



Council Growth Team

Council Growth Director Jeff Koscho

jkoscho@hotmail.com

Council Online Growth Chairman Bill Newbrough

bnewbrough2912@comcast.net



Council Church Drive

- **New approach engages every Mass attendee directly**
 - Simple greeting and handout as everyone enters the church
 - Pulpit announcement, and ideally, Pastor's endorsement
 - Thank congregation as they leave the church
 - Accept Prospect Cards and promise prompt follow-up
- **Proven approach – regularly produces 3 prospects**
- **NOT “catching potential members” heading to their cars**



Council Church Drive

- **Easy to prepare**

- Order kits from Supreme
 - DRIVE-KITE – English
 - DRIVE-KITS - Spanish
- Schedule drives with Pastor, nominally October & March
- Submit bulletin announcements
- Prep Council team members
- Customize pulpit announcement and select speakers



Bulletin Announcement

2-3 weeks prior to drive

The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world. Our local council _____#_____ will be holding a membership drive at (all Masses) the of (dates). Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to KofC.org/joinus and enter our council #_____ for local information.



Engaging Parishioners

To Everyone Entering Mass

“Welcome, here’s a little gift from our Knights of Columbus council.”

To Everyone Exiting Mass

“Thank you for hearing our story today!”

To Prospects Exiting Mass

“Thank you, you will be hearing from our Grand Knight today!”



Bulletin Announcement

Post-drive bulletin announcement

The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world. Our local council _____#_____ held a membership drive and we might have missed you. Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to KofC.org/joinus and enter our council #_____ for local information.



Church Drives

- **Schedule Church Drives – aim for October and March**
 - Set an achievable goal for the drives
 - Send schedule to State Council Growth Team
- **Schedule a Church Drive in each Parish the council supports**
 - Roundtable Coordinator and Grand Knight should attend
- **Coordinate with the Pastor / get Pastor buy-in**
 - Pastor is the most effective advocate
 - Provide Pastor talking points prior to the drive
 - Suggest Pastor mention the Knights during his Homily



Why?

- **Everyone has a reason from doing what they do**
- **Why did you join the Knights of Columbus?**
 - Everyone in the room had a reason to join the Knights of Columbus
 - Do you remember your why?
 - Is it the same now as when you joined?
 - Do you have more reasons now to be a Knight?



Why?

- **Why do we need to grow our councils?**
 - Continue the good work we are doing as Knights
 - Support our Pastors and Churches
 - Assist the poor, sick, disabled – Leave no Neighbor behind
 - Makes a man a better, father, husband, Catholic



Don't try to do it alone

- **Establish your team**
- **Empower your team**
- **Schedule your Church drives**
- **Recruit at every Program**
- **Work with your Pastor / Field Agent**
- **Challenge each member to recruit**



Establish your team - Council Growth Team

- **Find a motivated Council Growth Director**
 - Report on form 365 (Due 1 July)
 - Form a Membership/Growth team
 - Recruitment committee - GK receives recommendations from Council Growth Director – three or more members
 - Report on for 365
 - If multiple parishes, ensure one member from each parish is on the team
 - Two man recruitment teams



Establish your team - Retention Team

- **Retention Chairman and Committee**
 - Report on form 365 (Due 1 July)
 - Keeps in contact with members
 - Brings any member issues to the council
 - Contacts former members to invite back into council
- **Set your membership goals for your council**
- **Get entire council involved – those that may not recruit directly can identify prospects**



Establish Your Team - Admission Committee

- The Admission Committee ensures that applicants understand the Order and the Council
 - The council understands what the candidate expects from his membership.
 - This mutual understanding makes for a more thorough recruitment process and is the first step to membership retention.
- Conduct an interview using the Admission Committee Inquiries Guide (Form 390)
 - Committee sends Admission Committee report (Form 283) to Grand Knight
- Member fills out Interest Survey so council knows the interests of the Member

KNIGHTS OF COLUMBUS
INQUIRIES GUIDE FOR ADMISSION COMMITTEE

KNIGHTS OF COLUMBUS
REPORT OF ADMISSION COMMITTEE

Member Experience Interest Survey

To our new and current members, please know that we value your judgment, we appreciate your opinions, and we rely on your participation for the continued success of our council and parish. Our Knights of Columbus council conducts a variety of programs – activities where you can personally apply your talents and fulfill your ambitions. In an effort to ensure a great Knights of Columbus council experience, we ask that you complete the following survey. Thank you and Vivat Jesus!

GENERAL INFORMATION

Name: _____ Phone: _____
E-Mail: _____
Marital Status: ☐ Married ☐ Single ☐ Widower If Married, Wife's Name: _____
Number of Children: Boys _____ Girls _____
Occupation: _____ Parish/Church: _____
Hobbies/Interests: _____

FAITH IN ACTION PROGRAMS

Please list your preferences for those Faith in Action programs you would be interested in volunteering at or attending.

FAITH	FAMILY	COMMUNITY	LIFE
<input type="checkbox"/> General Interest in Programs Designed for Faith Formation	<input type="checkbox"/> General Interest in Programs Designed to Strengthen Families	<input type="checkbox"/> General Interest in Programs Designed for Community Service	<input type="checkbox"/> General Interest in Programs Designed to Create a Culture of Life
<input type="checkbox"/> Into the Breach	<input type="checkbox"/> Family of the Month	<input type="checkbox"/> Leave No Neighbor Behind	<input type="checkbox"/> Christian Refugee Relief
<input type="checkbox"/> Marian Icon Prayer	<input type="checkbox"/> Keep Christ in Christmas	<input type="checkbox"/> Disaster Preparedness	<input type="checkbox"/> Silver Rose
<input type="checkbox"/> Build the Domestic Church Kiosk	<input type="checkbox"/> Family Fully Alive	<input type="checkbox"/> Free Throw Championship	<input type="checkbox"/> Pregnancy Center Support
<input type="checkbox"/> Rosary	<input type="checkbox"/> Family Week	<input type="checkbox"/> Soccer Challenge	<input type="checkbox"/> Novena for Life
<input type="checkbox"/> Spiritual Reflection	<input type="checkbox"/> Consecration to the Holy Family	<input type="checkbox"/> Helping Hands	<input type="checkbox"/> Mass for People with Special Needs
<input type="checkbox"/> Holy Hour	<input type="checkbox"/> Family Prayer Night	<input type="checkbox"/> Catholic Citizenship Essay Contest	<input type="checkbox"/> March for Life
<input type="checkbox"/> Sacramental Gifts	<input type="checkbox"/> Good Friday Family Promotion	<input type="checkbox"/> Coats for Kids	<input type="checkbox"/> Special Olympics
<input type="checkbox"/> Refund Support Vacations Program (RSVP)	<input type="checkbox"/> Food for Families	<input type="checkbox"/> Global Wheelchair Mission	<input type="checkbox"/> Ultrasound
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____	<input type="checkbox"/> Habitat for Humanity	<input type="checkbox"/> Other: _____
		<input type="checkbox"/> Other: _____	

How much time do you think you can contribute to council activities?
☐ 1 hour per month ☐ 1 hour per week ☐ Multiple hours per week

What are some ideas you have for new or improved programs?

Would you be able to assist in leading any new or improved program? ☐ Yes ☐ No

What do you hope for your membership in our council?

Please submit this form to your Grand Knight

1842 2/21



Empower your teams

- **Provide clear expectations for the teams**
- **Work with your teams to develop their growth and retention strategies**
- **Provide input, support the team's decisions**
- **Provide a recruiting budget**
 - Materials for Delta Church drives – prayer cards, tri-folds, interest cards
 - Recruiting snacks?
 - Delta Drive incentives?
 - Exemplification materials / receptions
- **Make it clear that they are in charge and you support their decisions**



Recruit at EVERY Program

- **Programs are Public Relation Events**
- **Non-members attend / participate in worthwhile programs**
- **Ensure your council is taking advantage of this opportunity**
- **Potential members have different “WHY” for joining – Program appeal to their WHY**



Work with Pastor / Field Agent

- **Your Pastor is a key to recruiting success**
 - Pastor can recognize and recommend potential members
 - Pastors can promote the Order
- **Field Agents have multiple tools available to assist recruiting**
 - Many potential members join to gain access to insurance / investment products
 - Appoint an Insurance Promotion Chairman
 - Form 365 (Due 1 July)



Challenge Each Member

- **Each member of the Council is a recruiter**
 - Ensure they understand and accept
- **Recognize recruiters**
 - Acknowledge recruiters at meetings
 - Provide Certificate of Appreciation
 - Send a handwritten note
 - Offer dues reduction for each new member recruited
 - Campaign prizes: dinners, sports tickets, family games, etc.



Incentives

■ Very Important Proposer (VIP)

- Recruiting a new member into the Order is one of the most important and noteworthy accomplishment that any Knight can achieve.
- Recruiter will receive 500 VIP Points to use at **Knights Gear**.
- 500 VIP Points are equal to \$3.00.

- Proposer should accompany new member to first council meeting
- If notice new members stops volunteering, Proposer should reach out to member.

VIP Recruitment Rewards Points Order Form

NAME		MEMBERSHIP #		COUNCIL #	
STREET ADDRESS					
CITY	STATE	POSTAL CODE			
PHONE NUMBER					
EMAIL ADDRESS					

Each 500 point certificate is worth \$3.00. If you do not have enough points to cover your order, you may pay the balance with a check or Money Order payable to Knight of Columbus.

Please attach total number of points for the order. Orders will not be processed without points. Please send orders to:

KNIGHTS OF COLUMBUS
DEPARTMENT OF FRATERNAL MISSION
1 COLUMBUS PLAZA
NEW HAVEN, CT 06510-3326

DATE ORDERED: Please allow 4-6 weeks for delivery.

Quantity	Item Description (For Personalized Apparel, please use page 2 also)	Size	Points Subtotal (divide price by 3 and multiply by 500 for points value rounded to the nearest 500)	Total Points

Please visit www.knightsgear.com to select your items. The best way to order exactly what you want is to put the item(s) in your shopping cart in knightsgear.com and print the screen and send it in with your order.

TOTAL POINTS FOR ORDER

Cannot be used for Items in Supply Category.
Please print this form and mail in with your points attached. Please allow 4-6 weeks for orders to be processed and delivered.

or PERSONALIZED Apparel

with your council or assembly information, please complete correct number of points and/or payment.

Size	Emblem (circle one)	Personalization
XL	<input checked="" type="radio"/> 3 rd <input type="radio"/> 4 th	St. Margaret of York Council 12345
	3 rd 4 th	
	3 rd 4 th	
	3 rd 4 th	
	3 rd 4 th	
	3 rd 4 th	
	3 rd 4 th	
	3 rd 4 th	

cil name and number with it.
sembly name and number with it.

n Supply Category.
allow 4-6 weeks for orders to be processed and delivered.



Incentives



■ **Shining Armor**

- First year of Membership only
- Involved in at least three Faith In Action Programs
- Attend at least three council meetings
- Attend an Exemplification of Charity, Unity and Fraternity
- Meet with council's Insurance Representative
- Sponsor at least one man into the order



Incentives



- **Golden Knight**
 - Award funded by the Fraternal Benefits Advisors
 - Recruit five new members in a Fraternal Year or Calendar Year



Do you have or need Roundtables?

- **Blessed Michael McGivney's vision**
 - Society of Catholic men in **EVERY** parish
 - Supporting priests in their mission & vocation, and support of the parish
 - Help men preserve and defend their Faith
 - Provide for their families
- **Maryland has ~160 local councils to achieve the vision**
 - Archdiocese of Washington – 145 Parishes
 - Archdiocese of Baltimore – 153 Parishes
 - Diocese of Wilmington – 30 Parishes
- **Roundtables extend council active involvement to every parish**





Operating A Parish Roundtable

- No Elected Offices in a Knights of Columbus Parish Roundtable
 - Grand Knight appoints a coordinator
- Meet as often as necessary to aid Pastor and Parish Community
 - The pastor should only be as involved as he wants it to be. The parish roundtable should lighten his workload, not add to it
 - The coordinator should visit the pastor frequently (monthly is suggested) to ask what the Knights of this parish can do to help and offer assistance
- The parish round table has no dues. Members continue to meet their financial obligation to their council
- When a project requires more support than the parish round table members can provide, the coordinator solicits the whole council for support and assistance



Membership Types / Classes

- **Associate**
- **Insurance**
- **Inactive**
- **Disability**

- **Honorary**
 - 65 years old / member for 25 years
- **Honorary Life**
 - 70 years old / member for 25 years
 - Or Member for 50 years

	Member Type	Member Class	AS
57	ASSOCIATE		
21	ASSOCIATE	HONORARY LIFE	30
55	INSURANCE		
32	INSURANCE	HONORARY LIFE	
63	INACTIVE		
67	ASSOCIATE		
55	INSURANCE	HONORARY	
45	ASSOCIATE		30
85	INSURANCE		



Restoring Membership

Category		Council Action Needed?	Financial	Goal
Reactivation	inactive insurance member	No	No more than \$5 in arrears	+1
Readmission	Suspended less than 7 yrs	Yes	Actual arrears (unless waived by council)	+1
Reapplication	Suspended more than 7 yrs	Yes (Council and Admission Committee)	\$7.50 in lieu of arrears	+1
Transfer	Affiliate Program transfers	No	Actual arrears (unless waived by council)	-0-



Ladies / Families

- **The Knights of Columbus is a Family organization**
- **Every Council should have Ladies involved**
- **Every Council should have Families involved**
 - Families can assist in meeting the council goals
- **Ladies will have good ideas about new programs**
- **Recruiting messages to ladies will help decisions for the men to join**

MARYLAND STATE GROWTH TEAM

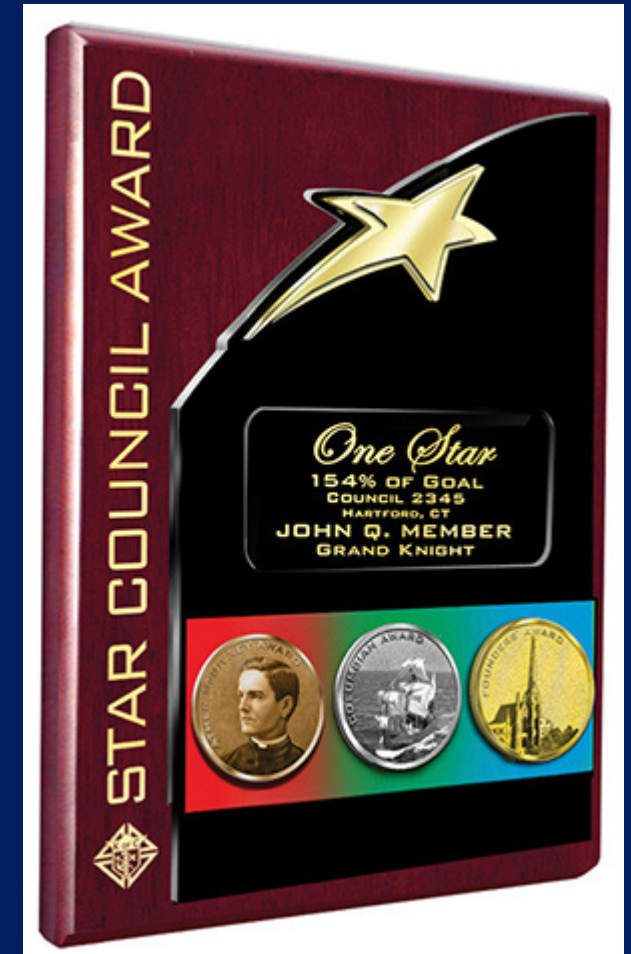
- Steve Conley
- Charles Doherty
- Andy Michaels
- David Love
- Bob Sweitzer
- Dan Ward
- Tom O'Hara
- Bill Newbrough





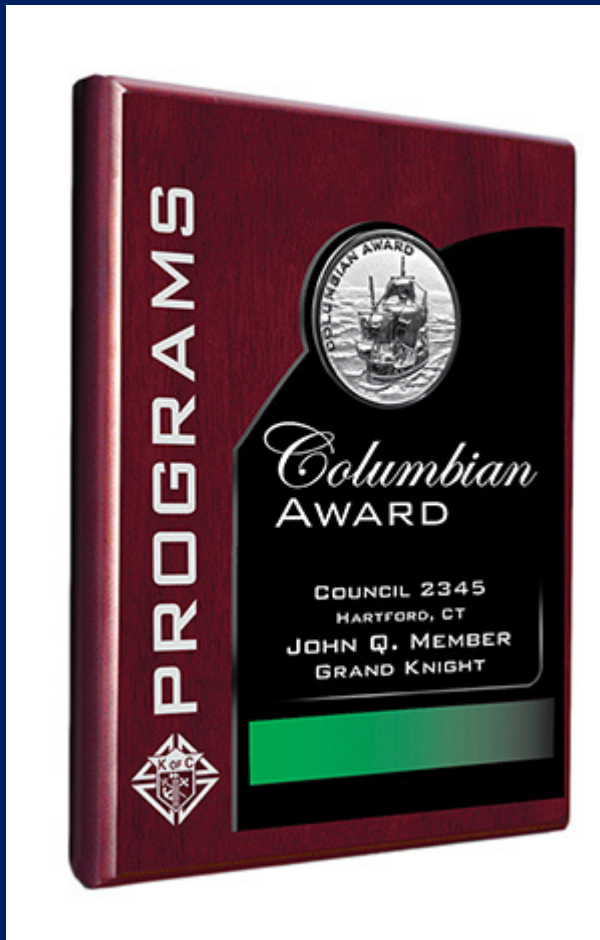
Star Council

- The Star Council Award recognizes outstanding achievement in membership, insurance and programming.
- In order to achieve the Star Council Award, a council must earn the
 - Father McGivney,
 - Founder's, and
 - Columbian Awards.
- Additionally, the council must submit
 - Annual Survey of Fraternal Activity (#1728)
 - Service Program Personnel Report (#365)
 - SAFE Environment compliant





Star Council - Columbian Award



- Programming and charitable outreach
- To earn this award your council must conduct and report programs in each of the four program categories (Faith, Family, Community, and Life)
 - Submit form SP-7 NLT 30 June



Start Council - Founder's Award

- This award recognizes excellence in your council's promotion of our top-rated insurance products.
- To win this award your council must host two approved Fraternal Benefit Seminars, in conjunction with your General Agent or Field Agent.
 - Form 11077 submitted though your Field Agent/General Agent





Star Council - McGivney Award



- **Membership growth.**
 - The quota for 2022-2023 is 6% net increase in the council's membership as of **July 1, 2022**
 - **Minimum 5 new members**
 - **Maximum 15 new members**
- Intake only - Withdrawals, Deaths, and Suspensions do not count against your goal.



Best Practices

- **Start with Why**
 - Understand why people join the Knights
- **Meet regularly with your pastor(s)**
- **Identify your Council Growth Director**
- **Plan Church Drives**
- **Set clear expectations on promoting membership**
- **Attend training opportunities**
 - Supreme Webinars
 - Regional Training Opportunities
 - District Meetings



Recruiting Success

- **Talk about your positive experiences as a knight**
- **Show unity when conducting a charity service project**
- **Ask men to Join the Council**
- **What to say when the answer is "I don't have time"**
- **Promote your council's spirituality**
- **Follow-up with all prospective members in a timely manner**



Start Now

- **Work with current Grand Knight and Council Growth Director to plan your October Church Drive**
- **Identify your Council Growth Director**
 - Work with him to identify your committee members
- **Start planning your Calendar of Membership events for next Fraternal year**
- **Set your council growth goals**



Backup



Church Drives

- **A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps:**
 - Obtain the pastor's approval for the membership drive at **all Masses** on target weekend. Confirm dates/details and get the pastor involved in your recruitment efforts. Your parish priest will be your number one recruiter.
 - To order supplies for your next Recruitment Drive, officers with access to Officers Online should log in, click the Supplies Online link, and search under Kits.
 - Provide an announcement for parish bulletin during each of the two weekends before the drive.
 - Prepare a tabletop display highlighting council activities and member benefits; include handouts and copies of the council newsletter and place in the church's vestibule.
 - Post **teams of two to three Knights** at each church door at every Mass to hand out flyers and Prospect Cards and answer questions.



Church Drives

- **A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps:**
 - Collate materials and hand them out to everyone as they enter the church. Leave sharpened pencils in each pew for completing Prospect Cards.
 - Arrange for the pastor, grand knight or membership director to make a brief announcement prior to or after Mass, explaining the Knights of Columbus, encouraging men to complete Prospect Cards and hand in as they leave church. Use a letter of support from the bishop (if available from state council).
 - Make sure tables/supplies are restocked for each Mass.
 - Assign prospect names to recruiting teams for personal follow-up visits. Follow up immediately!



Knights of
Columbus®

Your Guide to Membership



10539



Knights of
Columbus®



Why *you* should become a **Knight**

If you're interested in helping those in need,
serving our parish, growing in your faith
or having exclusive access to top-rated
insurance protection for your family,
then the Knights of Columbus is the
organization for you.

10100E



Suggested Remarks
for
Membership Recruitment

10067

Reach out to the members
of your parish.

I AM A KNIGHT

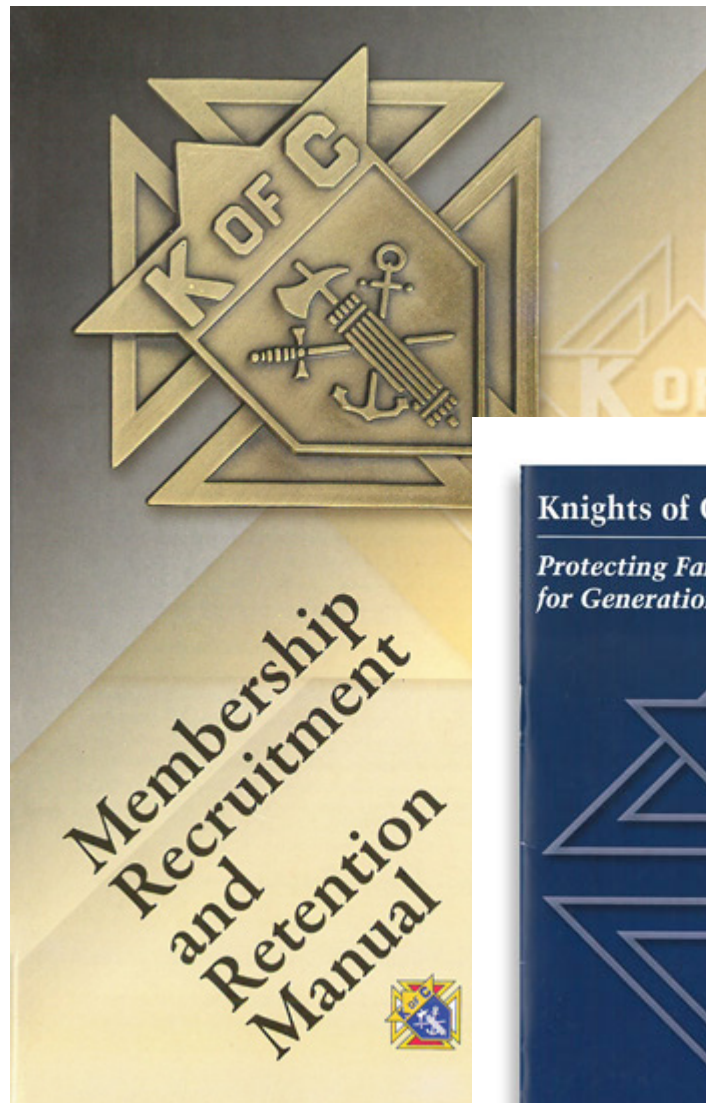


10948

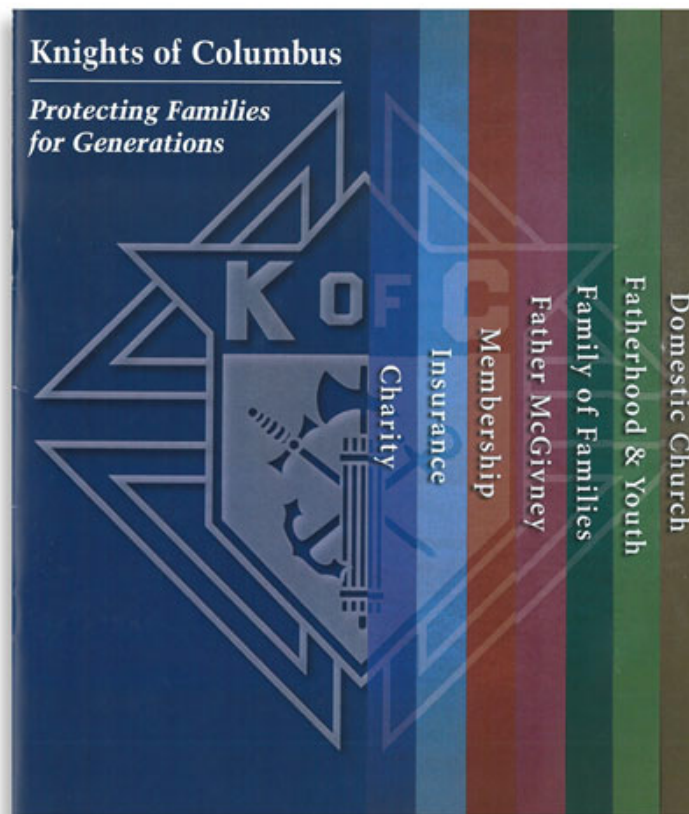


'ELEVATOR SPEECH' FOR RECRUITING

11141



10237



10395



- folder

It's an elevator ride.
You have 30 seconds. Maybe.
You can't tell the entire story of the
Order in 30 seconds. So don't try.
Instead, tell the prospect why

your membership is important,
valuable and meaningful for you
and your family. That simple message
will be very powerful if you tell
it sincerely and passionately.

Here are some talking points:

- We have more than 16,000 councils headquartered in Catholic parishes around the world.
- Knights put their faith into action every day to make life better in their parishes and communities.
- We offer men the opportunity to grow in their faith while helping others and supporting the Church, and to become better Catholics, husbands and fathers.
- The Knights of Columbus annually contributes nearly \$200 million to worthy charitable causes around the world, and our members donate nearly 100 million hours of their time.
- Our Leave No Neighbor Behind program provides direct outreach to those most impacted by the COVID-19 pandemic.
- Our founder – Blessed Michael McGivney – has been beatified by the Church. People around the world seek his intercession through prayer.
- All practicing Catholic men 18 years or older are invited to join.

11141 11-20

Elevator Speech



**'ELEVATOR
SPEECH'
FOR
RECRUITING**

Elevator Speech (Pt. 2)

- Previous slide was Supreme's suggestions for an Elevator speech
- Prepare multiple speeches
 - If someone wants to grow in faith, an elevator speech about donations to charity may not be the best recruitment practice
- Share your elevator speech(es) with your team
 - Share your ideas, use others ideas, get feedback work as a team
 - Practice
 - Update as necessary

Becoming a Knight of Columbus can transform your life. As a Knight, you have the opportunity to support our parish, give back to our community, grow in your faith and gain exclusive access to our top-rated insurance program to protect your family. These are just some of the reasons to become a Knight.

Benefits of membership in the Knights of Columbus can be summed up in three areas: Faith, Stability, Service.

Faith

- ▶ Grow in Faith with a band of brothers
- ▶ Live out a masculine faith life with high caliber men
- ▶ Act with men of the council to be a force for good in the world
- ▶ Live out your vocation as a husband, son, or brother.



Stability

- ▶ Gain exclusive access to our top-rated life insurance products, available only to members and their families
- ▶ Meet with your insurance agent is a Knight dedicated to helping his brother Knights protect their families
- ▶ Know your money is safeguarded and invested according to Catholic principles



Service

- ▶ Aid your brothers in serving your parish
- ▶ Serve your local community through programs like Coats for Kids and Food for Families
- ▶ Support programs that benefit people with intellectual disabilities
- ▶ Aid victims of natural disasters and other catastrophic events, local and worldwide
- ▶ Donate wheelchairs to people without mobility at home and abroad
- ▶ Stand up for the most vulnerable including the poor, orphaned, oppressed and unborn.

Why you should become a Knight

Practice asking people to join



Statistics

- Division A >226 Members (29 Councils)
- Division B 151-225 Members (39 Councils)
- Division C 76-150 Members (54 Councils)
- Division D <76 Members (38 Councils)



Open House

- **Open House Video: [Fraternal Video library | Knights of Columbus \(kofc.org\)](https://www.kofc.org) (3:35)**
 1. **Schedule room 1 month in advance**
 2. **Invite Pastor – ensure he can attend**
 3. **Schedule Degree in advance – week after Open House**
 4. **Invite all Men and their families in Church bulletin**
 5. **Challenge members at next meeting to personally invite at least one person and their family**
 6. **Ensure all on Prospect list are invited**
 7. **Call prospective attendees**
 8. **Prepare presentation – include videos**
 9. **Rehearse presentation (GK, Benefits Advisor, etc.)**

Online Membership

- **I don't have time to join another organization; why should I join the Knights of Columbus?**
- Online Membership was designed to allow eligible Catholic men to join the Knights of Columbus online, through a streamlined, optimized process. Online Membership provides you with a digital membership experience, which will help you to grow as a Catholic man and a Knight.
- As a Knight, you can choose the projects to be involved in within your own community. You will receive regular updates from your state council regarding news and events in your area and be presented with frequent opportunities to work alongside brother Knights in local councils.

Online Membership

Q & A

- **What are the requirements to join the Knights of Columbus?**
- Membership in the Knights of Columbus is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See.