



2022-2023 Mid-Year Seminar

Council Growth

Jeff Koscho



Agenda

- Delta Drive
- Membership Intake performance
- Star Council Update
- New Council Development – opportunities
- Exemplification schedules
- Best Practice Discussion
 - Successful GK/DD discuss recruitment best practice
- Membership Engagement & Retention
- Training Needs / Schedules

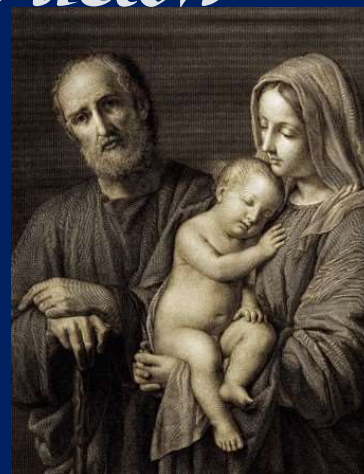



Identify what went well - and not so well in the first half



Delta Drive Preparation

- Schedule your drive
- Order Church Drive Kit & Candidate Kits
- Submit bulletin announcements
- Build ambassador teams & confirm attire
- Edit pulpit speech & confirm speaker

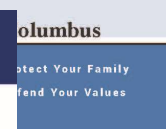


 **Knights of Columbus**

☐ I would like to become a member of the Knights of Columbus.
☐ I would like more some information regarding membership in the Knights of Columbus.
☐ I am a former member interested in rejoining the Knights of Columbus.

Name: _____
Street Address: _____
City: _____ State or Province: _____ Zip: _____
Phone: _____ Parish: _____
E-Mail: _____

Please contact me by: ☐ Phone ☐ Text ☐ Email
Best time to contact: ☐ Morning ☐ Afternoon ☐ Evening





Engaging Parishioners

To Everyone Entering Mass

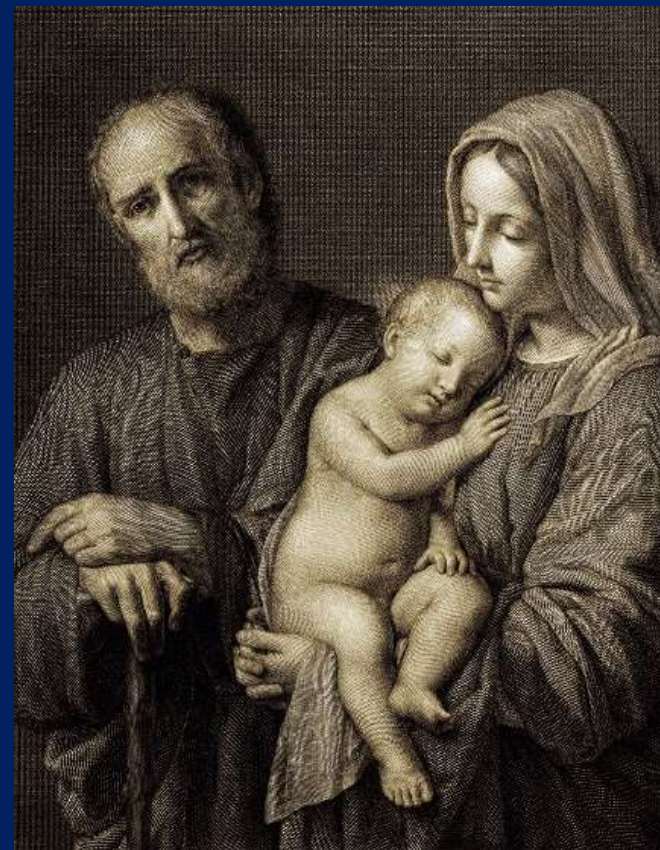
"Welcome, here's a little gift from our Knights of Columbus council."

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!"





Pulpit Announcement

- **Edit for your council/parish**
- **Identify good speaker**
 - **Not always grand knight**
 - **Practice, practice, practice**





Church Drive Follow-Up

- **Send thank you email(s)**
- **Invite Prospects to Council Program/Event**
- **Assign Mentors to Prospects**
- **Attend an Exemplification**

Thank you





Delta Church Drive Summary

- **Requires proper preparation**
- **Follow up needed for success**
- **Be flexible and adapt to your parish**
- **Reach out to your State Growth Team with questions**

Key Areas of Focus for

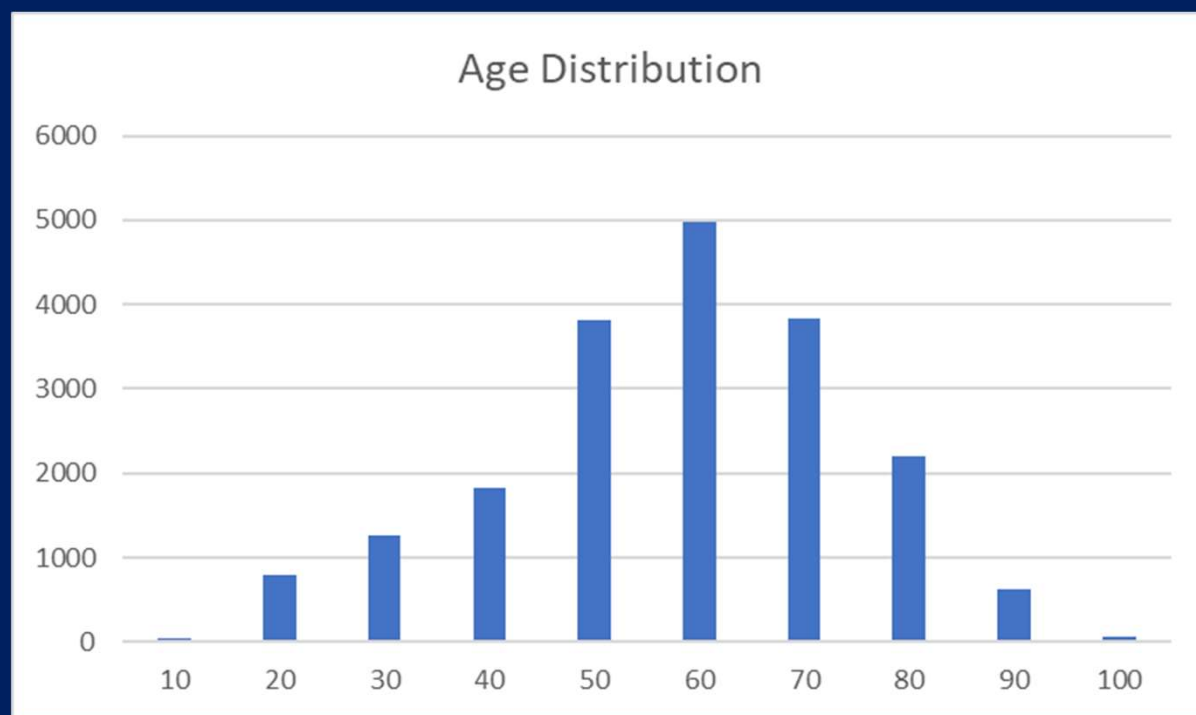
Success





Maryland Membership Summary

- 60% of Knights in Maryland are over 60 years old
- 53 members are over 100 years old
 - Oldest (tie) 108 years old





Membership Intake Performance

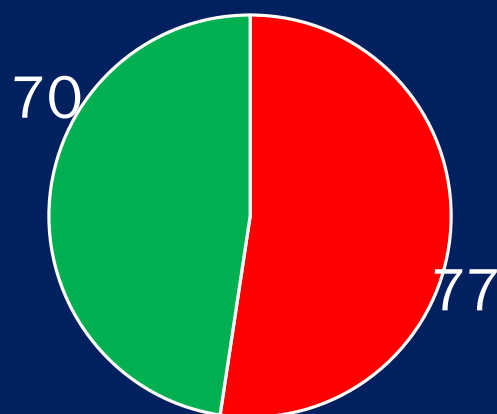
■ Total intake numbers for Columbian Year 2022-2023 (so Far)





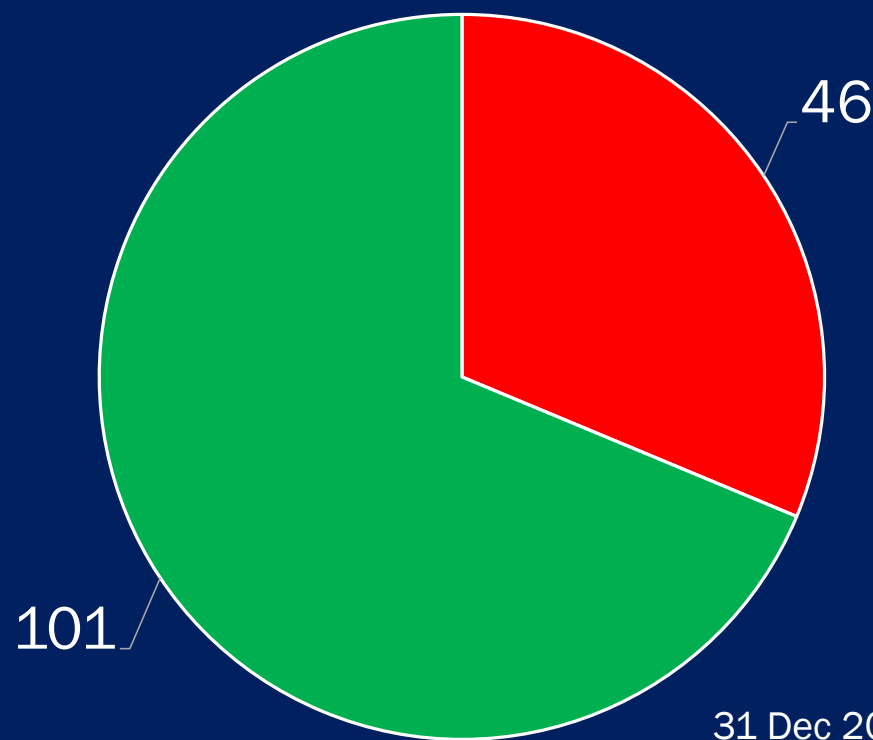
Where are we now?

■ Membership Active - Councils



14 Oct 2022
Every Council Active

Councils



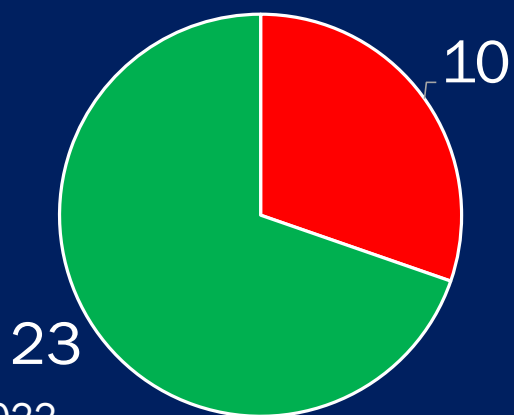
31 Dec 2022
Every Council Active

■ Non-Active ■ Active

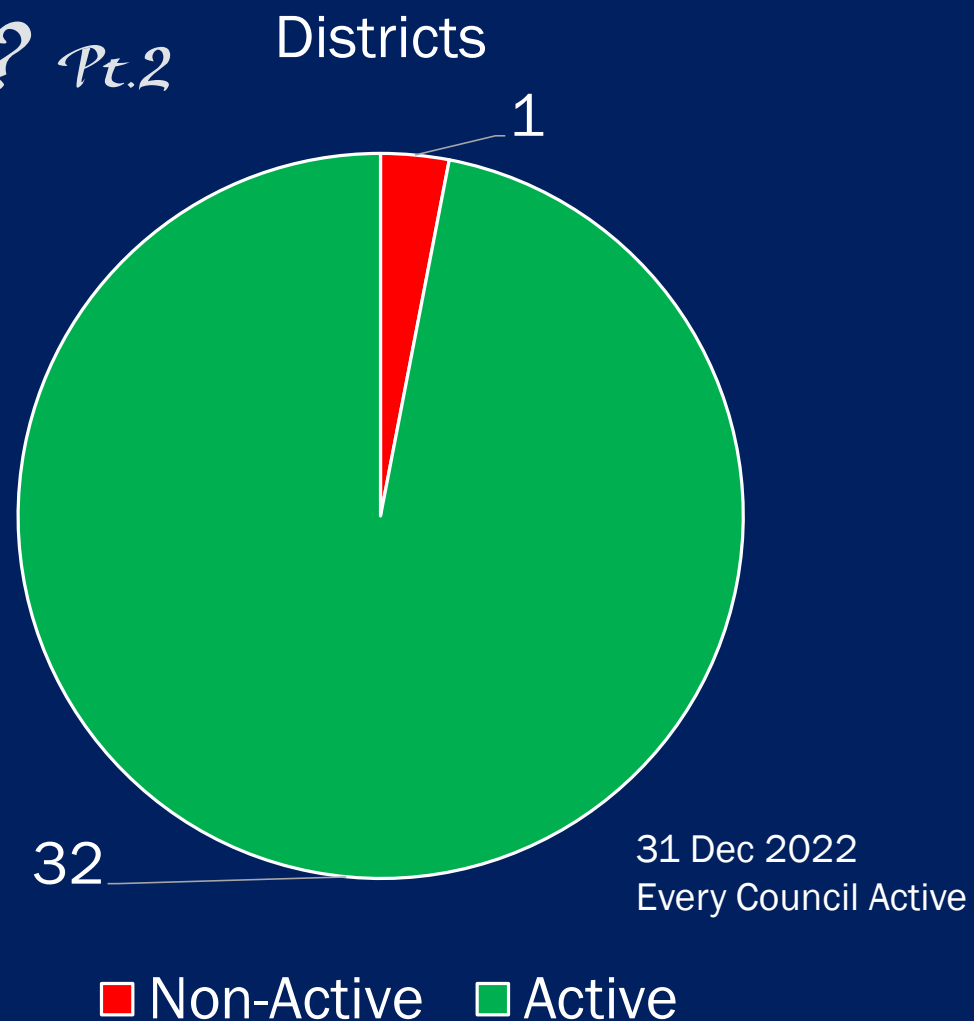


Where are we now? Pt.2

■ Membership Active - Districts



14 Oct 2022
Every Council Active





Star Council Status Update



■ Councils

- 13295 (33) Sedes Sapientiae – 460% (23)
- 11618 (23) St. John Neumann – 137.5% (11)
- 2169 (11) Fr. Rosensteel 140% (21)
- 4606 (28) Our Lady of Lourdes 140% (7)
- 17990 (24) William E. Baldwin 120% (6)
- 9808 (10) Msgr John R. Pennington 100% (5)
- 11171 (15) St. John the Evangelist 100% (5)
- 12127 (21) Our Lady of Guadalupe – 100% (7)
- 13859 (13) Pope John Paul The Great 100% (9)

■ Councils

- 12254 (2) Fr. Peter C. Boyle – 88.3% (5)
- 11615 (28) Fr. A. Leo Abendschoen – 80% (4)
- 14535 (28) St. Vincent Pallotti – 80% (4)
- 16611 (14) San Juan Neumann de Baltimore – 88% (4)
- 1384 (24) Annapolis – 73.3% (11)
- 14612 (4) St. Philip Neri – 71.4% (5)
- 8736 (27) Long Green Valley – 70% (7)
- 11422 (3) James C. Fletcher, Jr. – 70% (7)
- 2605 (7) Bethlehem – 66.7% (4)
- 11898 (6) St. Louis the King – 64.3 (9)
- 2942 (7) Dundalk – 62.5% (5)
- 5208 (5) Immaculate Lady 62.5% (5)
- 4 councils at 60%, 5 more at/above 50%

As of 2 Jan 2023

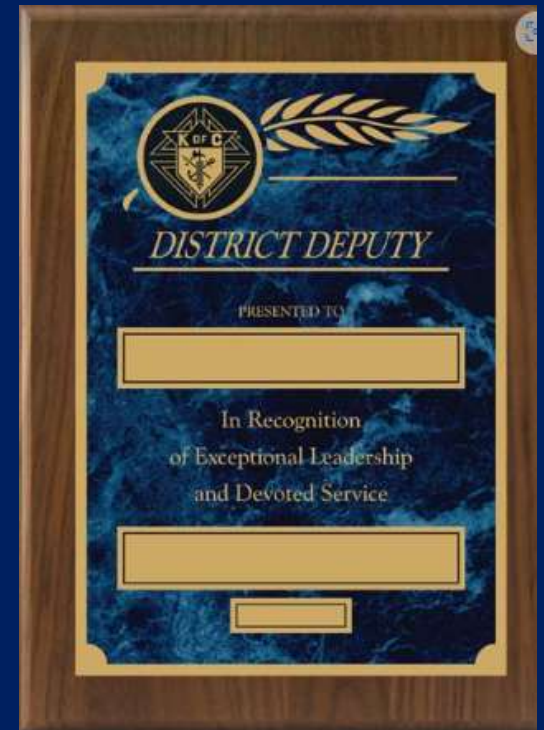
Membership-Insurance Progress Report



Star District Update

- **District 33 – Nick Wagman (185.7%)**
- **District 28 – Jonathan Boyle (107.1%)**
- **District 23 – Frank Attard (100.0%)**
- **District 11 – Martin (Gus) Gusman (100.0%)**

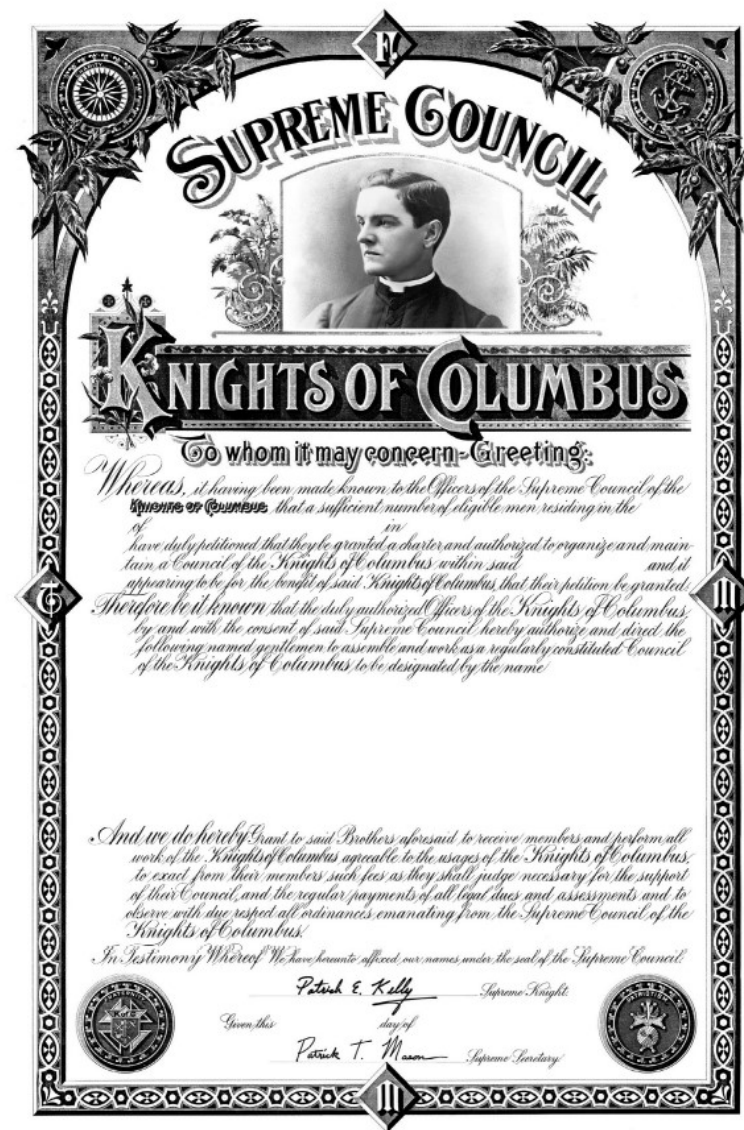
- District 14 – Willians Castillo-Vallenas (71.4%)
- District 24 – Jeffrey Maynard (62.5%)
- District 3 – Harold Sanders (61.3%)
- District 27 – Gregory Ward (60.0%)
- District 18 – Michael Watson (54.8%)
- District 13 – Calvin Anthony (51.9%)
- District 21 – Gary Guy (50.0%)





New Council Development

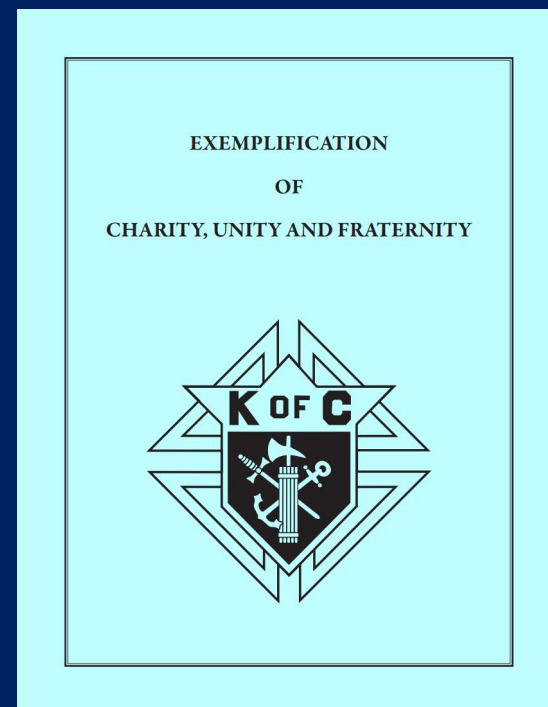
- State Growth team is working with District Deputies on leads
- Support from councils needed to establish new councils





Exemplifications

- **Schedule within two weeks of your Drive**
- **Report on State form 450**
- **Reach out to State Exemplification team if needed**
- **In person exemplification preferred**
- **State schedule on the State website**
 - ([2022-2023 Exemplification Calendar \(xls\)](https://www.kofc-md.org/2022-2023-Exemplification-Calendar.xls) ([kofc-md.org](https://www.kofc-md.org)))





Grand Knight Panel

- GK Timothy Stocker, Father Rosensteel Council 2169
- GK Paul Peyla, St. John Neumann Council 11618
- GK Patrick Brady, William E. Baldwin Council 17990





Engagement vs. Experience

Member Engagement

- What council does to enhance an individual's membership experience
- Done well or poorly (not at all)
- Ultimate goal – all members have positive experience

Member Experience

- How members view their membership
- Positive or Negative
- Positive leads to a member's continued and further involvement



Engaging Your Members

- Engagement should be intentional
- Listen to your members
 - Member Interest Survey (#1842)
- Different approaches for different member types
 - New Members – Welcome and Onboard
 - Officers – Training

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 *West Jesuit!*

GENERAL INFORMATION

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

FAITH IN ACTION PROGRAMS
Please list your preferences for these 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 Beach	<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 Bells
<input type="checkbox"/> Build the Domestic Church	<input type="checkbox"/> Family Fully Alive	<input type="checkbox"/> Free These Characterisms	<input type="checkbox"/> Pregnancy Center Support
<input type="checkbox"/> Kiosk	<input type="checkbox"/> Family Week	<input type="checkbox"/> Soccer Challenge	<input type="checkbox"/> Nominations for Life
<input type="checkbox"/> Brevity	<input type="checkbox"/> Conversation to the Holy Family	<input type="checkbox"/> Helping Hands	<input type="checkbox"/> Mass for People with Special Needs
<input type="checkbox"/> Spiritual Reflection	<input type="checkbox"/> Family Prayer Night	<input type="checkbox"/> Catholic Opportunity Essay Contest	<input type="checkbox"/> March for Life
<input type="checkbox"/> Holy Hour	<input type="checkbox"/> Good Friday Family Presentation	<input type="checkbox"/> Coats for Kids	<input type="checkbox"/> Special Olympics
<input type="checkbox"/> Sacramental Gifts	<input type="checkbox"/> Food for Families	<input type="checkbox"/> Global Wheelchair Mission	<input type="checkbox"/> UltraSound
<input type="checkbox"/> Relief Support Vacations Program (RSVP)	<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



Communicating with Your Members

- Many ways to communicate, use appropriate ones

- Keep members informed

- Awards & Recognition

- Knight of the Month / Family of the Month
- Shining Armor Award
- Silver Knight Award
- Royal Recruiter Award





One on One Member Engagement

- **Welcome “new” members**
 - **Introduce to KofC structure, terminology**
 - **Inform members of council history**
 - **Have someone invite new member throughout year**
- **Create a culture of supporting Brother Knights**
 - **Networking (professional, community, vocational)**



Membership Retention

- Affiliate Membership Initiative (AMI) available in January
- Membership Suspension process is still an option



**Knights of
Columbus®**

Affiliate Member Initiative Guidebook

Pilot Phase 3 Edition

August, 2022
This edition supersedes all previous editions.



Affiliate Membership Initiative Frequently Asked Questions

- 1. What is an affiliate member?**
An affiliate member is a Knight who shares our values and supports our mission, but is unable, for any number of reasons, to be engaged with a local council at this time.
- 2. Who is eligible for affiliate membership?**
A member who has not responded to his council's outreaches for 18 or more months may be eligible for affiliate membership. The specific criteria are listed in the Guidebook. They include nonpayment of dues, no response to emails, letters, phone calls, texts, or other forms of council communication. Eligible members also have not attended council meetings or events, and they have not been seen at Mass.
- 3. Who is not eligible for affiliate membership?**
Individuals who are exempt from dues (priests, honorary life, and those with dues waivers) are not eligible for designation as affiliate members. Additionally, inactive insurance members are not eligible for affiliate membership. Members who have asked to withdraw from the Order also are not eligible.
- 4. How does a council designate someone for affiliate membership?**
The council's financial secretary prepares a list of council members who owe two or more years of past dues and who meet the eligibility criteria. This list is sent to the grand knight to review with his trustees and other knowledgeable persons. They evaluate each listed member to confirm that the criteria were satisfied and to determine if extenuating circumstances (listed in the Guidebook) warrant removing that member's name from the list. A final list of members to designate as affiliates is sent to the council's district deputy for review, approval, and forwarding to the Supreme Council for processing.
- 5. What's the difference between a council member and an affiliate member?**
A council member retains all the traditional rights and privileges of a Knight of Columbus. Affiliate members retain most rights and privileges including access to insurance and other financial products; however, they do not have the right to hold office, vote, or serve as delegates to State and Supreme meetings. Affiliate members are part of their state council and they do not pay dues.
- 6. Will the council roster still include Affiliate Members?**
No. Affiliate members will no longer appear on the council roster.
- 7. Will the Member Management and Member Billing Applications (located on Officers Online) still include Affiliate Members?**
No. Affiliate members will no longer appear in the Member Management or Member Billing applications.
- 8. Will membership quotas be reduced for this year?**
No. Regrettably, quotas are fixed for this year. Quotas will, however, be reduced for next year. Processing members for Affiliate designation will not count negatively in determining eligibility for council end of year awards.



Training Opportunities

- **Associate Regional Growth & Training Director**
 - Jon Olson
 - Council Growth / Enhancing Member Experience / Delta Drive
- **Fraternal Webinars**
 - Past webinars are recorded
 - (<https://www.kofc.org/en/for-members/our-webinars.html>)
 - Church Drives and Membership Engagement
 - Growth: Extending Fr. McGivney's Invitation
- **E-mail resources**
 - Knightline
 - Fraternal Leader Advisory





Training Opportunities *(Assistant Regional Growth & Training Director)*

- **Enhancing Member Experience**
- **Monday 1/9/23 at 7PM CST (8PM EST)**
- <https://attendee.gotowebinar.com/rt/5406882942407479903>

- **Delta Drive**
- **Wednesday 1/11/23 at 6PM CST (7PM EST)**
- <https://attendee.gotowebinar.com/rt/628255874511732575>

- **Forms and the Supreme Website**
- **Monday 1/23/23 at 7PM CST (8PM EST)**
- <https://attendee.gotowebinar.com/rt/1429762467765170015>

- **Grand Knight Halftime**
- **Wednesday 1/25/23 at 7PM CST (8PM EST)**
- <https://attendee.gotowebinar.com/rt/3036994480387795806>



Homework

- **Submit Spring Council Drive Plans by 15 February**
- **Councils report on the success of their Church Drives**
 - Report when drives are complete
 - Number of Prospects
 - Number of New members
- **Pastor visits - Thank your Pastors for working your councils**



Maryland State Growth Team

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



Jeff Koscho
jkoscho@hotmail.com
301-659-9101



kofc.org/join



kofc.org/unete



Membership Retention

The categories for restoring the membership of a suspended member include:

- Reactivation of an **inactive insurance member** requires no council action. (+1)
- Reinstatement of a member suspended **less than three months** requires that actual arrearages be paid. No break in service occurs and no council action is required. (-0-)
- Readmission of a member suspended for **more than three months but less than seven years** requires that actual arrearages be paid (unless waived by the council). Council action is required. (+1)
- Reapplication of a member suspended for **more than seven years** requires that he pay \$7.50 in lieu of arrearages. In the case of reapplication, both admission committee and council action is required (+1)
- Transfers Members transferred in the **Affiliate Program** can be transferred back into the council (-0-)



Recognition

■ **Shining Armor**

- First Year of Membership
- Recruit one person, attend three council meetings, participate in three programs

■ **Silver Knight**

- In a 12 month period
- Recruit two members, attend three council meetings, participate in three programs

■ **Golden Knight**

- In a 12 month period (Starting 1 January, or 1 July)
- Recruit 5 new members



District Meetings

- **Membership**
- **Goals and quotas for the district and each council**
- **Schedule of ceremonials within the district for the proceeding six months**
- **Recruitment Plans**
 - I Supreme Council plans
 - I State Council plans
 - I District plans
 - I Council plans
- **Membership Retention**
- **Insurance Promotion**
- **Membership Incentive Programs**
 - I Supreme Council
 - I State Council



Fall Church Drive Lessons Learned (Observed)

- Many Councils waited until the last minute (and beyond) to schedule their drive
- Get on the Parish Calendar early – the calendar fills quickly
- Prepare early – identify the team(s), identify needed materials, identify the timeline / roadmap to get to Growth Drive
- Have Exemplification(s) available soon after the drives
- Schedule additional drives as needed
- Include families – Ladies are great recruiters
- Other?
- Challenges?



Young Fathers Initiative

- **The order is placing an emphasis on inviting Young Fathers to join**
- **The order can assist with:**
 - Leadership
 - Financial Security
 - Brotherhood
- **Officers Online / Supplies Online / Fraternal / Young Fathers**
 - Young Fathers Toolkit Spring 2022 (downloadable) (E/S/F)
 - Posters (5 versions – downloadable)
 - Social Media Graphics (downloadable) (E-5 versions, S-3 versions)
 - KofC Young Fathers Bulletin (downloadable) (E/F)
 - Young Fathers SM Text (downloadable) Social Media text options (E/S/F)



WHY?

- **The Knights of Columbus are Grounded in Faith**
- **The challenge in Council Growth is to understand the many “Why’s” that motivate people to join**
 - Faith formation
 - Programs
 - Insurance Program
 - Opportunities for Charity
 - Fraternity of Faith
 - Stand up for the Truth
- **Everything we do starts and ends with prayer**



Star District

Star District Checklist



- Founders Award from every council in District
- 70% of combined council membership goals
- At least one council in the District achieve Star Council
- For each Council in District, submit two District Deputy Semiannual Reports (#944) – Due 12/31 and 6/30
- “All Star District” – All Councils in District achieve Star Council



Roundtables

Report of Round Table Coordinator

20²² to 20²³

Due By: JUN. 30

Please see the reverse of this form for instructions on how to complete this form.
The activities of every Parish Round Table sponsored by your council should be included in your council's Annual Survey of Fraternal Activity (#1728).

COUNCIL INFORMATION:

Is your Council a Parish Council? ☐ Yes ☐ No Parent Council No.: _____

Base/Main Parish: _____

Language: ☐ E ☐ F ☐ S ☐ Other Specify Language if Other: _____

(1) ROUND TABLE COORDINATOR:	MEMBERSHIP NUMBER	LAST NAME	FIRST NAME	INITIAL

FULL PARISH NAME: _____ PARISH CITY: _____

NUMBER OF COUNCIL MEMBERS AT THIS PARISH: _____ NUMBER OF FAMILIES AT PARISH: _____ LANGUAGE: ☐ E ☐ F ☐ S ☐ OTHER AND SPECIFY: _____

A parish round table serves a parish in any number of ways.

Parish round tables are ideal to provide a Knights of Columbus presence and be of service to smaller parishes and missions, and to fill needs for ethnic development.

- Grand Knight appoints coordinator
- Roundtable members are council members
- Coordinator works with Parish priest for the needs of the Parish



Officers Online

- **Officers Online** lets you keep track your district's progress for both membership and insurance growth, which is useful information toward the earning of the Star District Award, and is useful to track the health of each council in your district.
 - Reports:
 - Safe Environment Member Status
 - Membership Roster
 - 1 July / 1 January
 - Current
 - **Officer's Desk Reference**
 - **Office of Youth Protection**
 - **Home Corporations**
 - **Supplies Online**
 - **Prospect Tab / Candidate Tab**

Awards Progress								
	Quota	Month to Date			Year to Date			%
		Gain	Loss	Net	Gain	Loss	Net	
MBR	26	0	0	0	6	0	6	23
INS	0	0	0	0	5	1	4	

District Membership	
Total Membership	YTD Change in Membership
6/6/2022	
707	-55



How District Deputies Help their Councils Grow

- **Enforce the concept that membership growth enables everything that our councils do**
- **Keep talking about membership Growth**
 - Council Meetings
 - District Meetings
 - All functions
- **Participate in Council Programs and Recruitment Drives**
- **Practice with Council Exemplification teams**
- **Encourage Ladies and Family participation in all council activities**



Have a Plan

- **What is going to be done?**
- **When is it going to be done?**
- **Who is responsible for getting it done?**
- **Plan**
 - Incentives
 - Church Drives
 - Membership Events
 - Fraternal Benefits Seminars
 - Exemplification of Charity, Unity, & Fraternity
 - Effective Use of Online Membership



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 parish round table has no dues. Members continue to meet their financial obligation to their council
- 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 pastor should only be as involved as he wants it to be. The parish roundtable should lighten his workload, not add to it
- When a project requires more support than the parish round table members can provide, the coordinator solicits the whole council for support and assistance

