





**Knights of
Columbus®**

Maryland District Deputy Fall 2021 Meeting

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Membership & Marketing**

October 2021

Agenda

- **Membership Update**
- **Success Metrics and Priority Areas**
- **Leadership**
- **Key Areas of Focus**



Membership Highlights

	October MTD Intake	2021 YTD Intake
Maryland (#38)	-18.00%	+6.12%
U.S.	+33.51%	+16.86%
Canada	+44.92%	-4.41%
Philippines	-13.84%	+14.22%
Mexico	+71.05%	+141.67%
Order	+12.28%	+15.95%



2021-2022 Goals and Success Metrics

- **Focus on key metrics and priority areas:**
 - Intake
 - NCD
 - Star Councils
 - Schedules of District Exemplifications of Charity, Unity, and Fraternity
 - Faith and Spirituality – Holy Hours
 - Delta Church Drives
 - Underperforming Councils and Districts
 - Recruiting Younger Men



Leadership



Leadership

- *You have one of the most important jobs in the Order*
- *As leaders, you are key to our success!*
- *The Leadership Challenge – Kouzes and Posner*



Leadership

The Leadership Challenge – Kouzes and Posner

5 Planks of Effective Leadership



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- Challenge the Process



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- **Challenge the Process**
- **Inspire a Shared Vision**



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- **Challenge the Process**
- **Inspire a Shared Vision**
- **Empower and Hold Accountable**
- **Model the Way/Walk the Talk**



Leadership

The Leadership Challenge – Kouzes and Posner

5 Planks of Effective Leadership

- **Challenge the Process**
- **Inspire a Shared Vision**
- **Empower and Hold Accountable**
- **Model the Way/Walk the Talk**
- **Capture Heads and Hearts**



Key Areas of Focus

- ◆ Identify Issues - and Address and Overcome Them
- ◆ Training Opportunities – Identify and Promote
- ◆ Non-Recruiting Councils and Districts
- ◆ Hispanic Growth and NCD Opportunities
- ◆ Communication – Monthly SD calls with DDs; DD calls with Councils
- ◆ Attitude of Membership Success from the top down
- ◆ Make sure all councils know about all incentives



Key Areas of Focus

- ◆ MCGIVNEY2020!
- ◆ Leverage General Agent and Field Agent Partnerships – build relationships and develop incentives for agents
 - Fraternal Benefit Nights
- ◆ Make sure Pastors know who we are – today
 - Ask Pastors to promote KofC membership
- ◆ COVID Recovery Plan – each council should develop working with pastors/chaplains
- ◆ Work with councils to develop a plan for the remainder of the year
 - Use the Fraternal Planner



Thank You

- **You have one of the most important jobs in the Order!**
- **Council success depends on your ability to inspire, motivate, teach and train**
- **For all you do everyday to grow the Order!**
- **All of you make a difference – every day!**





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Thank you.

Mark McMullen

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