



Growing Your Councils as a District Deputy

Terry Waters





Getting off to a Fast Start!

- Highlight summer opportunities and successes
 - Make sure that your councils have a Membership and Retention Director in place
 - Work with GK's to lock down church drive dates
 - Make training a priority- offer to provide training sessions to your GK and his Membership team
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Understanding “Why” We Need to Grow Our Councils

- We must grow to continue to be viable and relevant
- We help bring men back to the church
- Local communities need our help now more than ever- FIA programs!





Why We Need to Grow our Councils...

- Our pastors and parishes rely on us!
- Provide men with opportunity to grow as a father, husband, Catholic.
- Fresh new ideas!
- Future leaders!
- **Tell your personal story-**
 - **Why did you become a Knight?**
 - **How have you benefited from your membership?**





Why Do Men Join the Knights of Columbus?

Community service

Passion around a Knights' cause

Interesting programs

Deepen Catholic faith

Family tradition

Insurance

Something to do in retirement

Fraternity

Wife insisted

New friendships





Understanding Our Changing Catholic Landscape

- Mass attendance is declining. However, attendance of Hispanic Catholic adults is increasing in the US.
 - One study shows that Americans younger than 35 with children have a higher confidence in organized religion.
 - Differences in generations require different approaches in soliciting new members. If we do not adapt we could be left behind.
-



Who to Recruit?

- All local priests, seminarians and deacons!
 - Ushers, parish council members, choir members, lectors, That Man Is You, and men's club members*
 - Retreat participants
 - New parishioners and new Catholics
- *Tip: Invite ministry leaders to council events
-



Who to Recruit?

- High school seniors
 - Businesses who serve your council
 - Fathers, sons, nephews, cousins, in-laws
 - Your friends!
-



Recruiting Millennial Men (ages 28-43)

Looking for experiences and activities outside work and home...

- Micro-brewery night- “Faith on Tap”- invite priest
- Winery experience
- Habitat for Humanity
- Christmas in April
- Community projects
- Group rosary hike





Recruiting Millennial Men (ages 28-43)

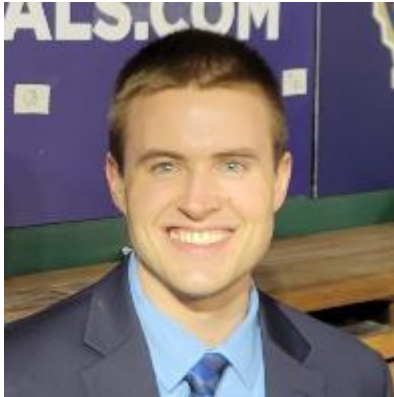
Looking for experiences that get kids “away from the screen...”

- Father/daughter dance
- Minor league baseball game
- Trampoline park
- Breakfast with Santa
- Potluck council picnic
- Free Throw event
- Easter Egg hunt
- Food Packing event





Young Men's Advisory Committee



David Bludis, PGK



Matt Hollister, FDD

Committee Members



Justin Meeder, PGK



Rick Babbitt, PGK



Young Men's Advisory Committee

Purpose:

- Share insights into concerns and interests of younger men
 - Make recommendations on how to engage these men
 - Offer suggestions on how to invite these men to join the Order
-



Don't try to do it alone!

You have lots of support!

Council Growth Team

Council Members

Region Growth Director

Pastor

Field Agent

Ladies Aux/Wives

District Deputy and District Warden





Work with Pastor and Field Agent

- Your **Pastors** can impact your recruiting success!
 - Join your GK's in meeting with pastors

 - Your **Field Agent** has multiple tools available to assist recruiting!
 - Get to know him and share your goals and expectations
-



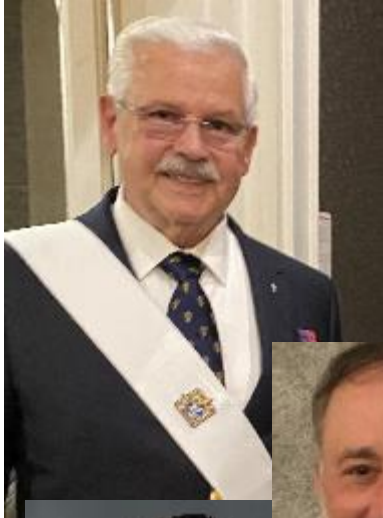
Involve the Ladies!



- Invite your ladies to get involved!
- Ladies have good ideas about new programs.
- Provide ladies with recruitment messages- this will help in their discussions with husbands, fathers, sons.



Your Maryland State Council Growth Team





Western Maryland

John Hershberger

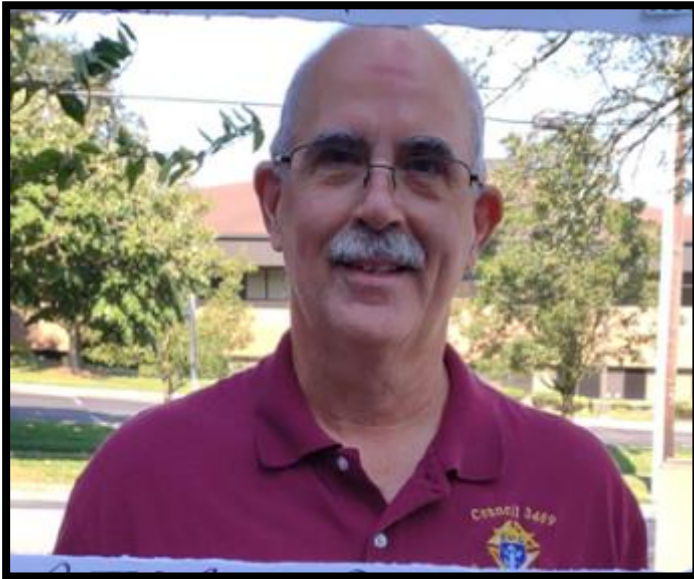


Bob Sweitzer



Eastern Maryland

Charles Doherty



Larry Houck



Baltimore Archdiocese



John Ohmer



Peter Hammerer



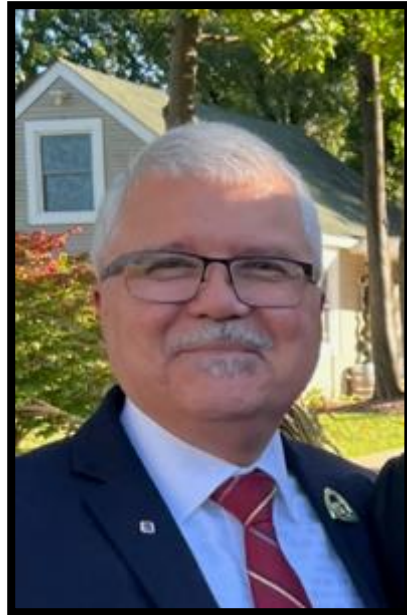
Buzzy Stockman



Washington Archdiocese



Roger Lie



Gus Gusman



Justin Meeder



Dave Czarnecki



Regional Council Growth Directors- District Deputy Alignment



Each Regional Growth Director will be responsible for supporting designated districts and councils.

Your membership growth goals are his membership growth goals!

Each RGD challenged to earn Silver Knight Award!

| | | | | | | | |
|------------|----|------|-------|-------|-------|-------|--|
| John Ohmer | 2 | 2577 | 9302 | 12254 | 14455 | | |
| | 4 | 7025 | 10881 | 10966 | 11214 | 14612 | |
| | 9 | 7870 | 11259 | 14572 | 14775 | | |
| | 23 | 7559 | 11618 | 12180 | 12524 | | |



Regional Council Growth Directors- Your “go-to” Membership Resource

- Help you plan and schedule your church drives
 - Participate in council church drives
 - Provide coaching on membership recruitment skills and online membership process
 - Help you identify opportunities for new councils and roundtables
 - Share best practices with you!
-

Program Activities





Fun Fact...

Maryland councils
run over 2,500
programs each
fraternal year!





Recruit at EVERY Program Activity

- Every event should have membership component.
- Be prepared to provide information about council!
- Have your Delta Church Drive packets available!
- Have Knights available to answer questions and to assist men in joining online.

Remember: 97% of Star Councils recruit through programs!



Recognize Council Recruiters!

- Acknowledge recruiters at council meetings – and with handwritten notes
- Present Certificates of Appreciation (#1579)
- Offer dues reduction incentives (example: \$1 reduction per new member)





Recognize Council Recruiters!

- Promote Supreme and MD State membership incentives
- List recruiters on council webpage or newsletter





Overcoming Obstacles

- Promote participation at events run by our partnering organizations- Special Olympics, Cross Catholic Outreach, Pregnancy Centers, Habitat for Humanity
 - Conduct programs and events that appeal to younger men and families
 - Align your programs with your pastor's vision
 - Use media to share the great work of the council
-



Exemplifications

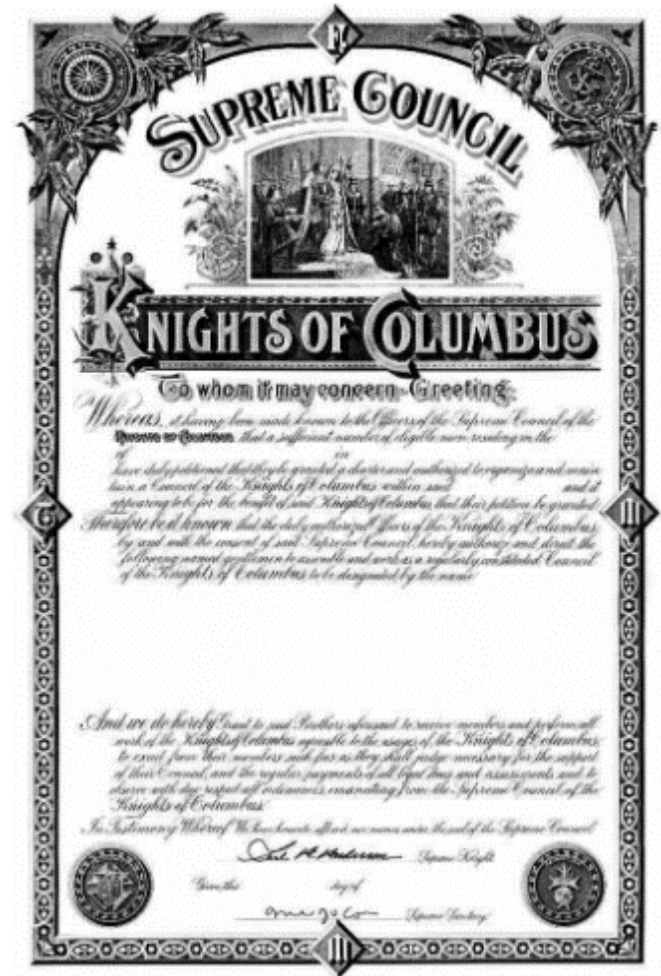
- Schedule at least one exemplification per month in your District
 - October and March are targeted church drive months- but ok to conduct in additional months
 - Align exemplifications with church drives
 - Conduct “live” (not virtual) exemplifications
 - Report all completed exemplifications on Maryland Exemplification Form
-



New Council Development

New council development primarily is the responsibility of District Deputy

Assisted by State's new council development chairman and the general agent





Focusing Your Efforts

- Encourage/challenge your councils to attract younger men
 - Promote Online Membership as easiest path to entry
 - Promote and monitor FIA program activities
 - Form strong partnerships with your Field Agents
-



“3 Problems”

Grand Knight chooses the wrong person as Membership Director...

- If he is not the type of person who can ask men to become Knights- and not be afraid of being turned down- then he is not right for the job.
 - He needs to set an example of how to reach out to new Knights.
-



“3 Problems”

No Membership Committee formed at the Council level...

- A committee of two is better than a committee of one.
 - One person is working in all the membership areas and has no help.
 - Who is planning membership recruiting activities?
-



“3 Problems”

Poor “Membership” Reporting at the Council Business Meeting...

- Most membership reports at the council meeting simply say “we do not have any candidates.”
 - There is no plan given for the next membership activity or drive.
-



Best Practices

- Understand why men might join the Knights
- Partner with your pastor
- Challenge and incentivize your council members





Best Practices

- Schedule church drives
- Participate in learning opportunities
- Check the prospect tab- and act on it
- Do something new and surprising!





Delta Church Drive





Delta Church Drive

- Direct connection with every Mass attendee
- 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



Delta Church Drive

Mentor Grand Knights in the Delta process

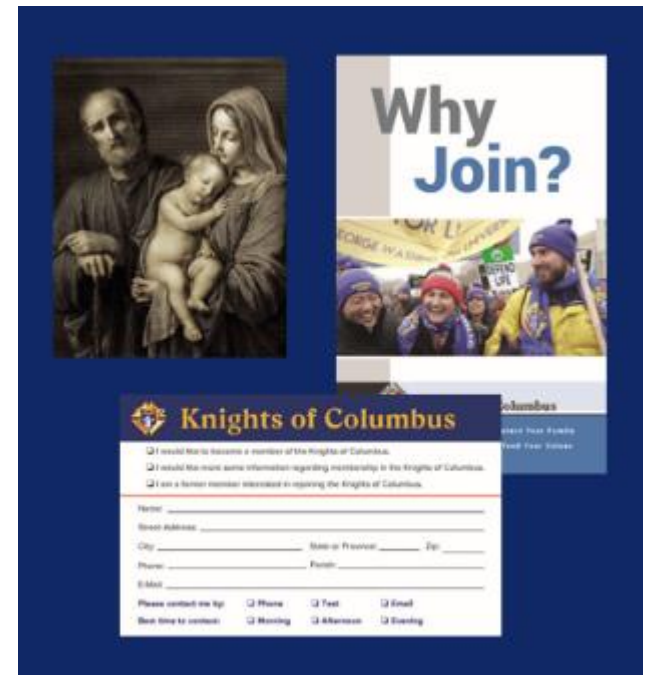
- Many Grand Knights are not familiar with the process
- Some may be resistant to the process

Ensure your councils are ready

- Order Drive kits now
- Make sure GKs are ready


Handouts

- Prayer Card / Why Join / Trifold



Church Drive Kit

Prospect Card



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

Prayer Card



Brochure



Council Tri-Fold (Council No.12117)

Our Programs

Faith

- Group Holy Rosary
- Men's Adoration/Holy Hour
- Spiritual Reflections
- Lecture/Discussion Topics
- Cor – Prayer/Formation/Fraternity
- Financial Support for Seminarians

Community

- Coats for Kids
- Youth Free Throw Contest
- Boxes of Joy – Gifts for Poor Children
- Chili Cook-off
- Christmas Poster Contest
- Catholic Citizenship Essay Contest
- Soccer/Hockey Challenge

Life

- March for Life Support
- Shady Grove Pregnancy Center Support
- Silver Rose Program in Support of Life
- Support for the Intellectually Disabled
- Fundraising for Special Olympics
- Christian Refugee Relief

Family

- SJN Food Pantry
- Family Prayer Night
- Consecration to the Holy Family
- Pumpkin Carving
- Breakfast with St. Nicholas
- Keep Christ in Christmas Program
- St. Patrick's Day Dinner



Knights support a procession of the Blessed Sacrament at SJN



Families enjoy hearty food at the Knight's Chili Cook-off at SJN



Knights of Columbus®

Our Lady of Guadalupe
Council #12127

St. John Neumann Parish
9000 Warfield Rd.
Gaithersburg, MD

**Become a Knight
Today!**



Council Tri-Fold (state template)

What type of activities do we do?

- ✦ Hold a Friday Night Family Night every week that includes a home cooked meal.
- ✦ Sponsor many youth activities to include a Halloween party, Christmas party and Easter party free of charge.
- ✦ Hold many dances throughout the year.
- ✦ Provide food baskets to "needy families" in our community three times a year.
- ✦ Participate in various Pro-Life activities to include an annual Candlelight Vigil and Kick-Off Rally.
- ✦ Help the Intellectually Disabled through the annual "Tootsie Roll" Program.
- ✦ Provide our widows with the opportunity to join our widows program where they participate in monthly luncheons and other activities.
- ✦ Offer members life insurance to include life insurance for handicapped children.
- ✦ Assist our parishes with various needs.
- ✦ Host a Red Cross Blood donor program.
- ✦ Loan medical equipment to those in need.
- ✦ Provide financial assistance to seminarians.
- ✦ Participate in the Keep Christ in Christmas program
- ✦ Rosary Program
- ✦ Sponsor Ladies Auxiliary

Some other facts

- ✦ The Ukraine Solidarity Fund collected over \$16M in donations to support humanitarian support in Ukraine
- ✦ The Maryland Knights of Columbus pledged \$50,000 to aid in the restoration of the Basilica of the Assumption in Baltimore, America's first Cathedral. The Supreme Council pledged \$1M to support this restoration.
- ✦ The Knights of Columbus donated over \$10M to Hurricane Katrina victims.
- ✦ Annually the Maryland Knights of Columbus raise over \$315,000 to donate to the mentally and physically challenged.

Statistics (2021):

Total Membership Worldwide 2 Million
Total Councils Worldwide 17,000
Total Donations \$150 Million
Total Volunteer Hours Donated 47.4 Million
Maryland Membership 27,000



**Today, more than ever, the world needs
a few more *Knights*.
Why not join us?**

For free dues for one year, join online at:
www.kofc.org/joinus

For information about joining
Father XXX Council contact:
Grand Knight XXXX @ name@gmail.com
Deputy Grand Knight XXXX @ name@domain.com

THESE MEN THEY CALL KNIGHTS

*MD State Council
125 Years of Service*



*Make a Difference in
Someone's Life*

Knights of Columbus

**Father XXXX Council
No. 1234
Address 1
City, MD Zip Code**



Council Business Card (Supreme template)

Jeff Koscho

State Growth Director
St. John the Evangelist Council 11171

301: 659-9101
jkoscho@hotmail.com

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USA
Clinton, MD 20735
www.kofc.org



**Knights of
Columbus®**
Maryland
State Council

**Answer the call.
Become a Knight.**



SCAN ME

Proposer # 04127033

kofc.org/join



Delta Church Drive Best Practices

- Arrive early, assign ambassadors areas to cover and ask them to practice greetings
 - Package together all materials:
council tri-fold, prospect card, pencil and “Why Join?” brochure
 - Hand out package to everyone entering mass
 - Test the Online Prospect Form on each phone
 - Remind ambassadors to enter information from cards into the Online Prospect Form after each mass
 - Remove all materials from pews after last mass
-



A good reminder...

- It's not about us.
- It's about them!





Officers Online

- Enables you to track your district's progress for both membership and insurance growth- great information toward earning Star District Award- and useful to track the health of your councils.

- 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

The screenshot shows the top navigation bar with 'Maryland' and 'Council' tabs. A 'Quick Search' dropdown menu is open, listing council numbers and names: #6901 (Barnesville), #11024 (Germantown), #11105 (Damascus), #12127 (Gaithersburg), and #14297 (Gaithersburg). Below the search bar are icons for 'Officers Desk Reference', 'Knights Gear', 'Supplies Online', and 'Canadian Supplies Online'.

| | | Awards Progress | | | | | | District Membership | |
|-----|-------|-----------------|------|-----|--------------|------|-----|---------------------|--------------------------|
| | | Month to Date | | | Year to Date | | | Total Membership | YTD Change in Membership |
| | Quota | Gain | Loss | Net | Gain | Loss | Net | % | |
| MBR | 26 | 0 | 0 | 0 | 6 | 0 | 6 | 23 | 707 |
| INS | 0 | 0 | 0 | 0 | 5 | 1 | 4 | | -55 |



Remember...

- Success is not a moving target. Define it and track it.
 - Set goals for your Grand Knights and help them achieve them.
 - Communicate your expectations to your Grand Knights. We succeed together.
 - It's OKAY to hold volunteers accountable.
-



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-



Getting off to a Fast Start!

- Overcome council leaders' resistance to change
 - Get ALL your councils recruitment active!
 - Instill in councils the “whys” of membership recruitment
-



*As District
Deputy,
YOU can make
a difference in
someone's life!*

Terry Waters

