Washington State Council Membership Team And Membership Action Plan 2018-2019

Robert Baemmert
State Deputy
Knights of Columbus
Washington State Council
Membership Team
2018/2019

State Membership Director –
Gregory S. Mahoney

Membership Recruitment and Development Chairman –
Romy Ablao, West Side
TBD, East Side

New Council Development / Round Table Chairman –
Abundeo Reponte

Council and Member Retention Chairman –
William Stearns

Retention Committee Coordinators -
Henry Rathbun
Jim Bennett

Hispanic Membership Development Chairman –
Federico Lopez, East Side
Daniel Pradera, West Side

Online Membership Chairman –
Renato Sacramento

Online Membership Coordinators –
James R. Kiniry Jr.
Paul J. Morel
Nelson C. Pesigan
Don Hall
Robert J. Di Girolamo
Online Membership Coordinators –  
Dana A. Smith  
Frank X. Taylor  
Pete A. Wimer

Young Adult Advisory Group/Outreach Chairman –  
Chris Walker

Young Adult Advisory Group Members –  
Joe Wolleat

Jump Start / Fr. McGivney Membership Legacy Teams –  
John Divine  
Stephen Schweyen  
Dante Vega  
Michael Faltus  
Jean-Paul Yafali  
William Swartz  
Mike Rutland  
Romy Ablao  
Renato Sacramento  
Dang Nguyen  
Miguel Quiroz  
Don Harris
“Unless the LORD builds the house, They labor in vain who build it; Unless the LORD guards the city, The watchman keeps awake in vain.” Psalm 127:1

**Membership Action Plan**

“Friends in Christ, Doing God’s Work”

**2018 - 2019**

<table>
<thead>
<tr>
<th>OVERVIEW</th>
<th>GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Meet Circle of Honor Goals for Fraternal Year</td>
<td></td>
</tr>
<tr>
<td>o Membership Intake: 825</td>
<td></td>
</tr>
<tr>
<td>o Net (SMD): 400</td>
<td></td>
</tr>
<tr>
<td>o <strong>STAR Councils: 27</strong></td>
<td></td>
</tr>
<tr>
<td>• Council Growth</td>
<td></td>
</tr>
<tr>
<td>o New Councils: 1</td>
<td></td>
</tr>
<tr>
<td>o New Council - Hispanic Growth: 1</td>
<td></td>
</tr>
<tr>
<td>o Reactivations: 3</td>
<td></td>
</tr>
<tr>
<td>• Pinnacle</td>
<td></td>
</tr>
<tr>
<td>o Net-Net: 150</td>
<td></td>
</tr>
<tr>
<td>o <strong>Round Tables: 40</strong></td>
<td></td>
</tr>
<tr>
<td>o Active Councils Recruiting: 114</td>
<td></td>
</tr>
<tr>
<td>o Intake Under 40 years old: 40%</td>
<td></td>
</tr>
<tr>
<td>o 110% Intake: 908</td>
<td></td>
</tr>
<tr>
<td>o True Growth 2.5%: 17,810</td>
<td></td>
</tr>
<tr>
<td>• Councils Submitting 1728, 365, SP7: 163 @ 80% = 130</td>
<td></td>
</tr>
<tr>
<td>• New College RT/Council: 1</td>
<td></td>
</tr>
<tr>
<td>• Produce 4 Star Districts / 1 All Star District</td>
<td></td>
</tr>
<tr>
<td>• 65% of councils are Net positive</td>
<td></td>
</tr>
<tr>
<td>• Meet Supreme Knight’s Challenge</td>
<td></td>
</tr>
<tr>
<td>• Monthly Intake goal: 90</td>
<td></td>
</tr>
<tr>
<td>• <strong>Conduct two successful State-wide Membership Drives</strong></td>
<td></td>
</tr>
<tr>
<td>• All councils membership active</td>
<td></td>
</tr>
</tbody>
</table>

3/31/2019
• **Online Membership Intake Goal**: 10 – 15%

• **Engaged Retention Committees in All Councils**

• **Establish WSC Young Adult Advisory Group**

---

**Washington State Council**

**Proposer**

- WSC Star Recruiter Pin per new member
- Supreme Very Important Proposer (VIP) Club
- Top Three Recruiter Awards (Family Bible & KC Watch; Family Bible and KC Enamed Cufflinks; Family Bible and KC Pewter Belt Buckle)

**New Member**

- Shining Armor Award (1st Year only)
- Silver Knight Award

**Council**

- Achieve 50% of goal in 1QTR – KC Jacket to GK, MD
- Achieve 100% of goal in 2QTR – BDC Kiosk
- Achieve 200% of goal – US and KC Flag set
- Achieve 300% of goal – US, KC and Papal Flag set
- State Exemplification fee waived for all new members (not counting transfers) in 1QTR fraternal year 2018-2019

**New Council**

- Pastor, GK, and FS receive KC Jacket
- Council Charter
- Set of new officer jewels

**District**

- Highest percentage gain per quarter – KC Portfolio to DD
- Star District – KC Jacket and Portfolio to DD
- All Star District – KC Watch and All Expense Paid Convention
- New Council – New Council Plaque

**Divisions**

- DIV. I <50 Members
- DIV. II 50-99 Members
- DIV. III 100-149 Members
- DIV. IV 150-249 Members
- DIV. V 250+ Members

- Division winner councils, for net gain and percentage of goal, will each receive a framed print of Fr. McGivney
- Overall Council winner - KC Jacket and KC Watch to GK and MD

---

Incentive Program Jurisdiction will conduct or is Participating in to recognize service.
## Membership 365 Plan

**Essential Tasks to effect Membership Growth**

- Special Incentives in 1QTR – refer to monthly plan detail
  - Supreme Council
- Quarterly incentives by Supreme in the form of VIP points
- Others TBD

### Prepare and review membership action plan for WSC
- Monthly Action
- STAR
- NCD
- College Council
- Round Tables
- Retention – Member/Council

### Develop incentive plan

### Set monthly target numbers for state

### Identify one new council prospect in each diocese; review last year’s prospects

### Track and report councils conducting membership drives

### Distribute Membership & drive kit info to councils/-DDs at Summer Leadership Meeting

### Promote and conduct Order-wide Church Drives in October and March – in all districts / Delta Church Drives

### Improve reporting of Membership Drive results to MPC

### Identify membership inactive councils and work to become active (retention)

### Promote and track one Admission Ceremonial per District per Month

### Work to submit and update Round Table forms

### Implement procedures to mentor and retain members

### Membership Director Plans & Executes membership briefs and workshop at State Leadership Meetings (Summer Meeting, Supplemental Meetings, Mid-Year DD Meeting)

### Membership Director/Chairmen will prepare Membership materials for State Leadership Meetings

### Membership Director/Chairmen will develop incentives

### Membership Director, with the help of membership team members and SMPC will update/write Job Descriptions for each position on the Membership team

### Seven Key Objectives:
1. **Aim Younger** (over 60% of our membership is age 50+)
2. **Be more family-centered**
3. **Generate increased awareness of who Knights are and what we do** (less parochial, more global)
4. **Develop strong relationships with the clergy**
5. **Make spirituality a key focus area — authentic catholicity**
6. **Implement E-Membership as a force multiplier to council recruitment efforts**
7. **Mentor and develop life-long members**

- **New Council Development and Round tables will assure growth and goal achievement:** Determine NCD potential areas by District and designate RT assignments by council NLT September
- **Develop and implement Jump Start / Fr. McGivney Legacy Teams** (2 to 3-man Teams); WSC Ambassadors to Catholic Conferences, special presentations, membership drives, Inactive Councils
- **Select/Implement Online Membership Coordinators by August (10)**
- **Select/Implement Retention Committee Coordinators by August (10)**
- **Integrate and actively promote Online Membership**

---

### Communication Plan

<table>
<thead>
<tr>
<th>How this Membership Plan is being Communicated to the operating units within the state (Districts, Chapters, Councils)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membership Director will engage State Membership Team monthly/quarterly thru Conference Calls to review plan implementation and progress</strong></td>
</tr>
<tr>
<td><strong>Membership Director will provide monthly Statistics to State Membership team and to councils by publishing a Membership Standings report in the monthly bulletin</strong></td>
</tr>
<tr>
<td><strong>State membership team will present Membership Plan and Progress at Leadership Meetings (Emphasize: Incentives, Mentorship, Recruitment, Development, and Retention)</strong></td>
</tr>
<tr>
<td><strong>Membership Team will communicate with District Deputies by phone to review progress</strong></td>
</tr>
<tr>
<td><strong>Membership director will publish monthly Membership Mission Memo to DD’s and GK’s</strong></td>
</tr>
<tr>
<td><strong>Membership Director and Retention Chairman communicate with Supreme and General/Field Agents for</strong></td>
</tr>
</tbody>
</table>
| Retention Plan | **Inactive/Former Member Call lists; provide call lists to GK’s and DD’s**  
- Membership Director/Chairmen provide monthly articles for state bulletin  
- **New members receive Welcome Letter; Inactive/Former Members receive Welcome Back Letter**  
- DD’s report results of Order-wide membership drives to Membership Director in October and March  
- Membership Director coordinates Jump Start/Legacy Team visits to councils/events  
- Online Membership Chairman coordinates State Information meetings in district areas having online members — priority areas |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retention Plan</strong></td>
<td>Begins on Day 1 thru 3rd Degree</td>
</tr>
</tbody>
</table>
| Online Membership Plan | **Maximize Conservation efforts to retain members**  
- Communicate/Implement retention report in member billing  
- Council Retention Committees active all year  
- Retention Chairmen/Coordinators to make calls to Withdrawals/Suspensions to validate council retention efforts  
- Develop a better Challenges/Solutions script  
- **Implement Mentor program for new members through first year** |
| **Online Membership Plan** | Meet men where they’re at |
| Hispanic/Ethnic membership growth plan | **Refer to Online Membership Action Plan**  
- Identify ethnic areas for State information meetings at parishes  
- Hispanic Membership Chairmen to select council church drives to attend |
| **Hispanic/Ethnic membership growth plan** | Meet the needs of changing demographics |
| Future Plan | **Membership Team will review actions and assessments monthly, and collaborate changes to plan as necessary**  
- List Actions Required & Assigned Person for Planning Membership Action for the next 3 – 6 months |
STATE ACTION PLAN – WASHINGTON STATE COUNCIL

A plan for growing the Order and answering God’s call to go out and make disciples

4th Quarter Actions

10 - April

Prayer - Rosary
1st Week: Pray a decade of the Rosary 5 days each week – Glorious Mysteries
2nd Week: Joyful Mysteries
3rd Week: Sorrowful Mysteries
4th Week: Luminous Mysteries

Membership 365 – key tasks

Every Council Active – DD’s to challenge every council to bring in two new knights this month
Every District Active – Every District host at least two Admission Ceremonials during the month; DD’s continue training councils on Delta Church Drives
State Active – Catholic Men’s Conference e-prospect / Online member follow up; Jump Start / Fr. McGivney Legacy Team action follow up; Facilitate/Incentivize councils to be active all 12 months; continue Online Membership development

- Emphasize attaining Star Council/Star District by contacting potential Star Council candidates on Star Tracker report – SD Letter; State Membership CMN contacts
- Emphasize programs (satisfying local needs—feeding the hungry, clothing the poor, protecting the disabled – partnering with people of the parish, parish organizations)
- Congratulate districts (personal phone calls) successful in 3rd Quarter; Challenge Inactive Councils to recruit (personal phone calls) – State Membership CMN contacts
- Reemphasize that men will not join unless they are asked. Create plans to ask by creating “Membership Prospect Lists” and then actively recruiting the families on that list – from Church Drives
- Reemphasize that membership is discussed at every business meeting
- Follow through, managing the program week to week, and frequent communication is essential
**Online Membership 365 – key tasks**

- **Every Council Active** – DD’s to challenge every council to put Online Membership Posters on the Parish Bulletin boards and E-Membership Flyer in the Parish Bulletin; **Every council establish Prospect Landing Page**
- **Every District Active** – Every District host at least one Online Membership information night
- **State Active** – WSC Prospect Landing Page established; assess previous year’s membership results; Facilitate/Incentivize councils to be active all 12 months with Recruitment Drive to include Online Membership and distribute to prospects: *You are born a Man. You become a Knight* card and *Why Join?* brochure.
- **Online Membership CMN/Coordinators** assign State Division members to councils; Facilitate timely transfer to councils

**Communication**

* SMD and State Membership Team
  - Monthly bulletin articles; Membership Statistics
  - SMD Membership Mission Memo to GK’s and DD’s
  - Membership Team conference call
  - Recruitment and Development CMN send welcome letters to new/return members

* District Deputies
  - Organize district meeting for 4th quarter/month inviting the GK, FS, Program and Membership Directors; **Review Star Tracker Chart with council leaders**
  - Membership Team follow up with DD’s on State Prospect List developed at Summer Meeting/Church Drive
  - **DD’s submit Church Drive Report to SMD and ensure councils follow up with prospects**

**New Council Development (NCD) and Round Tables/Council and Member Retention/Reactivation**

- **NCD CMN** updates the NCD/RT plan and prioritizes opportunities according to the Jurisdiction Action Plan and successes of first half of fraternal year; assess how many councils are in the stages of formation; **one new council formed**
  - Continue assigning round tables early – fertile ground for new members
  - If applicable, identify parishes with suspended councils and treat them as NCD opportunities
  - State identify and mitigate any challenges to NCD / RT’s
  - State assist councils hosting Informational Sessions/Open Houses
• State identify councils who are in danger of suspension or have low activity – contact Inactive councils
• State Retention CMN to mitigate suspensions; follow and implement procedures for conservation of members; and produce inactive/conservation/suspension list for follow up and mitigation
• State Retention CMN follow up with councils on inactive/conservation/suspension call lists

Programs

• All programs are membership opportunities and should be planned as outlined in *Faith in Action*
• Encourage GK’s to have membership materials and recruiters/proposers assigned at every event
• Work with General Program Director to ensure districts and councils are planning *Faith in Action* programs
• Add new contacts to contact lists by actively speaking to people at program events
• Develop local programs that include Building the Domestic Church activities outlined in *Faith in Action*
• Award Membership Recruiter pins

Council Actions

• Membership Goals
• Membership Recruitment/Online 365 Key Tasks
• Communication
• NCD/RT
• Retention
• Programs

11 - May

Prayer - Rosary

1st Week: Pray a decade of the Rosary 5 days each week – Glorious Mysteries
2nd Week: Joyful Mysteries
3rd Week: Sorrowful Mysteries
4th Week: Luminous Mysteries

Membership 365 – key tasks

State Convention

3/31/2019
• Awards for membership milestones presented during Awards Luncheon
• Host Membership Workshop before the Convention; RGD as guest speaker

Monthly Tasks
• Emphasize attaining Star Council/Star District by contacting potential Star Council candidates on Star Tracker report – State Membership CMN contacts continue
• Assist Regional Membership Church Drives /Plan Regional Membership Drives to be conducted next month
• Congratulate districts (personal phone calls) successful in 3rd Quarter; Challenge Inactive Councils to recruit (personal phone calls) – State Membership CMN contacts continue
• Reemphasize that men will not join unless they are asked. Create plans to ask by creating “Membership Prospect Lists” and then actively recruiting families on list – from Church Drives
• Reemphasize that membership is discussed at every business meeting
• Follow through, managing the program week to week, and frequent communication is essential
• Assess how successful “Every Council, Every District, and State active” program has been
• Conduct final Membership push

Online Membership 365 – key tasks
• Every Council Active – DD’s to challenge every council to put Online Membership Posters on the Parish Bulletin boards and E-Membership Flyer in the Parish Bulletin; Every council establish Prospect Landing Page
• Every District Active – Every District host at least one Online Membership information night
• State Active – WSC Prospect Landing Page established; assess previous year’s membership results; Facilitate/Incentivize councils to be active all 12 months with Recruitment Drive to include Online Membership and distribute to prospects: You are born a Man. You become a Knight card and Why Join? brochure.
• Online Membership CMN/Coordinators assign State Division members to councils; Facilitate timely transfer to councils

Communication
  SMD and State Membership Team
  • Monthly bulletin articles; Membership Statistics
  • SMD Membership Mission Memo to GK’s and DD’s
  • Membership Team conference call
  • Recruitment and Development CMN send welcome letters to new/return members

District Deputies
• Organize district meeting for 4th quarter/month inviting the GK, FS, Program and Membership Directors;
  Review Star Tracker Chart with council leaders
• Membership Team follow up with DD’s on State Prospect List developed at Summer Meeting/Church
  Drive
• DD's submit Church Drive Report to SMD and ensure councils follow up with prospects

**New Council Development (NCD) and Round Tables / Council and Member Retention/Reactivation**

• NCD CMN updates the NCD/RT plan and prioritizes opportunities according to the Jurisdiction Action
  Plan and successes of first half of fraternal year; assess how many councils are in the stages of formation
• Continue assigning round tables early – fertile ground for new members; 36 RT’s established
• If applicable, identify parishes with suspended councils and treat them as NCD opportunities
• State identify and mitigate any challenges to NCD / RT’s
• **State assist district membership drives in parishes to support final push in 4th Quarter**
• State assist councils hosting Informational Sessions/Open Houses
• State identify councils who are in danger of suspension or have low activity – contact Inactive councils
• State Retention CMN to mitigate suspensions; follow and implement procedures for conservation of
  members; and produce inactive/conservation/suspension list for follow up and mitigation
• State Retention CMN follow up with councils on inactive/conservation/suspension call lists

**Programs**

• All programs are membership opportunities and should be planned as outlined in *Faith in Action*
• Encourage GK’s to have membership materials and recruiters/proposers assigned at every event
• Work with General Program Director to ensure districts and councils are planning *Faith in Action*
  programs
• Add new contacts to contact lists by actively speaking to people at program events
• Develop local programs that include Building the Domestic Church activities outlined in *Faith in Action*
• Award Membership Recruiter pins

**Council Actions**

• Membership Goals
• Membership Recruitment/Online 365 Key Tasks
• Communication
• NCD/RT
• Retention
• Programs

12 - June

Prayer - Rosary

1st Week: Pray a decade of the Rosary 5 days each week – Glorious Mysteries
2nd Week: Joyful Mysteries
3rd Week: Sorrowful Mysteries
4th Week: Luminous Mysteries

Membership 365 – key tasks

Every Council Active – DD’s to challenge every council to bring in two new knights this month
Every District Active – Every District host at least two Admission Ceremonials during the month; DD’s continue training councils on Delta Church Drives
State Active – Follow up coordination for Cornerstone Conference sponsorship in October 2019; Jump Start / Fr. McGivney Legacy Team action follow up; Facilitate/Incentivize councils to be active all 12 months; continue Online Membership development

4th Quarter Assessment

• Promote STAR Councils and STAR Districts
• Concentrate on Councils close to their goal – continuous communication throughout the month
• Push to have Councils/Districts host a degree in June
• Call all DD’s and strong GK’s to Congratulate (personal phone calls) and push the strong regions (Membership teams, DD’s and GKs) to exceed goals and lead the state
• Review Online Membership / Prospect Landing Page progress

Online Membership 365 – key tasks

• Every Council Active – DD’s to challenge every council to put Online Membership Posters on the Parish Bulletin boards and E-Membership Flyer in the Parish Bulletin; Every council establish Prospect Landing Page
• Every District Active – Every District host at least one Online Membership information night
• State Active – WSC Prospect Landing Page established; assess previous year’s membership results; Facilitate/Incentivize councils to be active all 12 months with Recruitment Drive to include Online
Membership and distribute to prospects: *You are born a Man. You become a Knight* card and *Why Join* brochure.

- Online Membership CMN/Coordinators assign State Division members to councils; Facilitate timely transfer to councils; **All assigned members transferred to local council by 6/25**

**Communication**

SMD and State Membership Team

- Monthly bulletin articles; Membership Statistics
- SMD Membership Mission Memo to GK’s and DD’s
- Membership Team conference call
- Recruitment and Development CMN send welcome letters to new/returning members

District Deputies

- Organize district meeting for 4th quarter/month inviting the GK, FS, Program and Membership Directors; **Review Star Tracker Chart with council leaders**
- Membership Team follow up with DD’s on State Prospect List developed at Summer Meeting/Church Drive

**New Council Development (NCD) and Round Tables / Council and Member Retention/Reactivation**

- NCD CMN updates the NCD/RT plan and prioritizes opportunities according to the Jurisdiction Action Plan; assess how many councils are in the stages of formation for next year
- **40 RT's established, and all annual reports submitted**
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- State identify and mitigate any challenges to NCD / RT’s
- State assist councils hosting Informational Sessions/Open Houses
- State identify councils who are in danger of suspension or have low activity – contact Inactive councils
- State Retention CMN to mitigate suspensions; follow and implement procedures for conservation of members; and produce inactive/conservation/suspension list for follow up and mitigation
- State Retention CMN follow up with councils on inactive/conservation/suspension call lists

**Programs**

- All-out effort to achieve goals – Councils/District recognition programs with parish
- All programs are membership opportunities and should be planned as outlined in *Faith in Action*
- Encourage GK’s to have membership materials and recruiters/proposers assigned at every event
• Work with General Program Director to ensure districts and councils are planning *Faith in Action* programs
• Add new contacts to contact lists by actively speaking to people at program events
• Develop local programs that include Building the Domestic Church activities outlined in *Faith in Action*
• Award Membership Recruiter pins

**Council Actions**

• Membership Goals
• Membership Recruitment/Online 365 Key Tasks
• Communication
• NCD/RT
• Retention
• Programs

“**Friends in Christ, Doing God’s Work**”

2018 – 2019

**Membership 365**