

Maryland State Council Leadership Seminar June 25, 2016



Growing the Order Membership & Recruitment



Membership Team

- Membership Director Thom Partenope
- Membership Statistician Stephen Furth
- Recruitment Chairman Rick Ruby
- Retention Chairman Bill Santo
- African Outreach Emmanuel Madagu
- Burmese Outreach Aung Aung
- Filipino Outreach Hector Veloso
- Young Member Outreach Mike Danowski
Jim Campbell



Membership Team

- Hispanic Outreach
Dr. Henry Ramirez
Eduardo Torres
Alfonso Talavera
- New Council Development
Robert Marlowe, Jr
Harry Canter
- Roundtables
Joseph Feakes



Primary Goal in Membership

- One Star Council, per District, per Year
- Membership 365
 - Increase Membership at every opportunity
 - Increase number of members recruiting
 - One Admissions Degree, per Council, per Month



Keys to a Great Growth Year

- Council Chaplain
- Star Council Requirements
- Programs
 - Your most visible and invaluable tool
- Membership
 - Recruit daily
 - Leave no active Catholic behind



Council Incentives

- Father McGivney Award
 - Achieve the council's membership quota.
 - Quota for councils is 7 percent net increase of the council's membership as of July 1st
 - Minimum quota is 4 and the maximum quota is 18
 - No application form is required

- In order to attain any of the council awards, a council must be in Good Standing current with all supreme council assessments as of June 30th of the fraternal year



Council Incentives

- Founders' Award
 - Achieve insurance membership quota
 - Quota for councils is a 2.5 % net increase in insurance membership as of July 1
 - A minimum of 3 and a maximum of 18
 - No application required

- All membership and insurance transactions must be received, processed, recorded and released at the Supreme Council by June 30



Council Incentives

- **Columbian Award**
 - Four (4) activities in each of the Service Program categories:
 - Church, Community, Council, Culture of Life, Family and Youth
 - Also each of the six Columbian Award categories has at least one featured program
 - By meeting all requirements for a featured program activity a council fulfills all requirements for that category
 - Submit Form 365 Service Program Report by August 1st of the current fraternal year
 - Complete and submit the Columbian Award Application (SP-7) by June 30th



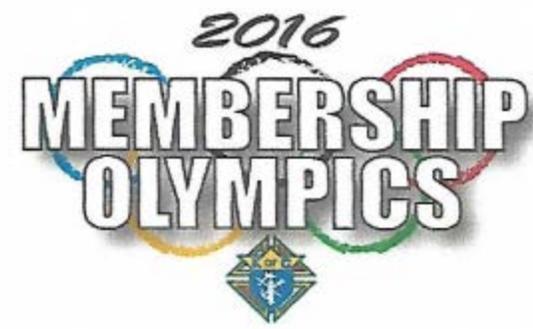
Council Incentives

- Star Council Award
 - Father McGivney Award
 - Founder's Award
 - Columbian Award
 - Submits the Annual Survey of Fraternal Activity Form #1728 by Jan. 31st



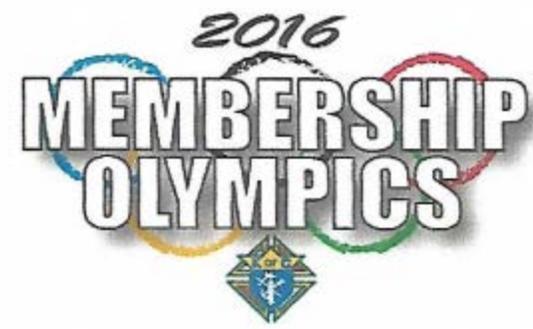
Council Incentives

- Star Council Award
 - Grand Knights who attain Star Council are entered into a drawing for one of the four incentive trips to the Supreme Convention
 - Grand Knight, membership director, program director and the field agent will receive the Star Council Lapel Pin which indicates the percentage of Membership achieved



Council Incentives

- Council Olympics
- Recruit at least 12 new or former members between July 1 and September 30, 2016
- Council will win 31,000 VIP Points in honor of the 31st Summer Olympics



Council Incentives

- Council Olympics Bonus
- The top three (3) recruiting councils that recruit 12 members or more in each jurisdiction will receive:
 - GOLD 20,000 VIP points
 - SILVER 10,000 VIP points
 - BRONZE 5,000 VIP points



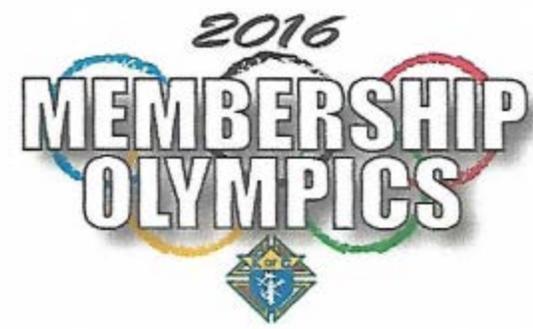
Individual Incentives

- **Shining Armor Award**
 - Only available to new Knights in the first year of their membership
 - Be involved in three (3) council service programs
 - Attend at least three (3) council business meetings
 - Receive their Formation and Knighthood degrees
 - Meet with the council's insurance representative
 - Recruit at least one new member



Individual Incentives

- Silver Knight Award
 - Recruit two (2) new members
 - Participate in three (3) council programs
 - Attend three (3) business meetings
- Golden Knight Award
 - Recruit five (5) new members into the Order within the fraternal or calendar year



Individual Incentives

- Recruiters
- Recruit 5 new or former members between July 1 and September 30, 2016 and receive 5,000 additional VIP points
- Each member recruited over the 5 will receive an additional 1,500 VIP points



Recruitment

- Know the qualifications for membership
- Actively solicit the help of all council members
- Plan programs to help with recruitment
 - Open houses
 - Church drives
 - Be present at parish functions, family activities, fairs and youth programs
- Wherever Catholic men and their families gather, we should have a membership and recruitment presence
- Know and use State and Supreme recruitment programs and materials



Recruitment

- A proposer should assist his candidate in becoming part of the council family. Assist him in choosing an activity and a committee to fit his talents
- Be certain that your candidate is aware of the duties of being a Knight of Columbus and help him to become more aware as he progresses in the council and the Order
- Be with him at all his degrees. Never let a man go to a degree alone
- Know that as a proposer you are automatically a member of the retention committee as long as your new Knight is a member of the Order



Recruitment

- Don't forget the 18 year olds
- Squires
 - Report for Squires turning 18 years old
- Insurance
 - Work with your insurance representative to get a list of his clients who are between 17 and 18 years old.
 - Just because they have K of C insurance doesn't mean that they are Knights
Yet!



Admissions

- Educate the candidate about the Knights of Columbus and gather information about him and his family
- Be sure that the candidate understands what it is to be a practical Catholic
- Inform the candidate about our principles and programs
- Discuss the financial obligations of the Council: initiation fees, dues, occasional assessments and the insurance program
- Use the admissions questionnaire form to capture questions and answers and retain records about the prospective member for the council



Advancement Chairman

- Assigned to track the progress of each Council member
- Keeps a record of the member and works with the proposer to inform each Knight of upcoming degrees, making arrangements where necessary to provide transportation
- Stress the importance of each degree, emphasizing that the statistics show that as a member attains higher degrees he is more apt to stay in the Order as time progresses
- The degrees emphasize and reinforce our Order's Principles and should be attended regularly



Retention Chairman

- The committee's duty is to establish a program to support the retention goals set by the Grand Knight and the Council
- The committee is key is keeping members active and in re-establishing contact with those members who have become less active
- Retention is a function of belonging and being involved
- If a new Knight is left alone and uninvolved he will drift away
- We all, through unity and fraternity, expect to be a part of the Council's activities



How Do We Move Forward?

- Develop a strong membership team in your Council.
 - membership chairman
 - recruitment chairman and committee
 - admissions chairman and committee
- Train your members on how to approach a stranger, or a friendly face, after Mass, at a devotion, at a support or Church event
- Help your members learn how to Ask a Man to Join the Knights
- Each Council has its own history, traditions and tale that are a great starting point for a discussion. Each member has a story of his own



How Do We Move Forward?

- Develop a Council Recruitment Plan. Prepare your members to speak with prospects and their wives about the Order.
- Wives are important in the recruitment process. They can relate their and their family's experiences in our Family organization
- Wear your name badges, your council jackets or your K of C ball cap. Be present as a Knight at your functions, at Mass, in the neighborhood; be visible
- Your council's insurance representative is a valuable member of your team as well. He meets men and their families daily. Some of these men are not yet Knights or are inactive or former members.
- Talk with him about possible reinstatements



Keys to Recruiting Success

- Talk about your positive experiences as a member of the Knights
- Share your enthusiasm for your Council
- Maintain a positive attitude and friendly body language
- Come out from behind the recruitment table
- Talk with the prospective member and his wife about how the Council benefits the family
- Make sure that your members are visible when conducting charitable service projects



Keys to Recruiting Success

- Presume that the prospect is interested in being a part of the Knights
- Ask him to help first; then ask him to join
- Ask “Would you be interested in learning more about the Knights and how we help in the community, Church and family?”
- “I don’t have time!” is an often heard response. Talk with the prospect about the “24 Hour Knight” concept; about giving time for one or two charitable projects a year, perhaps involving their families as well



Keys to Recruiting Success

- Promote your Council's spirituality
- Involve young people. Recruit a wide range of age groups
- Follow up with prospects in a timely manner.
- Contact them within a few days of your conversation to discuss the Knights more and explain the Admissions process
- Explain the importance of the Admissions degree in learning our first principle: Charity



Just as Father McGivney personally asked men to assist him in establishing his mission, so too must members of your Council continue that mission and ask every eligible Catholic man in your parish and community to join your council.

A direct result of successful recruiting is your council's ability to increase its charitable impact in your parish and community.



Questions?

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