

Growing your Councils as a District Deputy



Leadership Meeting
June 13, 2025



2024-2025

Membership Growth Highlights



1,000+ Catholic men welcomed into the Order!

90% of MD councils are membership active!

50 councils are trending Star!

17 Districts are trending Star!

Biggest net new member growth in 21 years!

New college council launched-
St. Jose' Sanchez Del Rio at UMBC



Membership Growth

My 8 Lessons Learned!





Lesson #1

- The Grand Knight sets the tone and focus





Lesson #2

- The Grand Knight sets the tone and focus
- A quality Membership Director is a game changer





Lesson #3

- The Grand Knight sets the tone and focus
- A quality Membership Director is a game changer
- Church drives deliver results





Lesson #4

- The Grand Knight sets the tone and focus
- A quality Membership Director is a game changer
- Church drives deliver results
- Prospect tab awareness and action is critical





Lesson #5

- Timely exemplifications matter





Lesson #6

- Timely exemplifications matter
- Star Councils make recruitment part of every program game plan





Lesson #7

- Timely exemplifications matter
- Star Councils make recruitment a part of their program game plan
- Never underestimate the importance of recognition





Lesson #8

- Timely exemplifications matter
- Star Councils make recruitment a part of their program game plan
- Never underestimate the importance of recognition
- Young guys really do like being members of the KofC!





Getting off to a Fast Start!

- Highlight summer opportunities and celebrate successes
 - Make sure that your councils have a Membership Director in place
 - Work with GK's to lock down church drive dates
 - Create “culture of invitation” in every council
-



Why We Need to Continually Extend the Invitation

- Grow and expand our mission of service
- Bring Catholic men back into the church
- Strengthen our communities- FIA programs!





Why We Need to Continually Extend the Invitation

- Support our pastors and parishes
- Provide men with opportunity to grow as fathers, husbands, Catholics
- Surface fresh new ideas!
- Source future leaders!





Why We Need to Continually Extend the Invitation

- Replace brother Knights lost through death or transfers...

2024-2025 MD Growth Performance:

Gained: 911 members

Lost: 525

Net: 386 members (+1.4%)

51 Councils had “negative growth”

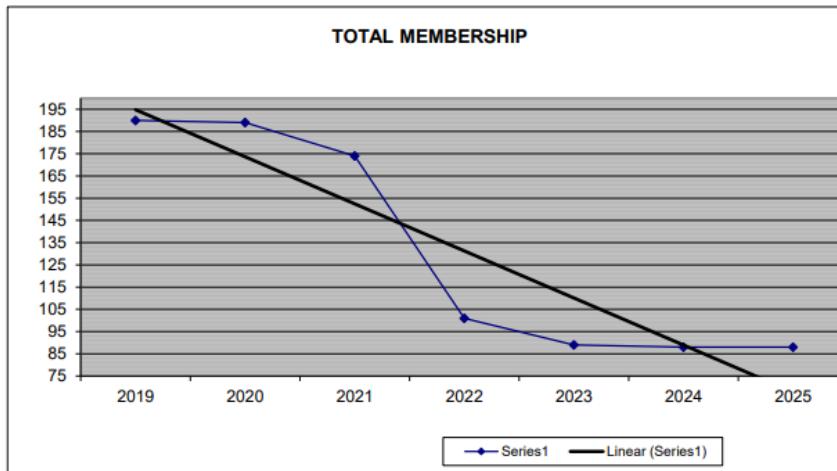


And When We Don't...

5547 Holy Family



FRATERNAL YEAR	MEMBERSHIP JULY 1st	QUOTA	GAINS
2019			
2020	190	12	4
2021	189	9	1
2022	174	8	0
2023	101	5	0
2024	89	5	1
2025	88	5	0





Recognize Council Recruiters!

- Acknowledge recruiters at council meetings – and with handwritten notes
- Present Certificates of Appreciation and lapel pins





Recognition Awards

- Shining Armor- *first year Knight*
 - welcome at least one new member
- Silver Knight- *all Knights*
 - welcome at least two new members





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 Catholics –O.C.I.A.

*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 Younger Men



Looking for sense of community

Want a “safe place” to practice their Catholic faith

What to do activities with their friends

Target fellowship and young adult groups



Recruiting Millennial Men (ages 28-43)

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

- Father/daughter dance
- Trampoline park
- Soccer shootout
- Trunk or Treat event
- Sporting event





Young Men's Advisory Committee



Justin Meeder, PGK

Committee Members



Rick Babbitt, PGK



Matt Hollister, FDD



Don't try to do it alone!



You have lots of support!

Council Members

Region Growth Advisor

Pastor

Ladies Aux/Wives

**District Deputy and District
Warden**

Fraternal Benefits Team



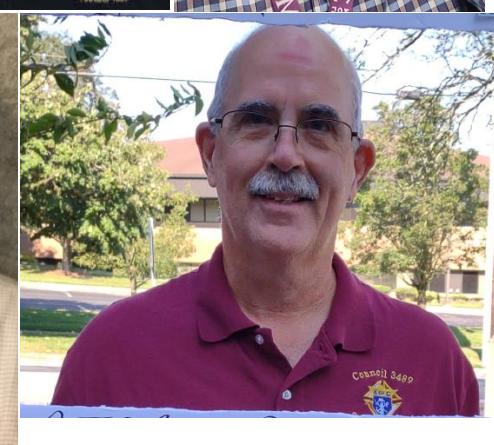
Involve the Ladies!



Ladies are highly effective ambassadors for the Knights!
Provide ladies with recruitment messages and materials!



Your Maryland State Council Growth Team





Western Maryland

John Hershberger

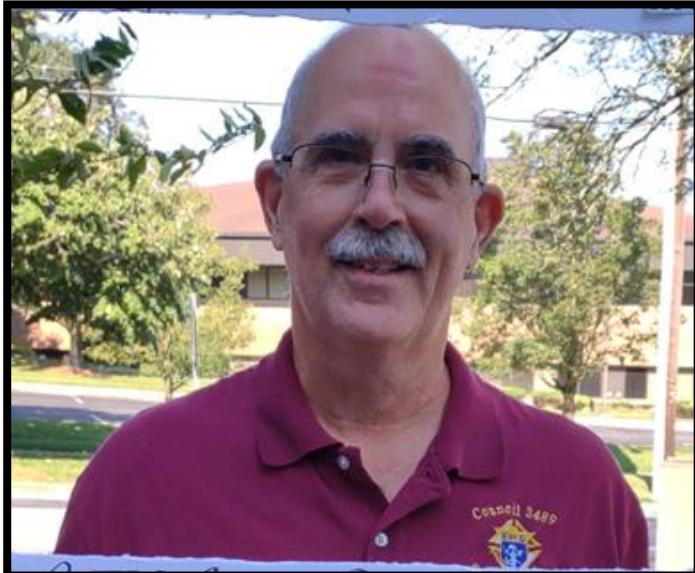


Bob Sweitzer



Eastern Maryland

Charles Doherty



Larry Houck



Baltimore Archdiocese



John Ohmer



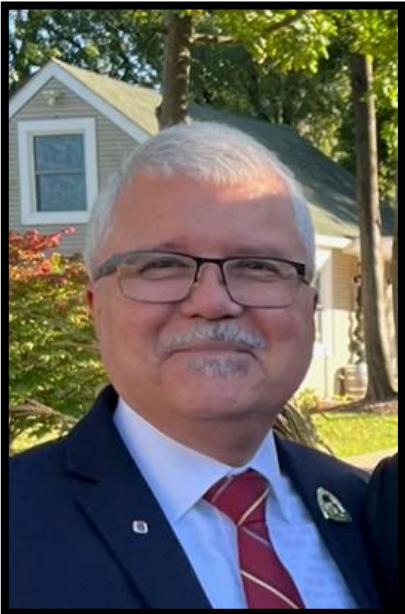
Peter Hammerer



Steve Conley



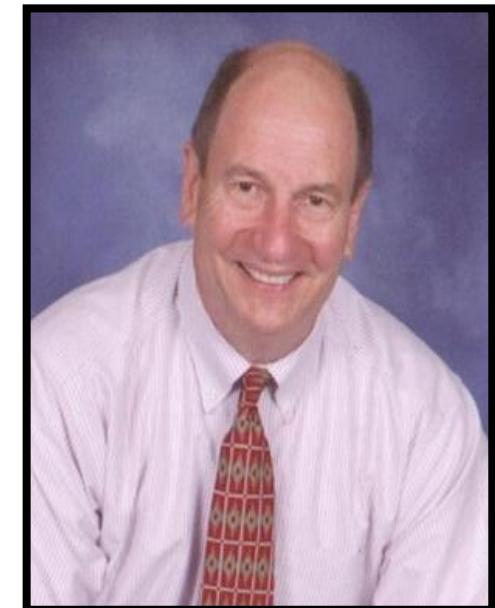
Washington Archdiocese



Gus Gusman



Mickey Dillow



Dave Czarnecki



Regional Council Growth Directors-District Deputy Alignment



Each Regional Growth Director is 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	1	Matt Warehime	2577	9302	12254	14455		
	2	Charles Briscoe	2809	5381	10046	10885	11422	18156
	3	Mike Thompson	7025	10881	10966	11214	14612	
	23	Nathaniel Tablante	7559	11618	12180			



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



Participate in council church drives and exemplifications



Coach and support council growth directors



Provide coaching on membership recruitment skills



Participate in District and Council meetings



Highlight prospect tab opportunities



Share best practices with you!



Exemplifications

Don't wait for perfect timing!



Reach out to State Exemplification Team if you need support- PSD Vince Grauso leads

Invite members to use virtual option, if needed

Each District should schedule minimum 1 per month

Schedule within 2 weeks after church drive



Church Drive & Exemplification Calendars

Continually updated based on submissions from
District Deputies



Goal: One exemplification per district per month

DD's: Submit updates continually- no “bogus.”
dates!

Calendar sent 1st of month via robo email

RGA Dave Czarnecki manages-

Kc_d.Czarnecki@aol.com
301-598-3471

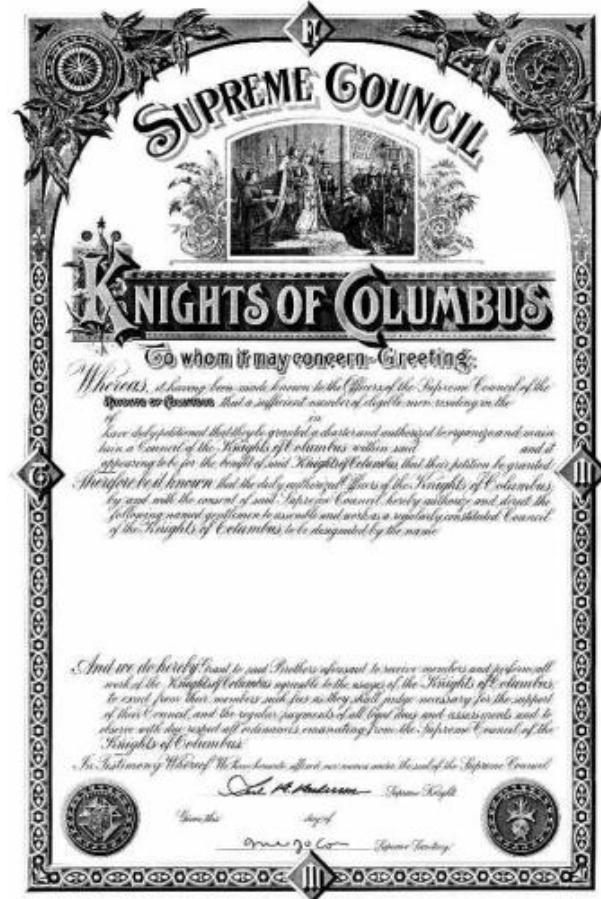


New Council Development

Identify opportunities!

Share with State
Membership Team

Review Supreme materials-
[Resources For New Councils](#) |
[Knights of Columbus](#)





Program Activities





Fun Fact...

Maryland councils
ran over 4,000
programs this
fraternal year!





Recruit at *EVERY* Program Activity

- Every event should have membership component.
- Be prepared to provide information about council!
- Have your Church Drive packets available!
- Have Knights available to answer questions and to assist men in joining online.
- Have at least one man designated to engage and recruit!

Remember: All Star Councils recruit through programs!



Self-Inflicted Problems that Derail Membership Success

Grand Knight chooses the wrong person as Membership Director

No Membership Committee formed at the Council level

Poor “Membership” Reporting at the Council Business Meeting





Self-Inflicted Problems that Derail Membership Success

“Every man in our parish is already a Knight.”

“We don’t have any young guys in our parish.”

“We go for quality, not quantity.”

“Our priest won’t let us run a church drive.”

“We don’t do it for the awards.”





Delta Church Drives!





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 2 prospects



Delta Church Drive

Mentor Grand Knights in the Delta process

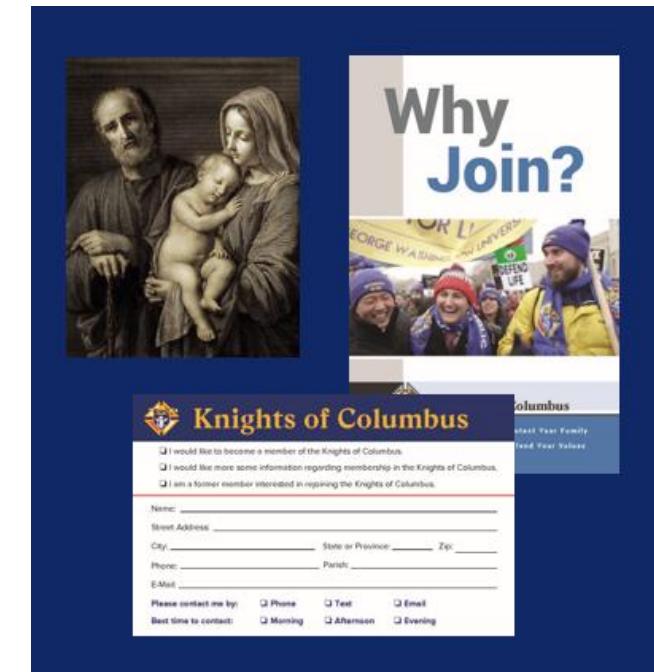
- Many Grand Knights are not familiar with the process
- Some may be resistant to the process

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: _____

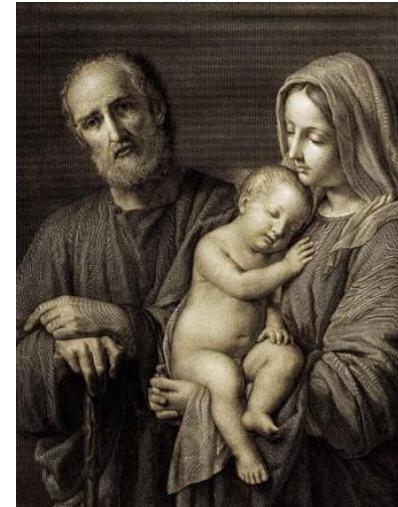
Phone: _____ Parish: _____

E-Mail: _____

Please contact me by: Phone Text Email

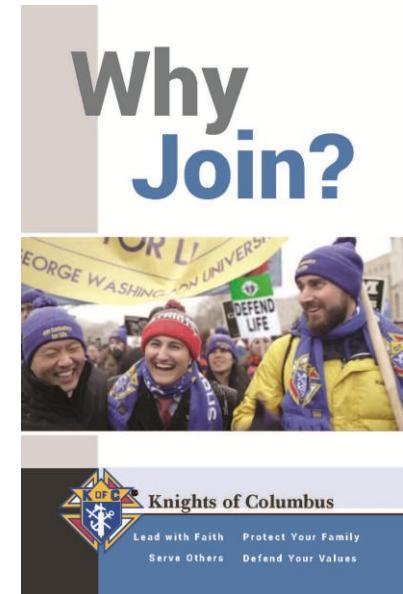
Best time to contact: Morning Afternoon Evening

Prayer Card



Brochure

**Why
Join?**



 Knights of Columbus

Lead with Faith Protect Your Family
Serve Others Defend Your Values



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**



**Knights of
Columbus**

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



Council Business Card (Supreme template)





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
-



Special Announcement!

Back by popular
demand...



Fast Start Growth Incentive Program!

Timing: July 1, 2025 - September 30, 2025

How it Works:

- Each council has an annual membership growth goal.
- If the council achieves its goal by September 30, then it will have its State membership per capita fee waived for the 6-month period Jan-Jun 2026!

Approx value: \$4.50 per member!





Online Membership

CONTACT US | SAFE ENVIRONMENT PROGRAM | CAREERS | LANGUAGE ▾ | SIGN IN

JOIN | DONATE | | FOR MEMBERS

WHO WE ARE | WHAT WE DO | GET INVOLVED | NEWS HUB

JOIN ONLINE FOR FREE!

As we continue to celebrate Blessed Michael J. McGivney's Beatification, please enter the Promo Code **BLESSEDMCGIVNEY** to join online for free. *

*Local council dues vary. [?](#)

[I am not located in USA or Canada >](#)

YOUR INFORMATION

Title

Name *

Suffix

Email * Confirm Email *



As District Deputy....you have a 30,000 view

- You have the **privilege & responsibility** of promoting the good works, fraternity and programs of our councils.....
- You understand that the future success and sustainability of our councils depends on membership growth!





The Privilege of that View should lead you to an important conclusion.....

- New Members are critical to ensure the success of our charitable works
- Both now and especially in the future!
- We have a moral obligation to issue the invitation to new members!





As a DD, you have a **critical** role to play

- In **promoting and encouraging** the use of Online Membership
- **Providing support and assistance** to your GKs as they onboard new members – using the Prospect Tab
- Encouraging councils to make **immediate contact** with new Online Members and begin integrating them into the life of the Council
- And ensuring ample opportunities to attend an **Exemplification of Charity, Unity & Fraternity**

Knights of Columbus

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Email *: Confirm Email *:



The value of the Online Application is clear....

Meeting potential new members where they are maximizes the order's outreach and magnifies the message!





As a DD – How can you help your councils tap into this reservoir of potential new members?

- Understand the Process and Terminology
- Promote the use of the Online Join Application as the preferred method to join
- Be clear on what Online Membership is and what it is not – it's a 1st Step!
- Encourage your councils to take the “Next Steps” to welcome, invite & engage new members
- Understand that Exemplifications are the essential “Gateway” to Council Membership





Council Prospect Tab – Officers Online

- Online Member assigned to a Council's Prospect Tab by his choice when he joins online or by the State Online Chair
- District Deputies can view the Prospects in their District by Council
- And you will know how long the Prospect has been in the queue
- Important window into how quickly Councils are welcoming new members

The screenshot shows a software interface for managing prospects. At the top, there is a navigation bar with icons for Officers Desk Reference, Office Of Youth Protection, Home Corporations, Member Management, Member Billing, By Laws Online, Knights Gear, and Supplies Online. Below this is a secondary navigation bar with buttons for Membership, Reports, Forms, Publications, Prospect (which is highlighted in blue), and Candidate. The main content area is titled 'Assigned' and contains a table of prospects. The columns in the table are: Council #, Assigned Date, Name, Member #, Entry Date, Ceremonial Date, and Action. Each row in the table represents a prospect with a Council # of 41. The 'Action' column for each row contains two buttons: 'Transfer' and 'Reject'. The table has a search bar at the top right.

Council #	Assigned Date	Name	Member #	Entry Date	Ceremonial Date	Action
41	03/08/2019	Kevin R Mayes	5073057	03/07/2019	MM/DD/YYYY	<button>Transfer</button> <button>Reject</button>
41	03/07/2019	MR Raudel J Dominguez	5068741	02/19/2019	MM/DD/YYYY	<button>Transfer</button> <button>Reject</button>
41	02/06/2019	Mr Mark J Farley	5065984	02/05/2019	MM/DD/YYYY	<button>Transfer</button> <button>Reject</button>
41	12/12/2018	Christopher A Ferraro	5044118	10/21/2018	MM/DD/YYYY	<button>Transfer</button> <button>Reject</button>
41	10/19/2018	Ryan Vesoglio	5044003	10/19/2018	MM/DD/YYYY	<button>Transfer</button> <button>Reject</button>
41	09/12/2018	Mr Garvey Fox	5036262	09/12/2018	MM/DD/YYYY	<button>Transfer</button> <button>Reject</button>



In conclusion, DD's are critical to the success of council growth!

- Important that you understand, appreciate and promote the Online Join process – It's efficient, informative and cost effective!
 - Encourage councils to use the Online Membership Join Application for new members at every opportunity including membership drives, council programs & parish events!
 - Ensure that councils are contacting new members in their Prospect Tab ASAP!
 - Take an active role in ensuring that councils welcome and engage new members.
 - and Invite them to an Exemplification of Charity, Unity and Fraternity
-



Best Practices

- Schedule church drives
- Utilize recognition programs
- Check the prospect tab- and act on it
- Become an expert in Online Membership
- Programs + Membership= Success!



Growing your Councils as a District Deputy



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