should join the Knights.
 - Listen to a man’s interest and experience
 - Share why you joined and what you value about your membership
 - Promote council programs and activities for parish, family and communities



One on One



Father McGivney's Vision

Joining the Knights of Columbus can:

- **Change** a man's life
- **Deepen** and **Enrich** his faith
- **Strengthen** his family
- **Build** better lives for those who so desperately need help



Expanding Our Base



- Who Do You Know?
 - Family Members
 - Relatives
 - Friends
 - Neighbors
 - Colleagues at work
 - Service Providers
 - Advisors
 - Fellow Parishioners



“SMART” Recruiting Techniques



Smile and maintain eye contact. Be friendly.

My story-Why did you join? How did it help you.

Ask questions about his and his family’s life

Restate Reasons to join. Talk about the benefits.

Talk less. Listen More to what he has to say.



Best Practices



Maximize your council's **VISIBILITY**

- Dress in branded K of C clothing
- Ensure a constant presence in the parish bulletin

EVERY event is an opportunity for recruitment and engagement

- Someone should be responsible for planning the recruitment aspect of every event.

Focus on growing your council's **FAITH** and **FAMILY** programming within the parish.



Best Practices



Recruit your PASTOR to support council recruitment efforts - especially at events.

COUNCIL growth is everyone's responsibility.

Recruiting is an all the time duty not a once in awhile activity.

Recruit to the Scheduled Exemplifications.



Call to Action



Plan

- Put into place a variety of growth opportunities and strategies, starting with an engaged membership team.

Prepare

- Train your leadership and your teams. Vigorously promote new K of C initiatives and activities

Execute

- Lead by example with monthly status and planning reviews.