

Growing your Council as a Grand Knight



Leadership Meeting
June 14, 2025



2024-2025

Membership Growth Highlights



1,000+ Catholic men welcomed into the Order!

90% of MD councils are membership active!

50 councils on track to achieve Star Award!

17 Districts on track to achieve Star Award!

New college council launched-
St. Jose' Sanchez Del Rio at UMBC
No. 18656



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”

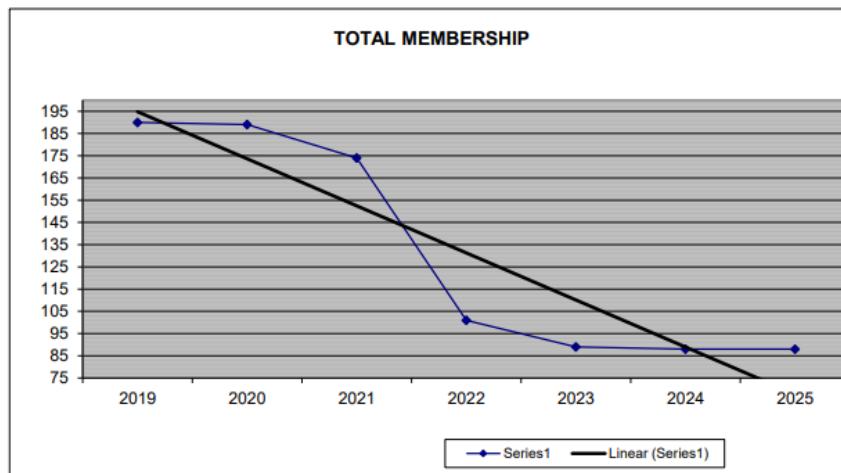


And When We Don't...

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





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





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





Recruiting Millennial Men (ages 28-43)

Great opportunity...

Offer to assist with sacraments:

- Baptisms
- First communion
- Confirmation





Young Men's Advisory Committee



Justin Meeder, PGK

Committee Members



Rick Babbitt, PGK



Matt Hollister, FDD



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 Members

Region Growth Advisor

Pastor

Ladies Aux/Wives

District Deputy and District Warden

Fraternal Benefits Team



Work with Your Pastor



- Your **Pastor** can impact your recruiting success!
 - Schedule time with him: lunch, meeting, etc
 - Let him know your council is there to serve him and the parish
 - Listen to his concerns and his vision
 - Share Cor and FIA program materials



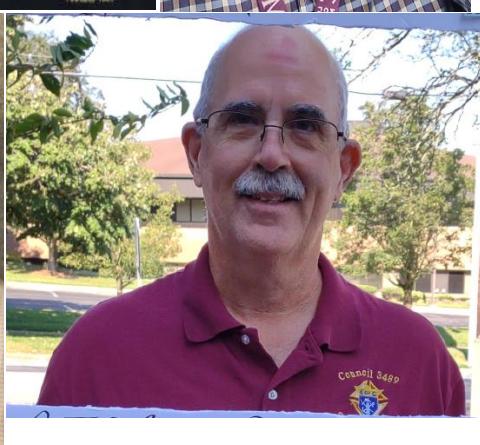
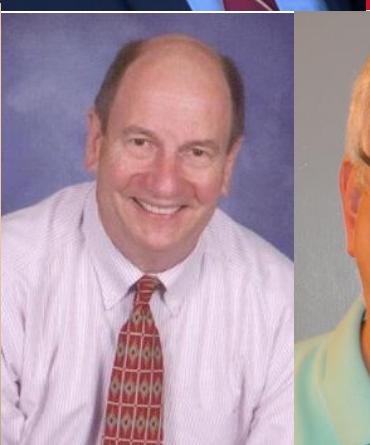
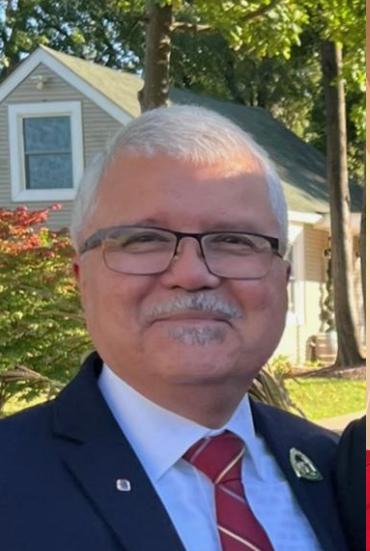
Involve the Ladies!



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

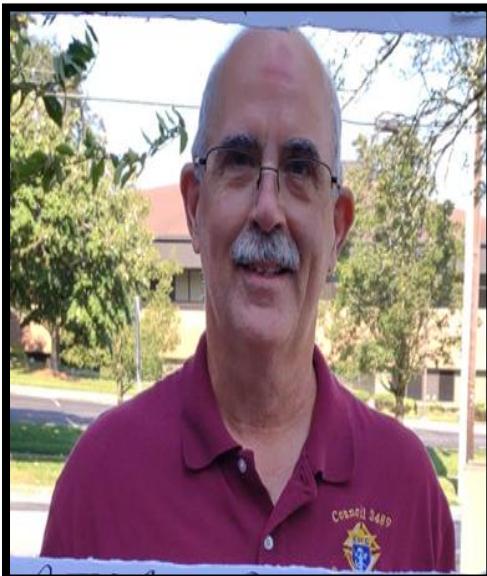


Bob Sweitzer



Eastern Maryland

Charles Doherty



Larry Houck



Baltimore Archdiocese



John Ohmer



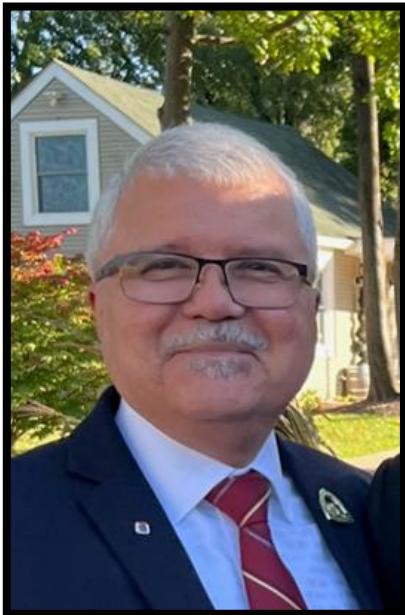
Peter Hammerer



Steve Conley



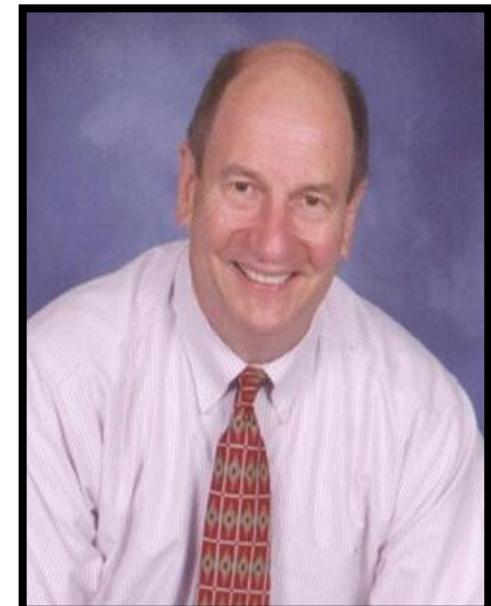
Washington Archdiocese



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!



Create your Council Growth Team!

- Identify highly motivated member to serve as your Council Growth Director
 - Build your Membership Growth team:
 - Growth committee: Director + 2 members
 - If multiple parishes, ensure one member from each parish is on the team
-



Create your Council Growth Team!

- Get entire council involved
 - those that may not recruit directly can help identify prospects
- Everyone “owns” this!
- Reminder: Report all names on Form 365- Due July 1





Membership Director Role- 3 Main “Touch Points”

Council Meetings

Direct Engagement

Delta Church Drives





Membership Director- Council Meetings

Keep council informed!

- Share updates on candidate status
- Inspire men to reach out to potential members
- Provide men with business cards, tri-folds, church drive materials
- Provide coaching on how to use online membership ap
- Recognize top performers!



NEVER say “No report” in your meeting!



Membership Director- Direct Engagement

Set the example!

- Attend program activities and ensure recruitment materials are available
- Work the Prospect tab: reach out and welcome new members!
- Lead on-going recruitment efforts





Membership Director- Delta Church Drives

Membership Director leads these!

- Work with GK to gain pastor's approval- and then schedule
- Schedule ambassadors for each mass
- Provide men with game plan
- Follow up!

 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

Why
Join?





Program Activities





Fun Fact...

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

A yellow diamond-shaped road sign with a black double border. The words "OPPORTUNITY" and "AHEAD" are written in black capital letters, separated by a thin line. The sign is mounted on a black pole and is set against a background of a blue sky with white clouds.

OPPORTUNITY
AHEAD



Recruit at *EVERY* Program Activity

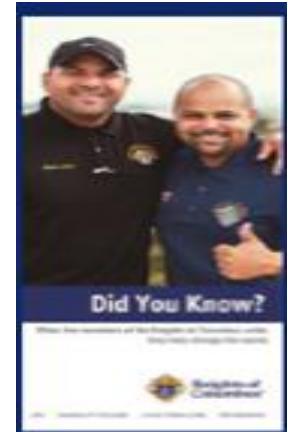
- Every event should have membership component.
- Be prepared to provide information about council!
- Have your Delta Church Drive packets available!
- Have Knights available to answer questions and to assist men in joining online.
- Have at least one man designated to engage and recruit!

Remember: All Star Councils recruit through programs!

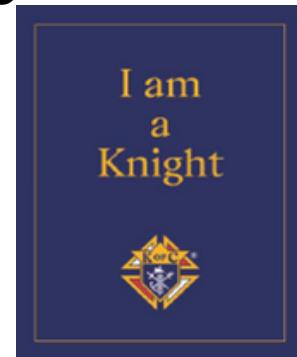


Program Activities

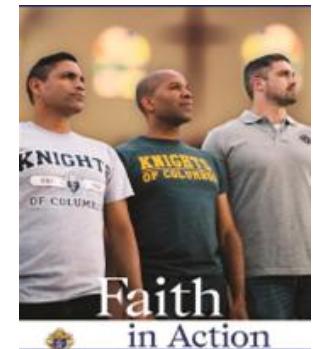
Have a Membership table in highly-visible location



Stock the Membership Table with eye-catching materials



Display materials highlighting the achievements of the council- show groups who benefited!





Activities- Day of the Event

- Have KofC branding visible: council banner, shirts, promotional materials
- If event is a fundraiser, highlight the charity- Seminarians, ASAP, Coats for Kids
- Have prospect cards, tablets/computers, i-phones with online membership link



Recruiting at an Event

Use “roving ambassadors”

- “Work the room” -go table to table
 - Thank people for coming
 - Distribute materials
 - Tell their own story- “I love being a Knight...”
 - **Online membership opportunity- join NOW**
-



Recruiting Best Practices

- Talk about your positive experiences as a Knight
 - Know 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
 - **Invite a man to join- use the online membership tool**
-



Recognize Council Recruiters!

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





Recruiting Incentives- Shining Armor Award

Offered to new members:

- Involved in at least three Faith In Action Programs
- Attend at least three council meetings
- Meet with council's Insurance Rep
- Sponsor at least one man into the Order





Recruiting Incentives- Silver Knight Award

Offered to ALL members:

- Involved in at least three Faith In Action Programs
- Attend at least three council meetings
- Sponsor at least two men into the Order





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



Blessed McGivney Award



Membership growth

- Goal for 2025-2026 is 6% net increase in the council's membership as of July 1, 2025
- Minimum 5 new members
- Intake only – withdrawals, deaths, suspensions and transfers to the Affiliate Council do not count against your goal



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 2 prospects



What does success look like?

Process:

- Planning
- Preparation
- Implementation
- Welcoming
- Follow up





Preparation

- Order your church drive kit
- Schedule your drive
- Submit bulletin announcement
- Build ambassador teams
- Edit pulpit speech & confirm speaker
- Create tri-folds and business cards



Why
Join?



 Knights of Columbus

I would like to become a member of the Knights of Columbus.
 I would like more 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



Church Drive Kit

Prospect Card

 **Knights of Columbus**

I would like to become a member of the Knights of Columbus.
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Name: _____

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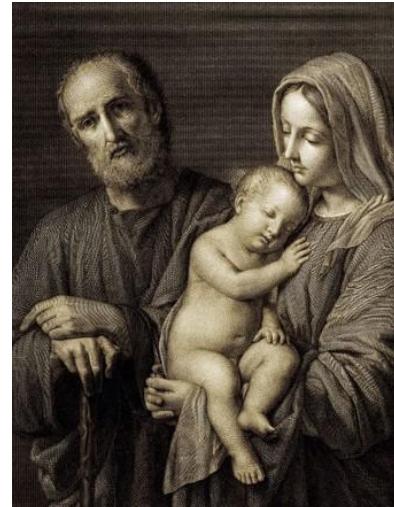
Phone: _____ Parish: _____

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 (Council No. 12127)



Become a Knight Today!

Live your faith as a Catholic man!

Charity • Unity • Fraternity • Patriotism



Scan QR code to join now, or visit www.kofc.org



Council Business Card (Supreme template)





Bulletin Announcement

- Pre-scripted announcement available
 - Build your own
 - Who are the KofC?
 - What is the invitation?
 - When to expect us?
 - Join Now online
 - Should appear 1-2 weeks prior to drive
-



Engaging Parishioners

To Everyone Entering Mass

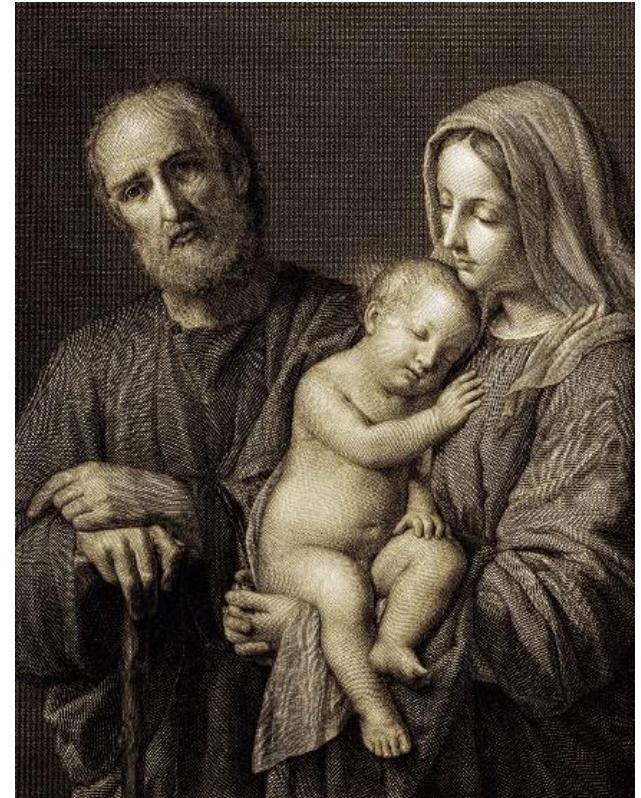
- *Welcome, here's a little gift from our Knights of Columbus council.*

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

- 3 minutes or less
- Share one example how KofC benefited your life
- Share one example how council engages with community
- Offer invitation to learn more about KofC or join online





Prepare Ambassador Teams

- Determine attire
- Ensure you have enough support for each Mass
- Council program director should attend





Day of the Drive

- Arrive at the church early and assign Ambassador areas to cover
 - Speak with celebrant prior to the start of Mass
 - Prepare your kits: council tri-fold, “Why Join?” brochure, prospect card, business card, prayer card
 - Prep your ambassadors
-



Join Online- Preparation

- Ensure ambassadors are familiar with “Join Online” option
 - Have them guide prospects through the “Join Online” process
 - View the “How To” video on kofc.org/training
-



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 materials to everyone entering mass
 - Test the Online Prospect Form on each phone
 - Remove all materials from pews after last mass
-



What does success look like?

Schedule Church Drives – 3 per year

-Send schedule to State Council Growth Team

Schedule a Church Drive in each Parish the council supports

-Grand Knight should attend

Coordinate with the Pastor / get Pastor buy-in

-Provide Pastor talking points prior to the drive

-Suggest Pastor mention the Knights during his Homily

Remember to invite your Field Agent and Growth Advisor!



Welcoming New Members

- Invite prospects, new members, AND their families to a council event
- Assign mentors to new members





Grand Knight Role in Council Growth

Best Practices:

GK directly involved with entire Membership game plan

-Conducts separate monthly planning meeting

-Shares prospect tab information weekly

-Helps schedule exemplifications

-Ensures all programs are “invitation” opportunities





Start Now!

- Identify your Council Growth Director -Work with him to identify your committee members
 - Schedule your church drives
 - Become familiar with online membership process-IMPORTANT!
 - Become familiar with Prospect tab-and use it!
-

Growing your Council as a Grand Knight



Let's Make a
Difference in Someone's Life!