



***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

Jim Chambers

“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

OVERVIEW	
GOALS	<ul style="list-style-type: none"> • MEET CIRCLE OF HONOR GOALS FOR FRATERNAL YEAR <ul style="list-style-type: none"> ○ MEMBERSHIP INTAKE: 825 ○ NET (SMD): 400 ○ STAR COUNCILS: 27 • COUNCIL GROWTH <ul style="list-style-type: none"> ○ NEW COUNCILS: 1 ○ NEW COUNCIL – HISPANIC GROWTH: 1 ○ REACTIVATIONS: 3 • PINNACLE <ul style="list-style-type: none"> ○ NET-NET: 150 ○ ROUND TABLES: 40 ○ ACTIVE COUNCILS RECRUITING: 114 ○ INTAKE UNDER 40 YEARS OLD: 40% ○ 110% INTAKE: 908 ○ TRUE GROWTH 2.5%: 17,810 • COUNCILS SUBMITTING 1728, 365, SP7: 163 @ 80% = 130 • NEW COLLEGE RT/COUNCIL: 1 • PRODUCE 4 STAR DISTRICTS / 1 ALL STAR DISTRICT • 65% OF COUNCILS ARE NET POSITIVE • MEET SUPREME KNIGHT’S CHALLENGE • MONTHLY INTAKE GOAL: 69 • CONDUCT TWO SUCCESSFUL STATE-WIDE MEMBERSHIP DRIVES • ALL COUNCILS MEMBERSHIP ACTIVE • 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 Enameled 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**
- **Special Incentives in 1QTR – refer to monthly plan detail**

*Incentive Program
Jurisdiction will
conduct or is
Participating in to
recognize service*

INCENTIVE PLAN

		<p style="text-align: center;"><u>Supreme Council</u></p> <ul style="list-style-type: none"> • Quarterly incentives by Supreme in the form of VIP points • Others TBD
<p style="text-align: center;">MEMBERSHIP 365 PLAN</p>	<p style="text-align: center;"><i>Essential Tasks to effect Membership Growth</i></p>	<ul style="list-style-type: none"> • PREPARE AND REVIEW MEMBERSHIP ACTION PLAN FOR WSC <ul style="list-style-type: none"> ○ 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 • 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 SMPDC WILL UPDATE/WRITE JOB DESCRIPTIONS FOR EACH POSITION ON THE MEMBERSHIP TEAM • KEY OBJECTIVES: <ol style="list-style-type: none"> 1. AIM YOUNGER (OVER 60% OF OUR MEMBERSHIP IS AGE 50+)

		<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> • 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
<p>COMMUNICATION PLAN</p>	<p><i>How this Membership Plan is being Communicated to the operating units within the state (Districts, Chapters, Councils)</i></p>	<ul style="list-style-type: none"> • MEMBERSHIP DIRECTOR WILL ENGAGE STATE MEMBERSHIP TEAM MONTHLY/QUARTERLY THRU CONFERENCE CALLS TO REVIEW PLAN IMPLEMENTATION AND PROGRESS • MEMBERSHIP DIRECTOR WILL PROVIDE MONTHLY STATISTICS TO STATE MEMBERSHIP TEAM AND TO COUNCILS BY PUBLISHING A MEMBERSHIP STANDINGS REPORT IN THE MONTHLY BULLETIN • STATE MEMBERSHIP TEAM WILL PRESENT MEMBERSHIP PLAN AND PROGRESS AT LEADERSHIP MEETINGS (EMPHASIZE: INCENTIVES, MENTORSHIP, RECRUITMENT, DEVELOPMENT, AND RETENTION) • MEMBERSHIP TEAM WILL COMMUNICATE WITH DISTRICT DEPUTIES BY PHONE TO REVIEW PROGRESS • MEMBERSHIP DIRECTOR WILL PUBLISH MONTHLY MEMBERSHIP MISSION MEMO TO DD'S AND GK'S • MEMBERSHIP DIRECTOR AND RETENTION CHAIRMAN COMMUNICATE WITH SUPREME AND GENERAL/FIELD AGENTS FOR INACTIVE/FORMER MEMBER CALL LISTS; PROVIDE CALL LISTS TO GK'S AND DD'S

		<ul style="list-style-type: none"> 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
RETENTION PLAN	<i>Begins on Day 1 thru 3rd Degree</i>	<ul style="list-style-type: none"> 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	<i>Meet men where they're at</i>	<ul style="list-style-type: none"> REFER TO ONLINE MEMBERSHIP ACTION PLAN
HISPANIC/ETHNIC MEMBERSHIP GROWTH PLAN	<i>Meet the needs of changing demographics</i>	<ul style="list-style-type: none"> IDENTIFY ETHNIC AREAS FOR STATE INFORMATION MEETINGS AT PARISHES HISPANIC MEMBERSHIP CHAIRMEN TO SELECT COUNCIL CHURCH DRIVES TO ATTEND
FUTURE PLAN	<i>List Actions Required & Assigned Person for Planning Membership Action for the next 3 – 6 months</i>	<ul style="list-style-type: none"> MEMBERSHIP TEAM WILL REVIEW ACTIONS AND ASSESSMENTS MONTHLY, AND COLLABORATE CHANGES TO PLAN AS NECESSARY

STATE ACTION PLAN – WASHINGTON STATE COUNCIL

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

1 - July

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

(5th Week: Start over)

Membership 365 – key tasks

Every Council Active – DD's challenge **every council to bring in one new knight this month**

Every District Active – Each District hosts at least **one** Admission Ceremonial during the month

State Active – finalize State Membership Team responsibilities; assess previous year's membership results; Develop and Implement Jump Start/Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

Summer Leadership Meeting

- Present helpful & meaningful Membership Presentations/Workshops (emphasize Goals and Expectations, Recruitment and Development, Retention and Former Member Education, Insurance Promotion, Fraternal Training Portal, and Incentives)
- Special emphasis: Mentorship Program, Council brochures, Father Wants You Program
- **Special Incentives in July:** new member exemplification fee waived; District Deputy with all councils active – KC Charles River Pack N Go Pullover; Inactive Council in June becomes active all three months in 1QTR – Fr. McGivney Portrait
- Walk through Membership Action Planning steps
- Distribute Membership/Drive Kit information to all Councils/DD's
- Distribute Online Membership Training Brochure, E-Membership Poster, Why Join Brochures, Born a Man – Become a Knight Card
- Provide Prospect sheets to members; list one prospect to ask in JUL, AUG, SEP; submit to SMD; becomes the State prospect list given to DD's – Membership Team follow-up with DD's on prospect list through 1st Quarter
- GK's and DD's plan and submit Admission/Formation Degree Schedules for the year

- Awards for membership milestones (17/18) presented at Summer Leadership Meeting

Youth Conference, Spokane

- Coordinate for exhibitor table / WSC representation

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night
- State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**
- Online Membership Coordinators identified; assist councils with communication/promotion

Communication

SMD and State Membership Team

- Monthly bulletin articles; Membership Status
- 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

- DD's meet with all their councils after the Summer Leadership Meeting – DD Organizational Meeting.
- Charge each DD to organize district meetings at least once a quarter inviting the GK, FS, Program and Membership Directors to this meeting.

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

- Assess New Councils in formation last year
- NCD CMN to meet with pastor, DD, GK of sponsoring council at prospective parish
- Start assigning round tables early – fertile ground for new members
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify councils who are in danger of suspension or have low activity.
- Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; review inactive/suspension/withdrawal/conservation list for follow up and mitigation

- Retention Committee Coordinators identified; assist CMN in validating retention efforts
- Send suspension procedures to all GK's, FS's and DD's to effect sound conservation efforts

Programs

- Emphasize all programs are a membership opportunity
- Encourage GK's to have membership materials and recruiters/proposers assigned at every event
- Award Membership Recruiter pins

Council Actions

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

2 - August

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
- (5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in one new knight this month**

Every District Active – Mandate every District host at least **one** Admission Ceremonial during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active
all 12 months

- District Deputies work with Councils on custom brochures, Mentorship Program, Father Wants You program.

- Work with GA's to request Field Agent (FA) support to inactive councils
- Personally congratulate districts that were successful in July: challenge the rest to a successful August
- Promote and Plan Order-wide Church Membership drives
 - Schedule Pulpit Announcements at each council
 - Follow-up with DD's
 - Every council participates (pastor permitting)
 - Ensure information sessions and Admission Ceremonials are scheduled within 1/2 week(s) of the drive
- **Provide special incentives** this month to motivate districts and councils to reach their quarterly goals – new member exemplification fee waived; DD with all councils active – KC Charles River Pack N Go Pullover; Inactive Council becomes Active – Fr. McGivney Portrait

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night
- State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

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

- Ensure DD's have met with all their councils after the Summer Leadership Meeting – DD Organizational Meeting
- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with State Prospect List developed at Summer Meeting

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

- NCD CMN continues search for prospective locations; meet with pastor, DD, GK of sponsoring council at prospective parish as needed
 - Continue assigning round tables early – fertile ground for new members
 - If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive call lists

Programs

- Emphasize all programs are a membership opportunity
- 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 charitable outreach programs
 - Develop local programs that include the parish by sponsoring parish picnics, back to school events, family week events, kid fairs, ministry fairs, and Building the Domestic Church activities
 - SMD prepares Membership Briefs/Reports for Supplemental meetings with Councils/Districts in September
 - Award Membership Recruiter pins
 - Jump Start / Fr. McGivney Legacy Team special presentation developed

Council Actions

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

3 - September

Prayer - Rosary

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- (5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in one new knight this month**
Every District Active – Mandate every District host at least **one** Admission Ceremonial during the month
State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months and discourage taking different seasons off; **Young Adult Advisory Group established**

1st Quarter Assessment

- **Provide special incentives** this month to motivate districts and councils to reach their quarterly goals – DD with all councils active; Inactive Council becomes Active – Incentives: see previous two months
- Assess the success of the “every council, district and state active” program established in July
- Assess how many councils have NOT held Admission Ceremonials
- Assess districts - Define if problem – is it the wrong people in the job? Is it a lack of training?
- Continue Promoting and Planning Order-wide Church Membership drives for October
 - Send DD's Church Membership Drive reporting requirements

WSC Supplemental Meetings

- SMD delivers Membership Plan progress report to councils/districts
- Membership Recruiter Pins and Incentives awarded

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night

- State Active – Finalize State Online Membership Team responsibilities; assess previous year’s membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

1st Quarter Assessment

- **Provide special incentives** this month to motivate districts and councils to reach their quarterly goals – DD with all councils active; Inactive Council becomes Active – Incentives: see previous two months
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District Deputies

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with State Prospect List developed at Summer Meeting

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

- NCD CMN continues search for prospective locations; meet with pastor, DD, GK of sponsoring council at prospective parish as needed; Assess how many are in the stages of formation; **One new Council formed**
- Continue assigning round tables early – fertile ground for new members; Assess how many RT’s are formed

- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive call lists

Programs

- Emphasize all programs are a membership opportunity
- 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 charitable outreach programs
- Develop local programs that include Building the Domestic Church activities
- Award Membership Recruiter pins
- Jump Start / Fr. McGivney Legacy Team special presentation developed; assist at Church Membership Drives and assist councils upon request
- **Exhibitor table for Conferences - TBD**
- **Monitor Implementation of Father Wants You programs and Mentorship Programs – DD's**

Council Actions

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

4 - October

Prayer - Rosary

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(5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in 1 new knight this month**

Every District Active – Mandate every District host at least one Admission Ceremonial during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

- Execute Order-wide Church Membership Drives planned for this month
 - DD's submit membership drive results to SMD by end of the month
 - Jump Start /Fr. McGivney Legacy Teams assist at Membership drives
- Reinforce to DD's and GK's on how to target individuals, create prospect lists in all councils
- Emphasize programs (satisfying local needs—feeding the hungry, clothing the poor, protecting the disabled – partnering with people of the parish, parish organizations, spiritual development)
- Promote the expansion of the council into all program categories and Building the Domestic Church
- Congratulate districts (personal phone calls) successful the 1st Quarter and issue challenge for 2nd Quarter
- Create plans to ask by creating “Membership Contact Lists” and then actively targeting the families on that list

Online Membership 365 – key tasks

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- Every District Active – Mandate every District host at least **one** Online Membership information night
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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

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with State Prospect List developed at Summer Meeting
- DD's follow up with GK's on council prospect list development and member call plan

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

- NCD CMN continues search for prospective locations; meet with pastor, DD, GK of sponsoring council at prospective parish as needed; Assess how many are in the stages of formation and form at least one by end of month
 - Continue assigning round tables early – fertile ground for new members; Track RT formation
 - If applicable, identify parishes with suspended councils and treat them as NCD opportunities
 - Identify councils who are in danger of suspension or have low activity.
 - Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
 - Retention CMN follow up with councils on inactive/suspension call lists

Programs

Membership must be an ACTIVE part of programs, it cannot be PASSIVE

- Emphasize to DD's that all programs are membership opportunities and should be planned to reach out to new people
- 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 charitable outreach programs
 - Add new contacts to contact lists through actively speaking to people at program events
 - Develop local programs that include Building the Domestic Church activities
 - Award Membership Recruiter pins
 - Jump Start / Fr. McGivney Legacy Team special presentation developed; assist at Church Membership Drives and assist councils upon request
 - **Monitor Implementation of Father Wants You programs and Mentorship Programs – DD's**

Council Actions

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

5 - November

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Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in one new knight this month**

Every District Active – Mandate every District host at least **one** Admission Ceremonial during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

- Execute Regional Membership Church Drives – plan next month's Regional Drives
 - Ensure information sessions and degrees were scheduled within 1/2 week(s) of the drive
- Personally congratulate districts successful in Oct / Challenge unsuccessful districts to double their efforts this month
- Reemphasize that membership is discussed at every business meeting even if there are no new candidates at the time
- Assess how successful “every Council, District, State Active” program has been
- Push DD's to attain Star District – DD's push GK's and council officers to attain STAR Council

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night
- State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

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- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting
- DD's follow up with GK's on council prospect list development and member call plan

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

- NCD CMN continues search for prospective locations; meet with pastor, DD, GK of sponsoring council at prospective parish as needed; Assess how many are in the stages of formation
 - Continue assigning round tables early – fertile ground for new members; Track RT formation; **20 RT's formed**
 - If applicable, identify parishes with suspended councils and treat them as NCD opportunities
 - Manage status/tracking sheets to identify which new parishes are responding quicker than others / track to see if state will make quarterly goal
 - Identify and mitigate any challenges to NCD / RT's
 - Execute multiple membership drives in parishes to support council institution in the 2nd/3rd Quarters
 - Execute Informational Sessions/Open Houses
 - Identify councils who are in danger of suspension or have low activity.
 - Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation

- Retention CMN follow up with councils on inactive/suspension call lists
- Identify best practices on councils that are building quicker

Programs

- Emphasize all programs are a membership opportunity
- Encourage GK's to have membership materials and recruiters/proposers assigned at every event

Council Actions

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

6 - December

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
- (5th Week: Start over)

Membership 365 – key tasks

WINTER DISTRICT DEPUTY MEETING - 2nd Quarter Assessment on Membership

- Review with DD's the success of the “every council, district and state active” program established in July and the method of creating and clearing Membership Prospect Lists
- Assess Order-wide Church Membership Drives; DD's bring Prospect Lists from drive
- Awards for membership milestones presented at the Mid-Winter Meeting
- Assess how many councils have NOT held Admission Ceremonials

- Assess districts - Define if problem – is it the wrong people in the job? Is it a lack of training?
- Execute Regional Membership Church Drives that were planned in Nov and plan drives for Jan
 - Ensure information sessions and degrees were scheduled within 1/2 week(s) of the drive

Online Membership 365 – key tasks

- Every Council Active – Work with DD’s to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night
- State Active – Finalize State Online Membership Team responsibilities; assess previous year’s membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

WINTER DISTRICT DEPUTY MEETING - 2nd Quarter Assessment on Membership

- Review with DD’s the success of the “every council, district and state active” program established in July and the method of creating and clearing Membership Prospect Lists
- Assess Order-wide Church Membership Drives; DD’s bring Prospect Lists from drive
- Awards for membership milestones presented at the Mid-Winter Meeting
- Assess how many councils have NOT held Admission Ceremonials
 - Assess districts - Define if problem – is it the wrong people in the job? Is it a lack of training?

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

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with DD’s on State Prospect List developed at Summer Meeting
- Membership Team follow up with DD’s on Council Prospect Lists developed from October Church Drive
- DD’s follow up with GK’s on council prospect list development and member call plan

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

- NCD CMN continues search for prospective locations; meet with pastor, DD, GK of sponsoring council at prospective parish as needed; Assess how many councils are in the stages of formation
- Continue assigning round tables early – fertile ground for new members; Track RT formation
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify and mitigate any challenges to NCD / RT's
- Execute multiple membership drives in parishes to support council institution in the 2nd/3rd Quarters
- Execute Informational Sessions/Open Houses

- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive/suspension call lists

Programs

- Discuss all membership issues with the District Deputies – a well-prepared Membership presentation
- Present the Fr. McGivney Legacy Team structure, purpose, assessment with District Deputies
- Programs are the answer to pastors who won't allow membership drives; similarly, programs enhance parishes that can-do membership drives.
- Every council must be active. Programs will provide the reason for a man to join after he has been asked.
- Programs provide recruiters ability to discuss the who/what/where/why of the Order

Council Actions

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

7 - January

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

(5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in two new knights this month**

Every District Active – Mandate every District host at least **two** Admission Ceremonials during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

- Ensure DD's have met with council leadership following Winter DD meeting
- Execute Regional Membership Church Drives this month /plan Regional Membership Drives to be conducted next month
- SMD prepare Membership briefs/materials for March Supplemental Meetings with councils/districts
- WSC Training coordinator to schedule Membership Training seminars with MPC in several districts – mid-year health check on membership activities

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night, 34
- State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

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

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting
- Membership Team follow up with DD's on Council Prospect Lists developed from October Church Drive
- DD's follow up with GK's on council prospect list development and member call plan

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

- NCD CMN updates the NCD 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; Track RT formation
 - If applicable, identify parishes with suspended councils and treat them as NCD opportunities
 - Identify and mitigate any challenges to NCD / RT's
 - Execute multiple membership drives in parishes to support council institution in the 2nd/3rd Quarters
 - Execute Informational Sessions/Open Houses
 - Identify councils who are in danger of suspension or have low activity.
 - Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
 - Retention CMN follow up with councils on inactive/suspension call lists

Programs

- Continue to use MPCs to provide training to DDs and GKs on how to create Prospect Lists and how to keep the list fresh by actively working the list and using programs as a tool to add to the list; Recruitment 101 and Mentorship Programs

Council Actions

- **Membership Goals**
- **Membership Recruitment/Online 365 Key Tasks**
- **Communication**

- NCD/RT
 - Retention
 - Programs
-

8 - February

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
- (5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in two new knights this month**

Every District Active – Mandate every District host at least **two** Admission Ceremonials during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

- Assess the response rate to the challenges issued in January
- Personally congratulate districts successful in January / Challenge unsuccessful districts to double their efforts in February
- Reemphasize that membership is discussed at every business meeting even if there are no new candidates at the time
- Continue Promoting and Planning Order-wide Church Membership drives for March
 - Send DD's Church Membership Drive reporting requirements
- Execute Regional Membership Church Drives that were planned last month/ Plan Regional Membership Drives to be conducted next month
 - Follow-up with DDs
 - Every council participates (pastor permitting)
 - Ensure information sessions and degrees are scheduled within 1/2 week(s) of the drive
- SMD prepares Membership briefs/materials for March Supplemental Meetings with councils/districts

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night
- State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

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

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting
- Membership Team follow up with DD's on Council Prospect Lists developed from October Church Drive
- DD's follow up with GK's on council prospect list development and member call plan

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

- NCD CMN updates the NCD 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; Track RT formation
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify and mitigate any challenges to NCD / RT's
- Execute multiple membership drives in parishes to support council institution in the 2nd/3rd Quarters
- Execute Informational Sessions/Open Houses

- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive/suspension call lists

Programs

- Emphasize to DD's that all programs are membership opportunities and should be planned to reach out to new people
- 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 charitable outreach programs
- Add new contacts to contact lists through actively speaking to people at program events
- Develop local programs that include Building the Domestic Church activities
- Award Membership Recruiter pins

Council Actions

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

9 - March

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
- (5th Week: Start over)

Membership 365 – key asks

- Every Council Active – Work with DD's to challenge **every council to bring in two new knights this month**
- Every District Active – Mandate every District host at least **two** Admission Ceremonials during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

3rd Quarter Assessment

- Assess the success of the “every council, district and state active” program established in July and the method of creating and clearing Membership Contact Lists. Target other markets which include different languages, RCIA programs, and relatives.
- Assess how many councils have NOT held first degrees
- Assess districts; Go help/assist districts
- Execute Regional Membership Church Drives that were planned in last month and plan drives for next month
 - Ensure information sessions and degrees were scheduled within 1 week of the drive

WSC Supplemental Meetings

- SMD delivers Membership Plan progress report to councils/districts
- Membership Recruiter Pins and Incentives awarded

Execute Order-wide Church Membership Drives planned for this month

- DD's submit membership drive results to SMD by end of the month
- Jump Start / Fr. McGivney Legacy Teams assist at Membership drives

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night (District 1, 15, 34)
 - State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

3rd Quarter Assessment

- Assess the success of the “every council, district and state active” program established in July and the method of creating and clearing Membership Contact Lists. Target other markets which include different languages, RCIA programs, and relatives.
- Assess how many councils have NOT held first degrees

- Assess districts; Go help/assist districts
- Execute Regional Membership Church Drives that were planned in last month and plan drives for next month
 - Ensure information sessions and degrees were scheduled within 1 week of the drive

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

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting
- Membership Team follow up with DD's on Council Prospect Lists developed from October Church Drive
- DD's follow up with GK's on council prospect list development and member call plan

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

- NCD CMN updates the NCD plan and prioritizes opportunities according to the Jurisdiction Action Plan and successes of first half of fraternal year; **One New Council formed**; Assess how many councils are in the stages of formation
- Continue assigning round tables early – fertile ground for new members; Track RT formation; **20 RT's formed**
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify and mitigate any challenges to NCD / RT's
- Execute multiple membership drives in parishes to support council institution in the 2nd/3rd Quarters
- Execute Informational Sessions/Open Houses
- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation

- Retention CMN follow up with councils on inactive/suspension call lists

Programs

- Emphasize to DD's that all programs are membership opportunities and should be planned to reach out to new people
- 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 charitable outreach programs
- Add new contacts to contact lists through actively speaking to people at program events
- Develop local programs that include Building the Domestic Church activities
- Award Membership Recruiter pins

Council Actions

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

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
- (5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD’s to challenge **every council to bring in two new knights this month**

Every District Active – Mandate every District host at least **two** Admission Ceremonials during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

- Emphasize attaining Star Council/Star District by clearing established contact lists and promoting that DDs show GKs how to target individuals, by creating prospect lists in all councils
- Emphasize programs (satisfying local needs—feeding the hungry, clothing the poor, protecting the disabled – partnering with people of the parish, parish organizations)
- Personally congratulate districts (personal phone calls) successful in 3rd Quarter /Challenge unsuccessful districts (personal phone calls) to double their efforts in 4th Quarter
- Reemphasize that men will not join unless they are asked. Create plans to ask by creating “Membership Prospect Lists” and then actively targeting the families on that list
- 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 – Work with DD’s to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night
- State Active – Finalize State Online Membership Team responsibilities; assess previous year’s membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

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

- Charge each DD to organize district meetings once a quarter inviting the GK, FS, Program and Membership Directors to this meeting
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting
- Membership Team follow up with DD's on Council Prospect Lists developed from October/March Church Drives
- DD's follow up with GK's on council prospect list development and member call plan

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

- NCD CMN updates the NCD 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
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify and mitigate any challenges to NCD / RT's
- Execute multiple membership drives in parishes to support council institution in the 4th Quarter
- Execute Informational Sessions/Open Houses
- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive/suspension call lists

Programs

- Emphasize to DD's that all programs are membership opportunities and should be planned to reach out to new people
- 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 charitable outreach programs
 - Add new contacts to contact lists through actively speaking to people at program events
 - Develop local programs that include Building the Domestic Church activities
 - 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
- (5th Week: Start over)

Membership 365 – key tasks

STATE CONVENTION

- Awards for membership milestones presented during the Awards Luncheon
- Host Membership Workshop before the Convention with SMPC or another speaker
- Emphasize attaining Star Council/Star District by clearing established contact lists
- Execute Regional Membership Church Drives /Plan Regional Membership Drives to be conducted next month
- Personally congratulate districts successful last month / Challenge unsuccessful districts to double their efforts this month
- Reemphasize that membership is discussed at every business meeting even if there are no new candidates at the time
- Assess how successful “every Council, District, State active” program has been
- **Motivate DD’s to motivate GK’s to participate in final Membership push**

Online Membership 365 – key tasks

- Every Council Active – Work with DD’s to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin

- Every District Active – Mandate every District host at least **one** Online Membership information night (District 1, 15, 34)
- State Active – Finalize State Online Membership Team responsibilities; assess previous year’s membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

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

- Membership Team follow up with DD’s on Council Prospect Lists developed from October/March Church Drives
- DD’s follow up with GK’s on council prospect list development and member call plan to finish year strong

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

- NCD CMN updates the NCD plan and prioritizes opportunities according to the Jurisdiction Action Plan and successes of fraternal year; Assess how many councils are in the stages of formation for next year; **One new Council formed**
- Continue assigning round tables early – fertile ground for new members; **total 40 RT’s formed**
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Identify and mitigate any challenges to NCD / RT’s
- **Execute multiple membership drives in parishes to support final push in 4th Quarter**
- Execute Informational Sessions/Open Houses
- Identify councils who are in danger of suspension or have low activity.
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive/suspension call lists

Programs

- Award Membership Recruiter pins

- Emphasize all programs are a membership opportunity
- Encourage GK's to have membership materials and recruiters/proposers assigned at every event

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
- (5th Week: Start over)

Membership 365 – key tasks

Every Council Active – Work with DD's to challenge **every council to bring in two new knights this month**

Every District Active – Mandate every District host at least **two** Admission Ceremonials during the month

State Active – Develop and Implement Jump Start / Fr. McGivney Legacy Team concept; Facilitate/Incentivize councils to be active all 12 months

4th Quarter Assessment

- **Promote STAR Councils and STAR Districts**
- Concentrate on Councils close to their goal – continuous communication throughout the month
- Push to have every Council/District to 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
- Follow through, managing the program week to week, and frequent communication is essential

Online Membership 365 – key tasks

- Every Council Active – Work with DD's to challenge every council to put Online Membership Poster on the Parish Bulletin board and E-Membership Flyer on the Parish Bulletin
- Every District Active – Mandate every District host at least **one** Online Membership information night (District 1, 15, 34)
- State Active – Finalize State Online Membership Team responsibilities; assess previous year's membership results; Facilitate/Incentive councils to be active all 12 months with Recruitment Membership Drive to include Online Membership and distribute to prospect with **You are born a Man. You become a Knight card and Why You Join Brochure.**

4th Quarter Assessment

- **Promote STAR Councils and STAR Districts**
- Concentrate on Councils close to their goal – continuous communication throughout the month
- Push to have every Council/District to 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
- Follow through, managing the program week to week, and frequent communication is essential

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

- Membership Team follow up with DD's on Council Prospect Lists developed from March Church Drive
- DD's follow up with GK's on council prospect list development and member call plan to finish year strong

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

- NCD CMN assess how many councils are in the stages of formation for next year
- **Total 40 RT's formed and all annual reports submitted**
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- Work with Retention chairman to mitigate suspensions; follow and implement Supreme procedures for conservation of members; and produce inactive/suspension list for follow up and mitigation
- Retention CMN follow up with councils on inactive/suspension call lists

Programs

- All-out effort to achieve goals – Councils/District recognition programs with parish

Council Actions

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