



2023-2024 Leadership Seminar

State Growth Team

Jeff Koscho

jkoscho@hotmail.com



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**
- **Does NOT involve “catching potential members” heading to their cars**



Council Church Drive

■ **Easy to prepare**

- Order kits from Supreme – Order Kits NOW
 - 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

■ **One kit includes**

- 800 Prayer Cards
- 200 Prospect Cards
- 200 “Why Join” pamphlets

■ **Order additional Supplies from Supplies Online**



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



Officers Online Access

Members in a role permitted access to Officers Online will be emailed an invitation code once the Supreme Council receives the appropriate form from the state council, local council, or assembly indicating the election or appointment, and records this information. If you do not receive an invitation code within a reasonable time, click "Account Assistant" on the sign in page and follow the instructions.

If you previously held a role with access to Officers Online, you do not need a new invitation code. Your access will automatically be reactivated once the appropriate form is submitted.

If you do not remember your log on credentials, click "Account Assistant" or "Password Reset" on the sign in page and follow the instructions. If additional assistance is required contact our Customer Service Department at 800-380-9995, option 2 and provide your membership number and role.

Applications by Roles	Role Description										
	Officers Online	Officers Desk Reference	Office of Youth Protection	Home Corporations	Member Management	Member Billing	By Laws Online	Knights Gear	Supplies Online	Prospect Tab	Candidate Tab
District											
District Deputy	X	X	X	X				X	X	X	
Council											
Grand Knight	X	X	X	X	X		X	X	X	X	X
Financial Secretary	X	X	X	X	X	X	X	X	X	X	X
Advocate	X	X	X	X			X	X	X		
Deputy Grand Knight	X	X	X	X				X	X		
Treasurer	X	X	X	X				X	X		
Membership Director	X	X	X	X				X	X		



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 30 June)
 - 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**



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**



Membership Drives

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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.



Recognition



■ 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



Recognition



- **Silver Knight**
 - Involved in at least three Faith In Action Programs
 - Attend at least three council meetings
 - Sponsor at least two men into the order



Recognition



- **Royal Recruiter**
 - State Award funded by the General Agents
 - Recruit five new members in a Fraternal Year or Calendar Year



Roundtables

- **Blessed Michael McGivney's goal**
 - 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 only ~160 local councils to achieve the goal**
 - Archdiocese of Washington – 145 Parishes
 - Archdiocese of Baltimore – 153 Parishes
 - Diocese of Wilmington – 30 Parishes





Ladies / Families

- **The Knights of Columbus is a Family organization**
 - Families are doing what the Knights are doing
- **Every Council should have Ladies involved**
- **Every Council should have Families involved**
 - Families can assist in meeting the council goals
 - Community Service Opportunities
 - Families will see the good works of the Knights
- **Ladies will have good ideas about new programs**

- **Recruiting messages to ladies will help decisions for the men to join**



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

- **Plan your October Church Drive**
 - Submit dates by August 15th
 - Order & prepare resources
- **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 plan to achieve goals**

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





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.)



Member Type / Member Class

■ Member Type

- Associate
- Insurance
- Inactive

■ Member Class

- Honorary
- Honorary Life

ate	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		