

CALIFORNIA STATE COUNCIL MEMBERSHIP CAMPAIGN



2011 – 2012

**STATE DEPUTY
2011-2012
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**CALIFORNIA STATE COUNCIL
MEMBERSHIP CAMPAIGN
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POINTS TO REMEMBER

“We Change Lives and We Save Lives”

Statewide Membership Drive Dates:

- **October 8 and 9, 2011 (Columbus Day Weekend)**
- **March 24 and 25, 2011 (Founder’s Day Weekend)**

PROPOSED STATE MEMBERSHIP NET GAIN

5,025 – NEW MEMBERS

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Membership Goals

Membership is now and shall forever be the lifeblood of our Order. Fr. McGivney's dream was to create a group of men in service to their church, brethren, families and community. Without new members our Order cannot grow, and without growth Fr. McGivney's dream cannot be fully realized. In these days of continual attacks upon the teachings of our church, we must stand up for our Holy Father, our Bishops, our Priests and Religious. We must continue to increase our numbers, growing a community of faith, charity and service. The theme for the State Membership Program this year will be – **“We Change Lives and We Save Lives”**. Who among us can deny he is a better man for being a Knight – informed in faith and caring of our fellow man? Why then, should we fail to offer this opportunity to other likeminded men?

Membership recruitment can occur in many forms, from Parish drives and recruiting one-on-one to the formation of Round Tables and new councils, all of which are covered in the pages following. It is also important to retain those members we already have. I ask you to read the sections in this manual carefully, reflecting upon the programs and activities suggested, and implementing them in your Council, Parish and Assembly. Membership recruitment for and of itself can be a futile endeavor if it is not accompanied with programs and activities engaging the interest of the new members and making them feel welcome. It is also important that members be recognized for their contributions and accomplishments, and programs like the *Shining Armor Award* can be an important vehicle in this regard.

This year we launch our third year of a five (5) year Membership Plan for the State of California. The goal is to grow membership at the rate of 7% per year, yielding a net increase of 40% over five (5) years. By the year 2015, the Order in California will have grown from approximately 67,000 members to nearly **95,000 statewide.**

Year	Beginning Members	% Increase	Net Gain	Year End Members
2010-2011	67,086	7%	4,696	71,782
2011-2012	71,782	7%	5,025	76,807
2012-2013	76,807	7%	5,376	82,183
2013-2014	82,183	7%	5,753	87,936
2014-2015	87,936	7%	6,156	94,092

Remember, the larger our membership, the stronger the voice. The more members we have, the more we can give and accomplish. Our membership has spanned the generations, adapting itself to changing needs and times. At our very foundation is our common belief in the Holy Catholic Church, which has remained steadfast through the generations for over 2000 years. Each one of us must give of himself that our Order shall ever endure, and share with others its promise for the future.

Just ask them!!

Membership Drives

As you may or may not know, California has approximately 11 million Catholics throughout the state and this total continues to increase every year. Meaning, our Order's potential growth is supported by the availability of a large pool of prospective members. Thus, we, as a Knight of Columbus, have a moral obligation to ask these eligible males (practical Catholics, in communion with the Holy See & 18+ years old) to become a member of the largest, world-wide, Catholic laity organization available to them and to assist them in "living their faith" as well as providing an opportunity to secure their family's future.

Continuing on the track set by the State and Supreme Council in the past, our membership goal this year is 7% or 5,025 net gain. We not only can achieve this goal but far exceed it. If we follow the rationale of the past fraternal year that each officer from the State Council level to the council level will recruit one new member, the total intake would be over 7,000 members from that alone. Some might say, wishful thinking – but think about it, if we consider the 67,000 strong members we already have in the State of California, that's less than 10% of the total.

This year, you should plan on conducting Membership Drives on two fixed dates:

Columbus Day – October 8 and 9, 2011

Founder's Day – March 24 and 25, 2012

In addition to the two (2) fixed Membership Drives, all councils are encouraged to conduct a third membership recruitment activity on a date of their own choosing. It is suggested it coincide with another council activity or important event (such as a fundraiser, council anniversary, wheelchair Sunday or Parish ministry fair, for instance).

The State Council would like to be informed of those councils conducting Membership Drives and assist those who may encounter difficulties. We need to be consistent and this year the State will be aggressive in pursuing Drive participation as a means of promoting Council programs and membership growth. Councils that decide to conduct their Membership Drive on dates other than those those specified should notify their District Deputy in writing (by mail or e-mail) with a copy to the State Recruitment Chairman. At the conclusion of each Membership Drive, the Council will be expected to report the number of prospects, reapplications, and Form 100s resulting from their Membership Drive.

Recruitment is everyone's responsibility; it can happen at anytime, anyplace. Like any other program, it should follow a plan. The council is the catalyst of the membership recruitment effort, and to be effective, needs to work around a structure and a team that implement a common goal. Over the years, recruitment has proven to be most successful when conducted in an organized fashion. Membership Drives have always been a success.

Immediately after the Membership Drive or other recruitment activity, the council should conduct an Informational Meeting and Admission Interview at the earliest opportunity, and assure that candidates take their First Degree exemplification. The *Shining Armor Award* (covered elsewhere in this booklet) should be highlighted by the District Deputy or the Grand Knight at each First Degree exemplification.

To facilitate our Brother Knights' journey to full Knighthood, formation of more degree exemplification teams is encouraged. Each Council should have a First Degree team, each District should have Second Degree team and each Chapter should have a Third Degree team. If for any reason a Council or District cannot form its own team, a Council should form a joint First Degree team with a neighboring Council. Likewise, a District should

consider forming a joint Second Degree team with a neighboring district. In addition, we encourage the degree teams to schedule as many exemplifications as possible. A First Degree exemplification should be conducted by each team at least once a month (not necessarily on the council meeting night, but a date convenient for the candidates). Second Degree exemplifications should be conducted by each team at least once every two months. Each Chapter should schedule a Third Degree exemplification (through the District Deputies) at least once every three months.

Membership Awards and Incentives

This year, awards and incentives for membership recruitment will be given in three major categories. Top performing councils will be recognized and awarded for their membership efforts based upon their net percentage membership gain. This year’s awards for top performing councils will be tied to three reporting periods ending on October 31, 2011, January 31, 2012 and April 30, 2012.

Period Ending	Council Award
October 31, 2011	\$300
January 31, 2012	\$300
April 30, 2012	\$300

Two (2) Grand Prizes consisting of a “Free Trip to New Haven” for the Grand Knight and one guest will be awarded to Top Council Achievers! In addition to the Grand Prize, the two councils will receive a plaque commemorating their achievement from the State Deputy at the State Convention in May,

2012. The first round of competition will occur from July 1, 2011 to November 30, 2011 and the Second from December 1, 2011 to April 30, 2012.

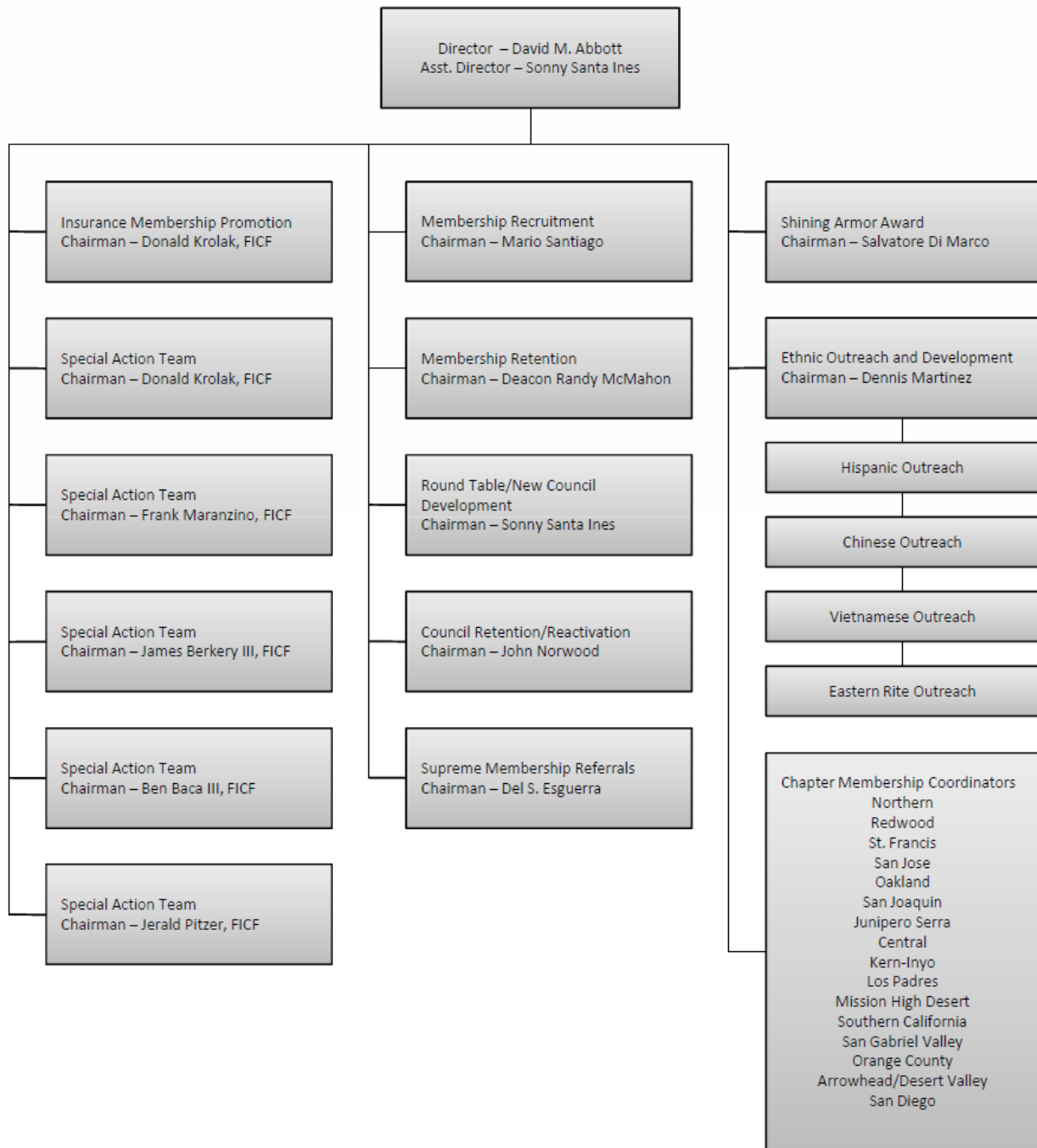
All sixteen Chapters will be entered into a membership playoff competition. They will be divided into two leagues made up of Chapters of similar size with two (2) single elimination playoffs, one during the first half of the Columbian Year ending November 30th and a second during the latter half ending April 30th. The champion of each playoff will receive a prize of \$500 and the two (2) runners up \$250 each.

All awards will be based on the highest percentage net gain. Together, let's walk in strides and recruit! The State Membership Team is looking forward in assisting with your recruitment and membership drive activities.

State Membership Organizational Structure

As shown in Figure 1 following, the State Membership Program (under State Deputy Charles Clark) is organized with a number of chairmen to provide leadership and assistance in critical areas of membership development, including recruitment, retention, council reactivation and new council development. They can be called upon for support in Chapter, District and Council recruitment efforts, as well as training and support. Regional Committeemen and State Membership Coordinators are also appointed for each of the sixteen (16) Chapters, to provide assistance at the local level.

Figure 1



Membership Directors:

David M. Abbott (Debbie) (530) 891-1491 membership@kofc-ca.org
Sonny Santa Ines (Irma) (562) 925-1827 santaines@msn.com

Insurance Membership Promotion

Donald Krolak, FICF (Mary) (530) 528-3002 donald.krolak@kofc.org

Recruitment Chairman:

Mario Santiago (Helen) (818) 362-8144 mersan4@aol.com

Retention Chairman:

Dcn. Randy McMahan (Linda) (949) 361-6522 duke41351@cox.net

Round Table/New Council Development:

Sonny Santa Ines (Irma) (562) 925-1827 santaines@msn.com

Council Retention/Reactivation:

John Norwood (Elaine) (916) 783-0453 jnelaine@surewest.net

Supreme Membership Referrals:

Del S. Esguerra (Angie) (562) 928-9545 esguerra4435@yahoo.com

Shining Armor Chairman:

Salvatore Di Marco (Sheila) (707) 425-8675 sal3kc@yahoo.com

Ethnic Membership Development:

Dennis Martinez (Freida) (707) 526-1251 goldrunq@yahoo.com

Special Action Teams:

Donald Krolak, FICF (Mary) (530) 528-3002 donald.krolak@kofc.org
Frank Maranzino, FICF (Betty) (925) 455-5800 frank.maranzino@kofc.org
James Berkery, FICF (Donna) (818) 865-0394 james.berkery@kofc.org
Ben Baca III, FICF (Julie) (562) 693-7800 ben.baca@kofc.org
Jerald Pitzer, FICF (Martha) (760) 930-4304 gerald.pitzer@kofc.org

Special Action Teams (SAT)

Special Action Teams are organized in five areas of the State. They exist to assist District Deputies and local leadership in Membership Recruitment, Retention and New Council Development. Each team is comprised of four (4) members; two (2) Field Agents and two (2) Members at Large, and are under the direction of the General Agent for the region in which they are located.

The SAT teams are there to help you, should the need arise. They are made up of Brother Knights knowledgeable in many aspects the Order that can assist with education, training and recruitment. They are available to help District Deputies with the development of new councils and identifying areas capable of supporting a new council. In most instances, they are made of individuals who have already had experience in this regard. SAT team members are also available to assist and train councils in the techniques of recruiting, as well as membership retention. SAT team members are willing to travel within the local area, to meet and confer as needed.

Assistance from SAT team members may be requested by contacting the State Deputy directly, the State Membership Director or General Agents for your region.

Ethnic Membership Development

California has one of the most ethnically diverse populations in the world. Today more immigrants reside here than in any other state, and nearly half of all Californians are immigrants or the children of immigrants. The high concentration of ethnically diverse cultures in California makes the state unique. California's ethnic population is made up of Mexican and Central Americans equating to 50 percent and Asian immigrants 33 percent. The California Department of Finance projects that by 2025, Hispanics will represent the largest ethnic group in the state.

We will continue the Ethnic Membership Development Program first established during 2006-2007 and continued to the present time. The Ethnic Membership Development team will include committeeman located throughout the state capable of assisting with membership recruitment and the formation of Round Tables and new councils, specific to a particular culture or ethnic group. They are capable of working with many languages and communities of worship, including Spanish; Eastern Rite; Chinese and Vietnamese. Those fluent in other languages can be made available upon request. Ethnic committeemen are capable of assisting councils and District Deputies with membership drives, informational meetings and degree exemplifications.

All Chapter Presidents, District Deputies, Grand Knights or Brother Knights who desire to work with an ethnic community or have information on where new Spanish, Eastern Rite, Chinese, Vietnamese councils or Round Tables might be established, are encouraged to contact the Ethnic Outreach Chairman.

Shining Armor Award Program

This Columbian Year we would like to place particular emphasis on the Shining Armor Award program. It is one of the most important recruitment tools we have at our disposal. As a condition of the award, new members are requested to recruit one (1) new member. Existing members are eligible if they recruit two (2) new members. Think about it. The program is kind of like that old proverb of doubling a penny every day. Pretty soon you have a fortune!

The Shining Armor Award Program is a voluntary program for newly initiated and existing members. It is designed to provide recognition and get members involved in the activities of the Council, including membership recruitment.

Your District Deputy or Field Agent should present a Shining Armor Award tracking card (available in English and Spanish) to the new members at the conclusion of their First Degree. Existing members should also be informed that they, too, can earn the Shining Armor Award. To be eligible for the award they must accomplish the same tasks listed on the back of the card as the new members, except they must recruit two (2) new members.

The four requirements listed on the back of the card are as follows:

1. Work on three council projects
(Church, Community, Council, Family, Vocations, Culture of Life or Youth)
2. Receive the Third Degree
3. Meet with the Council Insurance Representative
4. Recruit one (1) new member
(existing Brothers of the Order must recruit two (2) new members)

These activities need to be accomplished within one year from the date of the First Degree (or within a single Columbian Year for existing members). A certificate, signed by the State Deputy and Membership Director, and a specially designed lapel pin will then be presented to the Shining Armor Award recipient, preferably at the conclusion of a First Degree in front of other brand new members of our Order as an example (or at the next regularly scheduled council meeting).

Looking over the required activities, it is apparent how both the member and council benefit from this program. The Brother is more likely to become an involved member, one who will stay a member after completing his Third Degree. He has an opportunity to become an insured member, and will have helped with council recruitment by bringing in at least one (1) or two (2) new members.

During Columbian Year 2011-2012, we would like to stress that the Shining Armor Award Program is open and available to existing council members as well. The existing member will need to have accomplished requirements 1-3 on the back of the Shining Armor Award card just like the new member, and sponsor two (2) new members into the Order, between July 1, 2011 and June 30, 2012.

Appropriate recognition will be made at the State Convention in May, 2012 for the council that has the most Shining Armor Award qualifiers in their council between July 1, 2011 and April 30, 2012.

Once all requirements have been completed, a **Shining Armor Award Program Qualification Submittal Form** should be submitted to the State Shining Armor Awards Program Chairman for processing of the award. The Qualification Submittal Form is located on the page following this section. Shining Armor cards can be obtained by calling the State Office at (909) 434-0460, or via e-mail to state.office@kofc-ca.org.

KNIGHTS OF COLUMBUS
Shining Armor Award Program Qualification Submittal Form
COLUMBIAN YEAR 2011 - 2012

Name: _____

Membership Number: _____

First Degree Date: _____

Third Degree Date: _____

New Member's Name: _____

Membership Number: _____

Date of First Degree: _____

If the Shining Armor Award qualifier is qualifying under the Existing Member Program (sponsoring two new members), please provide the following information for the second new member sponsored:

New Member's Name: _____

Membership Number: _____

Date of First Degree: _____

The following information is required in order to be eligible for appropriate recognition at the State Convention:

Council Number: _____

District Number: _____

Chapter: _____

Supreme Insurance Field Agent: _____

Supreme Insurance General Agent: _____

Grand Knight's Printed Name & Signature: _____

Date Submitted/Received/Presented: _____ / _____ / _____

Submit completed form to:
Salvatore Di Marco III
Shining Armor Awards Program Chairman
611 School Street, Suisun City CA 94585
(707) 425-8675
sal3kc@yahoo.com

Supreme Membership Referrals

There is an area on the Supreme web site (www.kofc.org) where Catholic men interested in joining the Knights of Columbus can request information on becoming a member. Located directly off the home page under "Becoming A Knight", there is a form they can fill out with their name, address, telephone number and e-mail address requesting that they be contacted. These referrals are one of the easiest ways to recruit a new Knight into the Order.

When the prospective member completes the New Member Inquiry Form on the Supreme web site, an e-mail is automatically generated and sent to the State Deputy and State Membership Director in the state where the prospect resides. Normally, a week's time is allotted to make contact with the prospect. The e-mail is then forwarded to the appropriate Chapter Membership Coordinator for action. The Coordinator then establishes contact with the prospect and discusses the best council for him to join. Many factors go into this determination including his city of residence or work, the Parish attended and language preferred.

Having determined the best Council for membership, the Coordinator forwards the Prospect's information (and Form 100 when completed) directly to the recommended Grand Knight and Financial Secretary with copies to the District Deputy. When the Prospect has been brought to his degree initiation, be sure and get your Field Agent involved. Remember -- new members are everyone's business and they should be given the opportunity to avail themselves of the fraternal benefits of the Order.

Recruitment Strategies

How to Conduct an Effective Membership Recruitment Blitz

A coordinated membership Recruitment Blitz is an all-out effort to maximize your membership teams' efforts by canvassing an entire parish on one weekend, gathering the names of prospective new members for follow up.

The Preparation Phase

- Obtain the pastor's permission to conduct a Blitz at the church during a specific weekend.
- Advertise the event weekly in the parish bulletin building up to when it is held.
- Order recruitment materials from the Supreme Council Supply Department (allow four to five weeks for delivery). Use the Blitz Kit Order Form when ordering materials.
- Inform the insurance representatives about the dates of the recruitment drive.

The Execution Phase

- Set up informational tables at every door of the church. Have plenty of prospect cards and pencils on hand to distribute to each man as he enters the church.
- Arrange for a membership recruitment announcement to be made during Mass by the priest endorsing the council (several sample announcements are included in this booklet).
- Have brother Knights on hand to answer questions and to collect prospect referral cards or names and contact information as men leave the church with their families.

The Follow-Up Phase

- Personal contact **must** be made with every prospect within 48 HOURS.
- Inform each prospect and his family of the date, time and location for the informational seminar, and invite them..
- Offer transportation if necessary.

The Orientation Phase

- Order recruitment brochures about the Order for prospects and their families to read.
- Request that your council's Chaplain start the event with a prayer and some words about the Order and its mission.
- Consider showing one of the recruitment videos available from the Supreme Council Supply Department.
- Make the requirements for membership known to those assembled.
- Offer each prospect a Membership Document (#100) to fill out before the event's conclusion.
- Have brother Knights on hand to assist prospects in completing these forms.
- Conclude the event with some light refreshments.
- Inform the candidates of the date of the First Degree.

The First Degree

- Schedule a First Degree no more than two weeks after your informational session.
- Contact the candidates to remind them of the degree date.
- Ensure they have transportation to the location.
- Order degree certificates from the Supreme Council Supply Department (#268) as a fitting way to recognize your new brother Knights.

- Don't let the new members leave the degree without getting them involved and explaining the Shining Armor Award program

After the First Degree

- Call the new member and invite him to the next council meeting
- Offer to have someone pickup the candidate for the meeting
- Find out the new members interest and ask him to help in a council function that best meets his personal interest
- Schedule the new members for their Second and Third Degrees

Sample Pulpit Announcements

Sample Pulpit Announcement Example 1

Do you know much about Knights of Columbus? You've probably seen the local Knights of Columbus honor guards for the Bishop or with their families in church at their Corporate Communion. But where do the Knights of Columbus come from? What do they stand for? And what are they all about? The Knights stand for a world of good things. K of C programs and projects make a difference in every community and country where they're found.

THERE IS A PLACE FOR YOUR FAMILY IN OUR COUNCIL

The Knights of Columbus began in 1882, when Father McGivney and a small group of pioneering Catholics founded a society designed to provide much needed security for widows and orphans of Catholic parishioners. The original idea grew quickly, becoming an order of Catholic men and their families, dedicated to promoting the concepts of charity, unity, fraternity and

patriotism. Today there are more than 1,700,000 members in over 14,000 local councils.

Over the years, the Knights of Columbus has become a diverse organization. Its members belong to many races. They speak many languages. But, like in any large family, their common bonds provide strength and their diversity is an asset in searching for ways to make every day better and they work hard to make it happen.

What can you expect to learn about the Knights of Columbus family? Plenty, just attend our Knights of Columbus Information Seminar this _____ and we will be happy to share with you what the Knights of Columbus is all about.

Family is a paramount in the Knights of Columbus. All Knights of Columbus programs allow families to work together, involving everyone to aid their Church, their community and one another. Knights help the Church. Making sure the Catholic Church remains vigorous and undiminished is one of the primary missions of the Knights of Columbus. Knights and their families don't believe in sitting idly and just watching life pass by. Knights feed the hungry and help shelter the homeless. They help senior citizens remain healthy and active. They conduct blood drives and fight to protect the right to life of all individuals.

The challenge to become involved has never been greater. The search for solutions has never been more necessary. What is missing is YOU and your family. If you are a practicing Catholic man at least 18 years of age, the Knights of Columbus may be just what you've been looking for. You can become as involved as you wish. Just remember that the Knights offer an

opportunity for fellowship with people who share the same beliefs, and who recognize the same duty to God, to family.

We ask you to accept the invitation from one of our members following Mass and learn more about us and what we do.

Thank You.

Sample Pulpit Announcement Example 2

Families are the building blocks forming the foundation of society. When families thrive, so does society. However, in these times, families are doing less and less together and they are becoming fragmented. The Knights of Columbus is a family organization which helps families grows together in love while assisting the Church and the community.

Every K of C council provides a wide variety of opportunities for family involvement such as volunteer service projects, picnics, father / daughter and mother / son activities, Communion breakfasts and plenty more. All these activities and many others benefit the families involved, the parish and the community.

(Name of Council) Council is conducting a membership drive in our parish this weekend. Your neighbors, who are Knights, are here at each of the Masses today to answer your questions about the Knights of Columbus and our local council and to invite you and your wife to the K of C Information Seminar for interested Catholic families.

Thank You.

Sample Pulpit Announcement Example 3

Time is one of the most valuable commodities we have in life. The amount of leisure and free time for the average person has decreased in recent years. Many outside influences are vying for the precious time that we have.

If you believe in the importance of investing your time in friendship, the Church and helping others, the Knight of Columbus is for you. The Knights of Columbus is an organization of Catholic men and their families that derive a great sense of satisfaction from being able to develop lasting friendships with each other while helping the less fortunate.

Every day, the Knights of Columbus provides its members with the opportunity to discover the importance of charity, unity, fraternity and patriotism to our country and the world.

I urge all men in this parish, whose families are not involved, to join the Knights of Columbus. (Name of Council) Council is conducting a membership drive in our parish this weekend. Your neighbors, who are Knights, are here at each of the Masses today to answer your questions about the Knights of Columbus and our local council and they invite you and your wife to our Knights of Columbus Information Seminar for interested Catholic families. Please accept our invitation.

Thank You.

Sample Pulpit Announcement Example 4

For those who don't know, the Knights of Columbus is an organization of Catholic men and their families – husbands, wives, children, widows, college students and religious. Our parishes Knights of Columbus council offers (LIST YOUR COUNCIL'S SERVICE PROJECTS AND ACTIVITIES FOR YOUTH AND FAMILY) and many more good things. Every day, Knights and their families experience the importance of charity, unity, fraternity and patriotism. The Knights are built on family, faith and friendship.

There will be a Knights of Columbus Information Seminar for parishioners who are interested in learning what the Knights of Columbus is all about.

Knights of Columbus council members will be present at this Knights of Columbus Information Seminar to answer questions about the Order's goal, interests and activities – as well as how they benefit all members. All parish families are invited to attend this Knights of Columbus Information Seminar to learn more about the Order. Your neighbors, who are Knights, are here at each of the Masses today to answer any questions you may have about the Knights of Columbus and to give you more information in this seminar.

The event will be _____

Thank You.

Sample Parish Bulletin Announcement

The Knights of Columbus of _____
Parish will be hosting a membership recruitment drive the weekend of _____
_____ before and after all Masses.

Knights of Columbus members will be available to provide information and answer questions you may have regarding the Knights of Columbus.

We urge you, men of our parish, to take a few moments of your valuable time and use this opportunity to learn more about membership in the world's largest Catholic, family, Fraternal Organization.

Or come to our information seminar at _____
on _____ at _____ P.M.

Sample Prospective Member Invitation

Dear Prospective Member

You And Your Spouse Are Invited To

Knights of Columbus
Information Night

At _____

Tuesday, 7:30 P.M.
Your Council No. 01234
Anywhere, California

* * * * *

A KNIGHT WILL CALL TO OFFER TRANSPORTATION ASSISTANCE

Duties of a Proposer

Proposing a new member is a commendable achievement and one to be proud of. However, as a proposer, turning over a completed Membership Document (#100) is not the end of the job. You must also take the responsibility to see that your recruit becomes fully accepted by his fellow council members and stays involved in council activities. There are several steps you can take to ensure this.

- Explain to him that the council's Admission Committee will examine his qualifications for membership and accompany him to the Admission Committee meeting. Introduce him to the members present.
- After he has been accepted, escort him to his First Degree and remain with him throughout the event. Following the exemplification, introduce him to his fellow council members.
- Take the newly initiated member and his family "under your wing". See that he learns council procedures, such as meeting times, committee assignments, etc. Introduce him and his family at council events. Encourage him to involve his family in council-sponsored activities.
- Accompany your recruit to his Second Degree and Third Degree exemplifications and stay with him throughout the day.
- Contact him before each council meeting and bring him to the meeting if necessary. If the new member becomes inactive for some reason, try to find out why. Call and ask to visit with him. Explain your concern about his absence and offer support or assistance.
- Encourage him to earn "Shining Armor" status within the council.

If the Knight becomes inactive, his proposer should work with the retention committee to find out the reasons for his lapsed interest and try to rekindle his interest.

With a little personal effort you can help guarantee that your recruit becomes an active member of the Knights of Columbus.

Membership Retention

Retention efforts must start immediately after the First Degree has been conferred on a new member. Establish a "welcoming committee" of several council members to provide the member and his family with information on the council, show them around the council's facilities and answer questions they may have. Present the new member with a baseball cap or T-shirt emblazoned with the Order's emblem and the council number. A new Knight's proposer should introduce him to other council members, help make him feel at home and inform him of the dates and times for council meetings and activities. Establish a car pool to bring new (and old) members to meetings. Also, as soon as the First Degree is over, get new members interested in earning the "Shining Armor Award" to help their knowledge and involvement in the Order grow.

Use the Admission Committee Questionnaire (#391) to find out the interests of new members. Giving a new Knight responsibilities and assigning him to program committees helps him feel that he is an important part of the council. Use the Member Interest Survey on page 29 (print out copies of the survey to distribute to your members to determine what programs council members wish to pursue.) The survey gives members the opportunity to list their preferences for possible committee assignments and indicate the areas that they find exciting, challenging and promising. There is also space for members to express their thoughts on how to improve existing programs. Ask them to also list new programs they think the council should conduct.

Establish a retention committee to examine reasons why Knights become inactive and let their membership lapse. This committee plans programs to conserve the council's membership and anticipate and solve problems that may cause membership suspensions. The Deputy Grand Knight should be named to the position of Retention Chairman and his committee be composed of the council's trustees. After discovering problems, the committee should work with council officers to remedy them.

The Financial Secretary should provide the retention committee with a list of members in danger of being suspended. Contact these members and discuss their reasons for being inactive. Urge them to become active again. The Financial Secretary can also furnish a list of suspended members. Contact former Knights who still meet membership eligibility requirements and ask them to rejoin.

Keep council meetings interesting and relevant. If a member asks himself, "Why am I here?" then something is wrong. Start meetings on time and keep discussions, comments, etc., within proper limits. The Grand Knight should refer any nonessential matters to the appropriate committees. Hold meetings on a night convenient to most members. Allow all members to voice their opinions in an orderly way and try to keep meetings open and relaxed.

Another way to help retain members is personal follow-up. Let a member know he is missed the first time he fails to attend a meeting or event. Forward a "We missed you at the meeting" postcard message. Call him on the telephone or write a personal note at the bottom of the next meeting notice.

Marked decline in meeting attendance and committee involvement among formerly active members is a sign of lost interest. Although these members may have compelling reasons for reducing the amount of time they give, do not give up on them. Handle such members with tact and consideration. Make missing members feel valued and needed by asking them to take on a task that "only they can do," one which their experience truly counts. Ask them to give just a small amount of their time to one particular project. Explain that their contribution is very important. Take time to say thanks. Honor members with a luncheon, ceremony, award or certificate in recognition of their years of involvement and service.

Use postcards and announcement cards to keep members up-to-date on important information vital to the successful operation of your council. Contact your local post office regarding what it would cost your council to provide such a service to your members.

Look at your current programs and activities to evaluate whether your council's resources and members are being fully used. Do members express interest in these programs? Are a majority of the members participating? What type of council image do these programs project to the community? Are these programs meaningful, sincere and diversified enough to appeal to all council members?

If your council has lost good Knights, develop a campaign to retrieve those members. Organize a number of active members with good telephone personalities located throughout the geographic area your council covers. Give each volunteer a list of lapsed members in his neighborhood, with details of when they joined, what committees each served on and what each did for the organization. Add to the list whatever personal data your records contain. This information serves as a good starting point for conversation.

Recruit lapsed members just as you would new prospects. Sell the organization to former members. Ask them what they enjoyed most about their participation in the past. Keep questioning on a positive basis. Emphasize the aspects of the organization the member is most likely to miss in allowing his membership to lapse.

Through efforts to retain current members and recruit new ones, we help the Order remain strong and growing.



MEMBER INTEREST SURVEY

WHEN A KNIGHTS ACTS SELFLESSLY, HE ACTS ON BEHALF OF THE WORLD

As a member of this council, you are our greatest asset. We value your judgment, we appreciate your opinions, and we rely on your participation for continued success. Since joining the Knights of Columbus, you have undoubtedly become familiar with many of our varied programs of involvement — programs where you can personally apply your talents and fulfill your ambitions. In an effort to satisfy your desires and interests, we ask that you complete the following survey and return it to our program director for evaluation and action.

GENERAL INFORMATION

Date: _____

Name: _____

Street Address: _____

City: _____ State or Province: _____ Zip: _____

Home Phone: _____ Work Phone: _____ E-Mail: _____

SERVICE PROGRAM INVOLVEMENT

Please list your preferences for possible committee assignments.
Mark those areas which you find exciting, challenging and promising.

PROGRAMS

- | CHURCH | COMMUNITY | COUNCIL | FAMILY | YOUTH |
|--|--|--|---|--|
| <input type="checkbox"/> Vocations | <input type="checkbox"/> Pro-Life | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Survivor's Assistance | <input type="checkbox"/> Columbian Squires |
| <input type="checkbox"/> Parochial Services | <input type="checkbox"/> Health Services | <input type="checkbox"/> Fraternalism | <input type="checkbox"/> Family of the Month/Year | <input type="checkbox"/> Youth Groups |
| <input type="checkbox"/> Religious Devotions | <input type="checkbox"/> Civic Involvement | <input type="checkbox"/> Blood Donors | <input type="checkbox"/> Memorials | <input type="checkbox"/> Educational Programs |
| <input type="checkbox"/> Lay Apostolate | <input type="checkbox"/> Decency | <input type="checkbox"/> Social | <input type="checkbox"/> Education | <input type="checkbox"/> Athletics |
| <input type="checkbox"/> Parish Round Table | <input type="checkbox"/> Human Needs | <input type="checkbox"/> Athletics | <input type="checkbox"/> Communications | <input type="checkbox"/> Religious Activities |
| <input type="checkbox"/> Christ in Christmas | <input type="checkbox"/> Public Safety | <input type="checkbox"/> Cultural Events | <input type="checkbox"/> Recreation | <input type="checkbox"/> Social Activities |
| <input type="checkbox"/> Other, Specify: _____ | <input type="checkbox"/> Other, Specify: _____ | <input type="checkbox"/> Other, Specify: _____ | <input type="checkbox"/> Other, Specify: _____ | <input type="checkbox"/> Other, Specify: _____ |

MEMBERSHIP

- Recruitment Retention Insurance Promotion Admission Committee Ceremonials

In your opinion, how can our council improve existing programs? Please be specific.

INSURANCE PARTICIPATION

- Non-Insurance Member If you are not currently enrolled as an insurance member, would you like a Supreme Council Insurance Representative to contact you to explain the many benefits available through the Order's insurance program? Yes No
- Insurance Member If you are an insurance member, would you like a Supreme Council Insurance Representative to contact you to explain new and additional benefits available through the Order's insurance program? Yes No

State Insurance Program

By Brother Knights for Brother Knights

Father Michael J. McGivney, the founder of the Knights of Columbus and the group of men associated with him in 1882 were motivated in starting the Knights of Columbus by the tragic needs of Catholic families of deceased men whom they knew in their community.

The first duty of a Catholic husband and father is to his family - - - to care for their needs while alive and to his best ability provide for their financial welfare in the event of his death.

The lack of adequate financial resources is a great destroyer of family life. No matter what his income, the true Catholic father does everything in his power to maintain and provide for a Catholic home during his lifetime and after his death. What happens to this family upon the death of the provider depends largely upon the plans he has provided through a planned insurance program during income-earning days.

The Knights of Columbus Insurance Program is the primary provider of the financial resources that make every benefit the Knights of Columbus offers, available to every member. It also provides us as Catholics a means of providing for our families, without violating any of our Catholic principles.

Over the years the Knights of Columbus has expanded our original life insurance portfolio so we can meet the ever-changing needs of a modern world. Our present day insurance program provides the opportunity for every Catholic man to meet the needs of his family while living, as well as plans to meet the needs of his family after his death. We now have **Long Term Care & Disability Income Insurance** added to our portfolio to help in providing for members while still alive in the event of serious health problems. In providing service to our members and families of every member in our councils, **we must promote and provide an opportunity** for every brother Knight to be made aware of what the Knights of Columbus Insurance Program has to offer to each and every member.

We need your support! The Knights of Columbus Insurance Program must be promoted by every member of our order. **If we are to continue Father McGivney's vision, that of providing pecuniary aid to every member of our order so that no family member should ever have to suffer financially, this is our primary importance and responsibility.**

**Only we can make it happen.
Let's work together to insure that we do make it happen!**

**Charles H. Clark
California State Deputy**

**Donald M. Krolak FICF
General Agent,
State Insurance Chairman**

“We Change Lives and We Save Lives”