



# 2024 Midterm Meeting

## Council Growth

Jeff Koscho

[jkoscho@hotmail.com](mailto:jkoscho@hotmail.com)



# AGENDA

- **Delta Drive**
- **Membership Intake performance**
- **Star Council Update**
- **New Council Development – Opportunities**
- **Exemplification schedules**
- **Best Practices Discussion**
- **Membership Engagement & Retention**
- **Training Needs / Schedules**





# HALF TIME

## HALF TIME

What do all successful teams do at half time?

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

Make the necessary adjustments to win the game!



# DELTA DRIVE PREPARATION



- Schedule your drive
- Order Delta Drive Kit & Candidate Kits
- Submit Bulletin Announcements
- Build Ambassador Teams
  - Confirm Attire
- Edit Pulpit Speech & Confirm Speaker



Knights of  
Columbus®

## Why Join?

 **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.

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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



## Also Available in Spanish



# ENGAGE PARISHIONERS

To **EVERYONE** Entering Mass

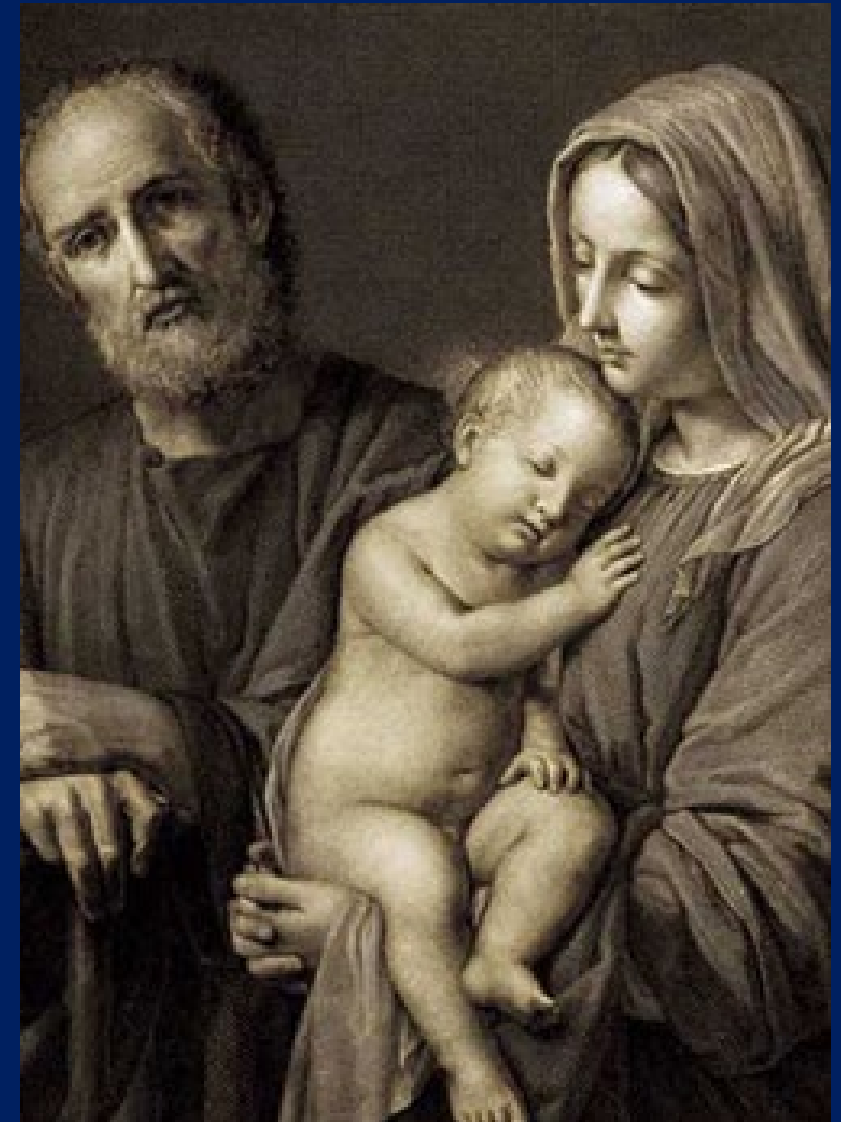
*“Welcome, here’s a little gift from our Knights of Columbus Council”*

To **Everyone** Exiting Mass

*“Thank you for hearing our story today”*

To **Prospect** exiting Mass

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





# PULPIT ANNOUNCEMENT

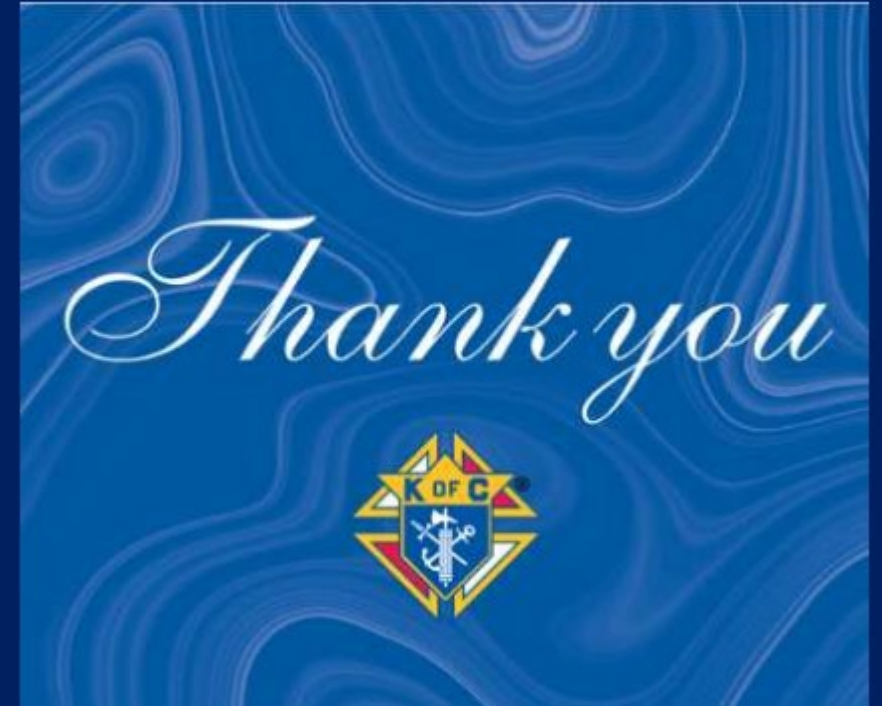
- **Edit for your council / Parish**
- **Identify a good speaker**
  - Not necessarily Grand Knight
  - Practice, Practice, Practice





# CHURCH DRIVE FOLLOW-UP

- **Send Thank You cards, letters, and e-mails**
- **Invite Prospects to Council Programs and Events**
- **Assign Mentors to Prospects**
- **Bring Prospects to an Exemplification**





# MEMBERSHIP DRIVES

- **Every Council Activity is a Membership Drive**
  - Church Ministries
  - Youth activities
  - Pancake Dinners
  - Eucharistic Adoration
- **Every Council should schedule Fall and Spring Drives**
  - Spring Drive dates due by 15 February  
([jkoscho@hotmail.com](mailto:jkoscho@hotmail.com))
- **Report every Council Growth Drive**
  - Follow-up when drives are complete
    - # of prospects, # new members





# DELTA CHURCH DRIVE SUMMARY

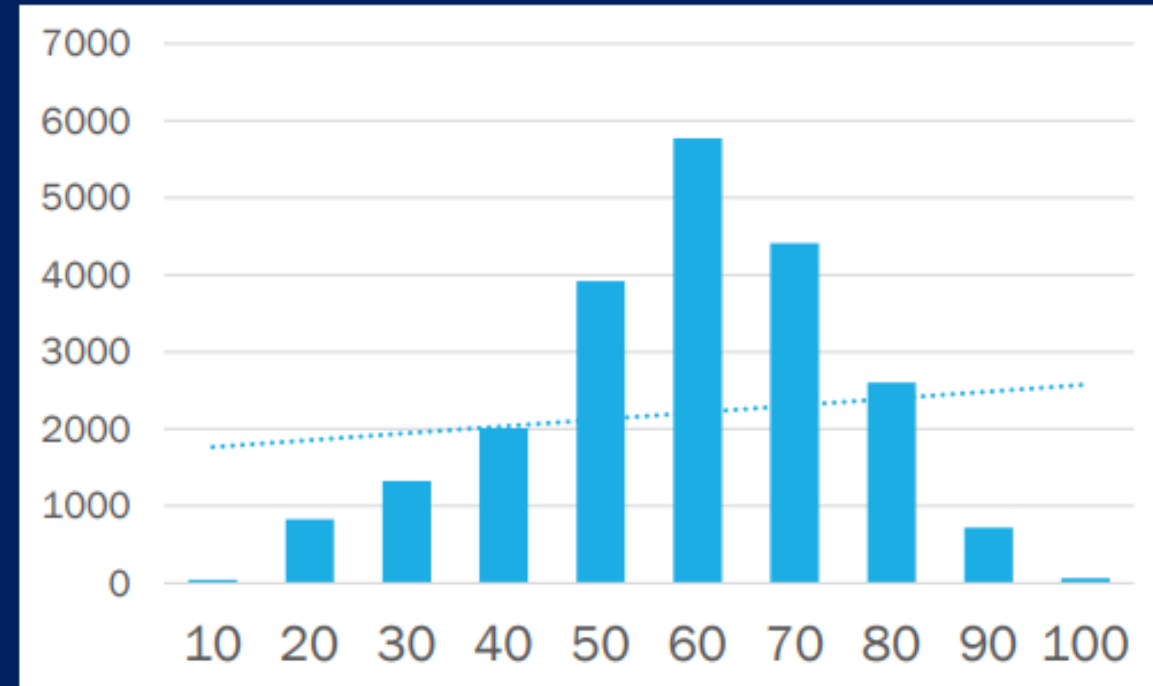
- **Requires proper preparation**
- **Follow-up needed for success**
- **Be flexible and adapt to your Parishes**
- **All Activities are membership drive opportunities**
- **Reach out to your State Growth Team with questions**





# MARYLAND MEMBERSHIP SUMMARY

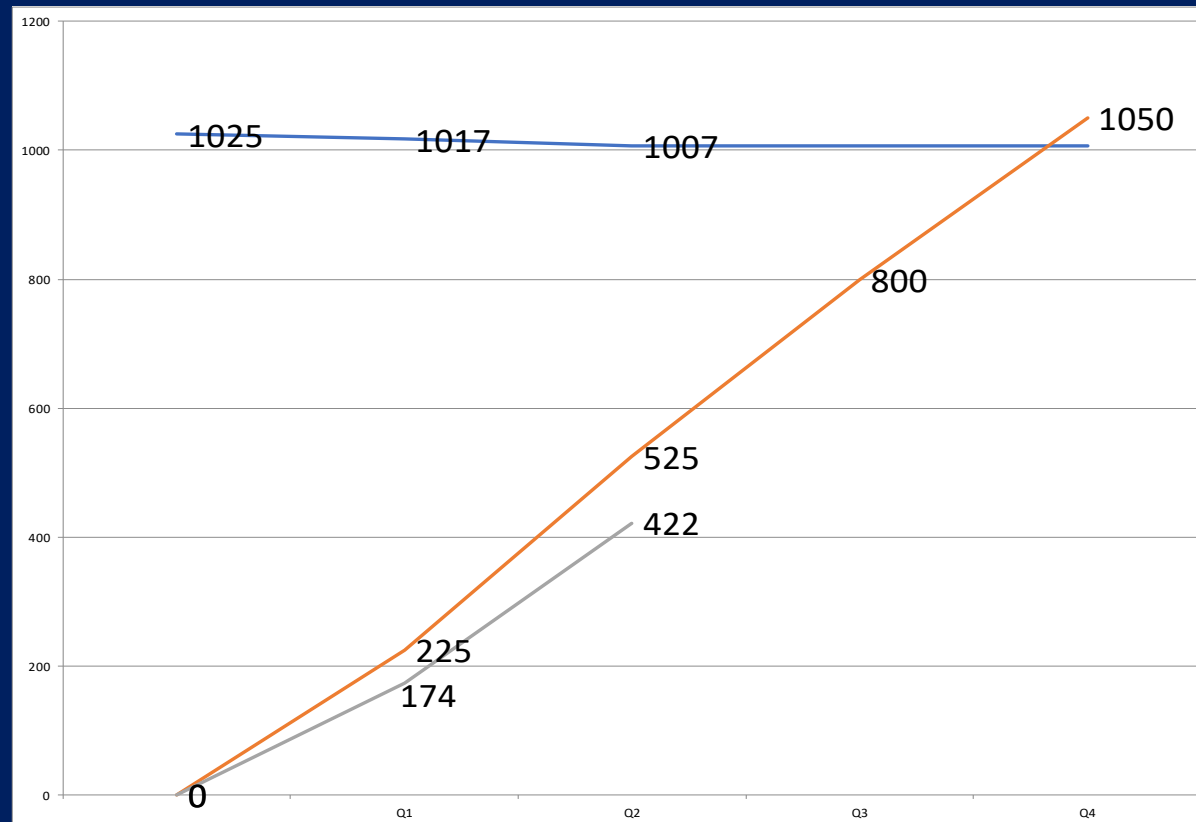
- **62.5% members on Maryland Council Rosters are 60 year old, or older**
- **63 members are 100 year old, or older**
  - Oldest is 109 (tie – 2)





# MEMBERSHIP INTAKE PERFORMANCE

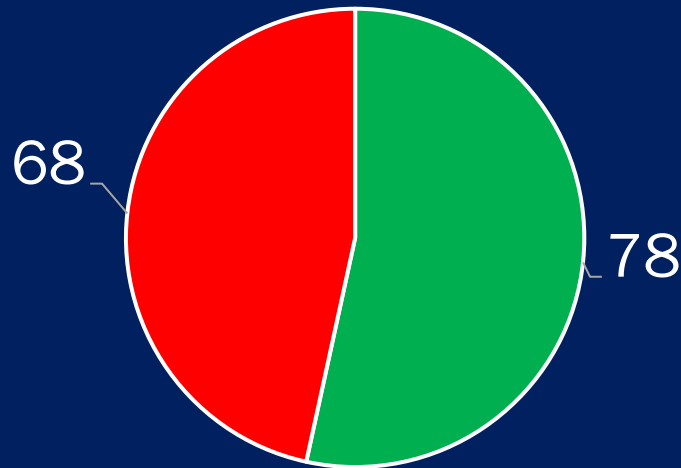
- Total Intake for Columbian Year 2023-2024 (so far)





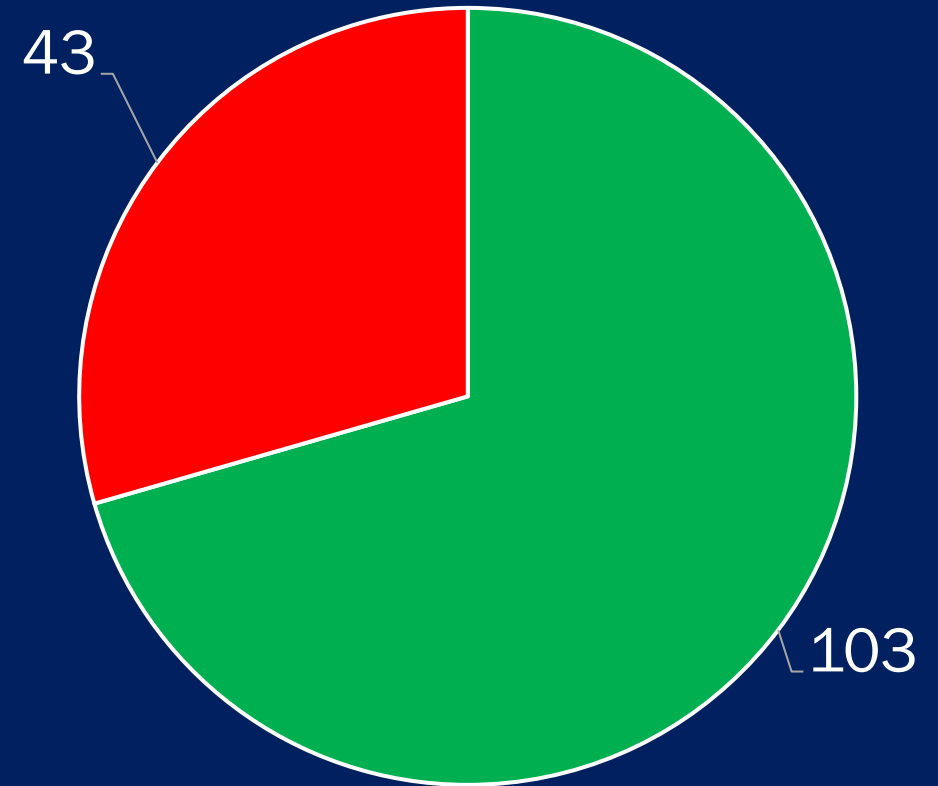
# WHERE ARE WE NOW?

## ■ Membership Active - Councils



■ Active ■ Non-Active

14 October 2023



■ Active ■ Non-Active

3 January 2024



# STAR COUNCIL UPDATE

- **15000 (33) Loyola University – 400% (20)**
- **13295 (33) Sedes Sapientiae – 260% (13)**
- **2797 (18) Rock Creek – 166.67% (25)**
- **18170 (14) San Jose Custodio de Columbia – 140% (7)**
- **205 (32) Cardinal Shehan of Baltimore – 116.7% (7)**
- **11618 (23) St. John Neumann – 111.11% (10)**
- **13294 (6) St. Alphonsus Rodriguez – 100% (5)**
- **7559 (23) Columbia – 100% (7)**
- **9462 (32) Santo Nino – 100% (5)**
- **1965 (33) Mt. St. Mary's College – 100% (5)**



**Star Council**



# STAR COUNCIL UPDATE PT.2

- 16611 (14) San Juan Nuemann de Baltimore - 83.3% (5)
- 2279 (12) Archbishop Neale - 81.8% (9)
- 1384 (24) Annapolis - 80% (12)
- 12255 (25) St. Timothy - 80% (4)
- 8251 (24) South County - 77.8% (7)
- 2274 (26) Regina Coeli - 77.8% (7)
- 2169 (11) Father Rosensteel – 66.7% (10)
- 14612 (4) St. Philip Neri - 62.5 (5)
- 10046 (3) St. Mary's of Landover Hills - 60% (3)
- 12180 (23) Father Bernard Harding - 60% (3)
- 7870 (9) Calvert - 58.5% (7)
- 1365 (8) Pangborn - 57.1% (8)
- 5482 (12) John F. Kennedy - 57.1% (4)
- 6188 (16) Corpus Christi - 57.1% (4)
- 9774 (18) Mater Dei - 57.1% (8)
- 5381 (3) Mother Seton - 55.6% (5)
- 2002 (16) Havre De Grace - 55.6% (5)
- 1442 (20) Frostburg - 55.6% (5)
- 11024 (21) Father Horace B. McKenna - 50% (4)
- 1622 (25) St. John's - 50% (6)
- 11615 (28) Father A. Leo Abendschoen - 50% (3)
- 9968 (29) Immaculate Heart of Mary - 50% (4)



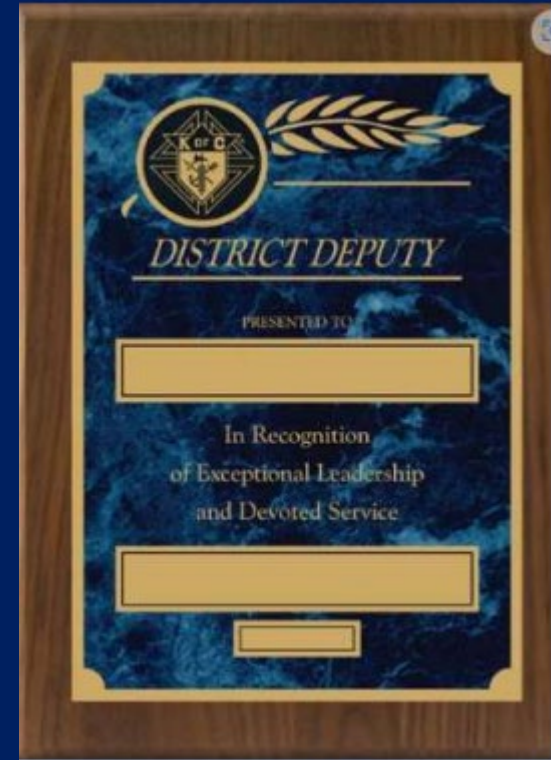
**Star Council**



# STAR DISTRICT UPDATE

## ■ Districts

- 033 – 286% of goal, 100% councils Membership Active (4 of 4)
- 018 – 117% of goal, 75% councils Membership Active (3 of 4)
- 023 – 117% of goal, 100% councils Membership Active (4 of 4)
- 032 – 83% of goal, 100% councils Membership Active (4 of 4)
- 014 – 80% of goal, 50% councils Membership Active (2 of 4)
- 024 – 68% of goal, 100% councils Membership Active (6 of 6)
- 012 – 60% of goal, 60% councils Membership Active (3 of 5)
- 025 – 57% of goal, 75% councils Membership Active (3 of 4)
- 026 – 57% of goal, 100% of councils Membership Active (5 of 5)
- 020 – 55% of goal, 100% of councils Membership Active (3 of 3)
- 028 – 53% of goal, 100% of councils Membership Active (4 of 4)
- 009 – 50% of goal, 100% of councils Membership Active (4 of 4)





# EXEMPLIFICATIONS

- **Schedule within two weeks of your Drive**
- **Report on State Form 450**
- **Reach out to State Exemplification team if needed**
  - English and Spanish teams available
- **In person Exemplification is preferred**
- **Schedule is on the State website**
  - ([2023 Exemplification Calendar \(xls\) \(kofc-md.org\)](#))





# GRAND KNIGHT PANEL

- **Tom Harwell, GK Immaculate Lady Council 5208**
  - Our methods are one-on-one conversations with prospects during what we call a “meet the Knights night”. We provide food and drink and a quiet environment to have conversations and provide information about our council. We also market using our new website.
- **Jhon Neira, GK San Jose Custodio de Columbia Council 18170**
- **Robert Butto, DW15, PGK St. Columcille Council 5317**
- **Matthew Hollister, DD33**





# WHY?

- Focus on the Why message
- Invite vs. Recruit
- Opportunity to “be someone” vs. “to do something”
  - Lead with Faith
  - Protect your Family
  - Serve Others
  - Defend Your Values
- Be the best they can be
  - Better husbands / Better fathers / Better Catholics
- WIIFM - Find out what men are looking to get out of their membership
- Clergy and Field Agents can assist with invitations





# SE HABLA?

- Maryland State Hispanic Director:
- Armando Fernandez (DD14)



Caballeros  
de Colón®



Caballeros  
de Colón®



Caballeros  
de Colón®



Caballeros  
de Colón®



# JOIN

- **[KofC.org/join](https://kofc.org/join) highly recommended for new members**
- **Candidate tab available for**
  - New Members
  - Reactivations
  - Transfers
    - May take 2-3 business days to process through Membership Records Department
    - Members processed through Candidate Tab will receive a confirmation e-mail from Supreme
- **Form 100**
  - Suspensions
  - No e-mail address
  - No Cell Phone number



# AFFILIATE MEMBERSHIP INITIATIVE (AMI)

## ■ Process:

- Financial Secretary sends membership bill 1<sup>st</sup> notice/2<sup>nd</sup> notice
- FS forwards list to Engagement Committee
  - Names / addresses / phone numbers / e-mail addresses / amounts due / proposer
- Engagement Committee attempts to contact
  - In 30 days submit report to GK & Trustees reason for non-payment and recommendations
- GK meet with FS and Trustees to decide course of action
  - Final Notice to member who gave no reason for non-payment
  - Reduce dues / allow alternate payment plans if member in financial distress
  - Process withdrawal for those who request to leave the Order
  - Process members for designation as Affiliate Members through District Deputy
- District Deputy reviews the list. If approve, forwards to [affiliate@kofc.org](mailto:affiliate@kofc.org)



## **Affiliate Member Initiative Guidebook**

*Pilot Phase 3 Edition*

August, 2022  
This edition supersedes all previous editions.



# ENGAGE YOUR NEW MEMBERS

- Engagement should be Intentional
- Listen to your members
  - Member Interest Survey (#1842)
- Different Approaches for different member types
  - New Members – welcome aboard / Assign a mentor
  - Returning / Reengaging Members – work with interests
  - Officers – Training
- Assign members to program teams

## 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: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
 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"/> Disaster Preparedness	<input type="checkbox"/> Christian Refugee Relief
<input type="checkbox"/> Pilgrim Icon Program	<input type="checkbox"/> Keep Christ in Christmas	<input type="checkbox"/> Free Throw Championship	<input type="checkbox"/> Silver Rose
<input type="checkbox"/> Build the Domestic Church Kiosk	<input type="checkbox"/> Family Fully Alive	<input type="checkbox"/> Soccer Challenge	<input type="checkbox"/> Pregnancy Center Support
<input type="checkbox"/> Rosary	<input type="checkbox"/> Family Week	<input type="checkbox"/> Helping Hands	<input type="checkbox"/> Aid & Support After Pregnancy (ASAP)
<input type="checkbox"/> Spiritual Reflection	<input type="checkbox"/> Consecration to the Holy Family	<input type="checkbox"/> Catholic Citizenship Essay Contest	<input type="checkbox"/> Novena for Life
<input type="checkbox"/> Holy Hour	<input type="checkbox"/> Family Prayer Night	<input type="checkbox"/> Coats for Kids	<input type="checkbox"/> Mass for People with Special Needs
<input type="checkbox"/> Sacramental Gifts	<input type="checkbox"/> Good Friday Family Promotion	<input type="checkbox"/> Global Wheelchair Mission	<input type="checkbox"/> March for Life
<input type="checkbox"/> Refund Support Vocations Program (RSVP)	<input type="checkbox"/> Food for Families	<input type="checkbox"/> Habitat for Humanity	<input type="checkbox"/> Special Olympics
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____	<input type="checkbox"/> Ultrasound
			<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





# TRAINING OPPORTUNITIES

## ■ Officer Training Sessions

### ■ Supreme Fraternal Trainers

- January 16, 2024, 8:00 PM.....[Membership Retention](#)
- January 23, 2024, 8:00 PM.....[Officer Desk Reference](#)
- January 24, 2024, 10:00 PM.....[Navigating Council Forms](#)
- January 29, 2024, 8:00 PM.....[Programs for Lent/Easter](#)

## ■ Fraternal Webinars

- Past webinars are recorded
  - ([Fraternal Training | Knights of Columbus \(kofc.org\)](#))
  - A Council's Charitable Resource
  - Accept a Leadership Challenge

## ■ E-mail resources

- Fraternal Leader Advisory



## Fraternal Leader Advisory

[Español](#) | [Français](#)

[Breaking News](#) | [Reminders](#) | [Resources](#) | [Recommendations](#)

VOLUME 89 December 7, 2023 | [Kofc.org/Formembers](https://kofc.org/formembers)

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### Webinar: Council Accounts: A Council's Charitable Resource



Join us January 10, 2024 | 8 – 9 PM (EST)



**Council Accounts:**  
A Council's Charitable Resource

Join us for a webinar on Wednesday, January 10 at 8:00 PM EST.

A Council Account with Knights of Columbus Charitable Fund (KCCF) can help your council fundraise more effectively to support fraternal programs. This webinar will be co-hosted by KCCF team members Dennis Gerber and Evan Holguin along with Drew Dillingham, Director of Programs.

Click on the button below to register.

[Register Now](#)

### Online Leadership Training

Leadership training sessions are conducted by experienced Fraternal Trainers who provide information and guidance to enhance your leadership skills and help you to make a difference in your community. Trainings are recorded, and a list of [On Demand Leadership Training](#) is available on kofc.org.

Register for upcoming online sessions by visiting our [Online Training Schedule](#) or clicking on the training topic(s) below.

Note: All Times are Eastern

- January 16, 2024, 8:00 PM [Membership Retention](#)
- January 23, 2024, 8:00 PM [Officer Desk Reference](#)
- January 24, 2024, 10:00 PM [Navigating Council Forms](#)
- January 29, 2024, 8:00 PM [Programs for Lent/Easter](#)

### Programs



### Midyear Review: Succeeding or Struggling?

November 16, 2023



### Midyear Review: Succeeding or Struggling? (11/2023)

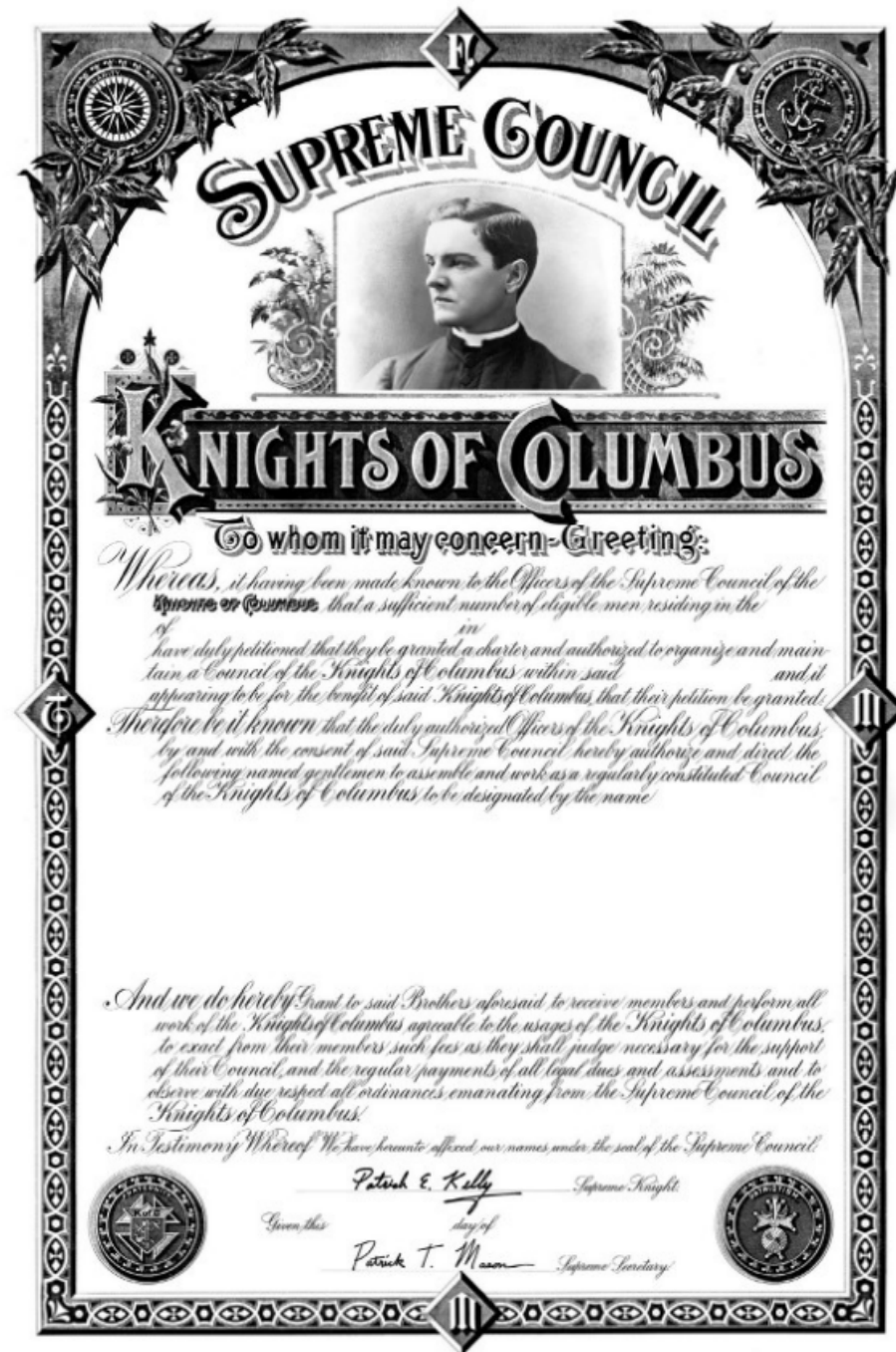
A discussion of midyear council goals, to showcase some best practices and significant accomplishments, as well as ways to address common issues and challenges. Also, a review of important considerations to assist your councils in earning the Star Award.

[VIEW ON DEMAND](#)



# NEW COUNCIL DEVELOPMENT

- Maryland State Growth Team is working with District Deputies and our General Agents on leads
- Support from councils are needed to establish new 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](mailto:jkoscho@hotmail.com)  
301-659-9101

