

Membership & Recruiting Seminar

2009 – 2010 Patrick M. Maloney, PSD, MPC



Why Recruit?



Why do we recruit?

Why do You Recruit?

Pope Benedict XVI in his letter to the Knights of Columbus in July 2008, calls upon the Knights of Columbus to act



"...not only as a fraternal and charitable organization of Catholic laymen, but also as a leaven of evangelical renewal."



Why do we recruit? Why do You Recruit?



"I have an evangelical motivation for membership"


Supreme Knight Carl Anderson,
September 2008



What is the definition of practical Catholicity?

A practical Catholic as understood by the church is...

a person that lives up to the commandments of the God, the Precepts of the Holy Church and is in communion with the Holy See.



Evangelization...

What comes to mind when you hear the term Evangelization?



This is the Old Evangelization....

What is the New Evangelization?



New Evangelization.....

... is the grace and vocation to evangelize our Faith.

The Church exists to evangelize our Faith.

New Evangelization.....

The Supreme Knight suggest that we should have an Evangelical Motivation with respect to our membership and recruiting new members.



Why is membership important?

The Knights help prepare Lay Leaders to carry a Catholic & spiritual theme forward.

If we don't do this, who is going to do this?

Who is going to stand up and say "... that is wrong!"
... real estate loans & investments;
... assisted suicide;
... abortion;



Is recruiting Evangelizing our Faith?

The SK was asked by a group of Bishops "What is the formation program for the Knights of Columbus?"



His answer.....

We get them in... We get them involved & active...
& they then learn to become better Catholics,
better husbands, better fathers, and better men.



Question...

Who here can say that they are not better Catholics today – then when they were when they first joined the Knights of Columbus?



This was Father McGivney's Vision for our Organization!



Fact...

Our Growth in Parishes is surpassing our Growth in Membership!

Therefore, we should have ample Opportunities to Evangelize our Faith!

If we do this correctly, we can Build Up the church, just as our Holy Father has challenged us to do!



This is Our Challenge...
This is our Evangelistic Opportunity...

We need to focus on who we are
as Catholics....
and as Knights of Columbus...

We can expand upon Father McGivney's Vision and
Dream!

This is why we Recruit!



Membership



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Council Membership Growth Success

Plan

- Establish goals, form Membership Recruitment Teams;
- Order materials

Target

- Parish listings, RCIA member, HS students, Squires;
- Out of state listings; referrals;

Recruit

- One-on-one, Church drives, Blitz, Home visits;
- Open Houses; Send invitations;

Action

- Frequent First Degrees;
- Recognize new members, VIP's, Shining Armor Award;



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Membership Materials

A Leadership Guide to Membership Recruitment #9299 is available in Council Membership Packets...

...and is also available **ON-LINE** under the heading For Officers...

... this is an excellent reference for helping a council put together a Membership Recruitment Plan





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Membership Materials

Benefits of Membership for Public Safety Personnel Brochure #4582...

... Prospect Member Referral Card #921 which can be used to gather names of potential new members...

... Prospect Card #921A can be available in pews prior to Mass for interested members & gathered in collection basket during recruitment weekend Masses...

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Membership Materials

Our Future Knights, Our Future Leaders Brochure #9116...

... As Knights, we not only act on Faith, we act because of it #4496...

... The Greatness of a Man is not always defined by what he HAS done but by what he has the POTENTIAL to do #4497.

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Marketing Your Council

As Grand Knight, you should be thinking of promoting & marketing your Council. Create a COUNCIL BROCHURE...

... These show what your Council does for the Church, the Community and the Family...

... A COUNCIL BROCHURE is a great calling card that can be handed out easily... and serve as an ice breaker.

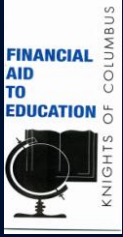

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Marketing the Order 

Promoting the Order

SCHOLARSHIP PROGRAMS

- Financial Aid to Education
- Order provides scholarships and grants to children of members for college education.
- Firemen & police death and disability benefits

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Marketing the Order 

Promoting the Order




SQUIRES PROGRAM

Squires Program is excellent program for Young Catholic men between the ages of 10 and 18 years old...

All a council needs to get started is a couple of good counselors.



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Marketing the Order 

Promoting the Order

FOURTH DEGREE

The Patriotic Degree...

The Degree & members of our Order that are most noticed...

Provides honor guards, color guards, volunteer work and has social activities.





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Marketing the Order

Promoting the Order



WELLS HAPPENING WITH FATHER MCGIVNEY'S CANONIZATION

Michael McGivney's canonization is a source of pride for the Knights of Columbus and the Catholic community in general.

PORTRAIT DONATES

THE FATHER MCGIVNEY GUILD

Cause for Canonization of Father Michael McGivney

Join the Guild and encourage all your members to join

Now venerated, we pray for His beatification and canonization.

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Shining Armor Award

For New Members only...

...to achieve this Award new members must do the following within their first year:

1. Make 2nd & 3rd Degree
2. Attend 3 Business Meetings
3. Be involved with 3 council projects
4. Visit with a Field Agent
5. Recruit 1 new member

... Present this information to new members after their First Degree.



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Membership Retention

Some thoughts on Membership Retention...

How does your Council Handle MEMERSHIP RETENTION????

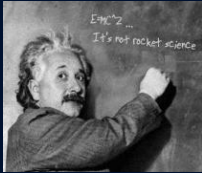


Does this look familiar?....

Is Membership Retention in your council always a struggle????....

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Membership Retention



FACTS ON RETENTION

1. The higher your retention rate, the less you HAVE TO recruit.
2. There is a clear link between high retention and high recruitment.

QUESTION:

What is the most effective way to recruit more members?

ANSWER:

Retain your existing membership!!!



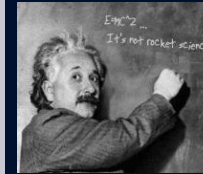
Membership Retention



- Membership Interest Survey – Form #1842
 - Form #100 offers some membership interest questions...
 - Candidate can complete when they first join the Order
- Allows a more in-depth understanding of a candidate's interests.



Membership Retention



Some Advice

Provide a membership experience that makes your members say:

"WOW!"

"This is so good I wish all my friends were Knights!"

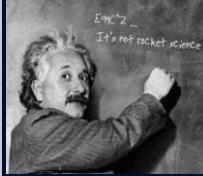


Membership Retention

- Notice of Intent to Suspend – Form #1845
- Mail completed original copy to delinquent Member – Council retains copy
- Send copy to Supreme, State Council & DD. Supreme Knight sends personal letter to member.
- After 60 days, if member has not paid, Form #100 is filed with Supreme & members is suspended.
- This time period allows State Council, DD & Supreme time to contact & retain member.



Membership Retention



- Retention starts the day they join and it is EVERYBODY'S JOB!
- Council appoints retention committee consisting of DGK, FS & Trustees.
- If member in arrears on dues, retention committee makes a personal visit to the member & spouse to review benefits of membership.



Membership Success

A Final Thought on Membership
You must know that when it comes to MEMBERSHIP...

...if there is no *ACTION PLAN* for membership recruiting or for membership retention...

...you might find yourself dancing around, sometimes all year long and getting nowhere.