



**Knights of
Columbus®**

Fraternal Benefits

Maryland State Council Leadership

Seminar June 18, 2022

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FIRST...THE NUMBERS...

\$119 Billion of life insurance in force

\$29 Billion of assets

42 years of consecutive Superior ratings from A.M. Best Corporation

A+ Rating from Standard and Poor's

6 way tie for 1st place as the “Strongest life insurer in North America” as ranked by S&P

Fortune 800 company

JUST WHAT DOES A FIELD AGENT DO?

1. Services existing Knights of Columbus policyholders to make sure what they own is up to date. This includes death claims, change of beneficiaries, taking cash out of life insurance and annuities as well as making claims on long term care or disability income policies.
2. Visit Associate members to see if we can find any areas the Knights of Columbus might help them with their retirement, survivorship, long term care and disability income planning.
3. Maintain good fraternal relationships with his councils, members and clients.

SUPREME OFFICE EXPECTATIONS

- Make 100% of his production quota for that calendar year
- Recruit 12 new E-members
- Provide personal “corner grocery store” type of service to his existing policyholder base
- Help his councils achieve Star Council
- Keep up with continuing education, product training and retirement planning laws and trends
- Do all of this in an ethical, moral and Christian manner – observing the “Golden Rule” with each relationship and interaction he has with a Brother Knight and family member

AGENCY EXPECTATIONS

- Run 10 appointments a week
- Attend monthly agency meetings and training sessions
- Stay on target with the Order's Educational Career Path (FIC, FICF, LUTCF, CLU)
- Make all Supreme Office expectations for production
- Visit each assigned council on at least a quarterly basis
- Facilitate a Fraternal Benefits Night in each of his councils (live or virtual)
- Attend the State Convention

AGENCY EXPECTATIONS

- Attend the Columbus Day Ball
- Attend the membership degree if held in their council
- Make sure their council wins the Founder's Award (Insurance Award)
- Finish the year in the top 25% of the company out of 1000 agents
- Contribute to the Insurance member's high school scholarship fund

HOW CAN WE HELP YOU?

- Assist at parish recruiting drives
- Become a member of your retention committee
- Assist at council events that involve the parish
- Empower the agent to become an “ambassador” for your council through handing out current council activities and programs to all the members he visits with.
- Remember – your agent sees more of your non-active members each year than anyone else in your council. How can you harness those relationships?

CREATING THE RIGHT ENVIRONMENT

- Support starts at the beginning of your term as GK
- Your agent wants to have a good working relationship with you and your council – but he has a huge time crunch
- Call him when you need something or hear something you think he needs to know
- Remember he has 4-6 councils and is expected to be out most evenings seeing Brother Knights – he must plan ahead for all his commitments

HOW CAN YOU HELP US?

- Encourage your new members to have an initial meeting with your agent
- Include your agent so he's visible at your council meeting when he attends
- Allow the agent to speak at each meeting
- Set up an in-person FBN at your council
- Support the Virtual FBN
- You'll need 2 FBN credits – of any combination
- Include the agent on all your council communications

GOLDEN KNIGHT AWARD

- Promote membership recruiting from the podium
- The Golden Knight Award is an agent sponsored award
- If a man recruits 5 new members he is eligible
- Not everyone is comfortable recruiting – but some are
- Find those that are and then “pay them with recognition”
- The Golden Knight Award can be a part of that recognition

NEW COUNCIL DEVELOPMENT

- Bob Callaway and I are co-new council development chairmen (Balt-Washington)
- Help identify parishes that you feel could use a new council to help the pastor
- Help identify parishes that might be ethnic or have a large ethnic population
- We love to start new councils and go through the process with you
- Can't think of a better way to positively impact a parish and community then helping them start a new council in their parish
- 2 recent wins: St Mary's Seminary and Our Lady of the Fields

INTO THE BREACH VIDEO SERIES

- 12 videos (10-12 minutes each) and a Trailer (2 minutes)
- These videos help put a man's life and mission into perspective
- These videos could be your #1 recruiting tool with your parishes
- Show one at the beginning of each council meeting
- Sponsor an evening where you invite the parish to watch them with a social
- Maybe you haven't seen them...take some time when you get home and make a date with your wife to watch them all...you will understand the power they have
- These videos embody all the reasons why a man should join our Order

THANK YOU!

- Thanks for taking a leadership position
- Thanks for the personal sacrifice you are making
- Thanks for helping expand Blessed Fr. McGivney's mission
- Thanks for helping to make the world a better place through Knights of Columbus efforts in your local community