



# **Nebraska State Knights of Columbus**

**Grand Knights Seminar**

**July 10-11, 2010**

**Grand Island**

**State Membership Team:**

**Bob Brown – Membership Director**

**Tony Salazar - Hispanic Development/ Retention**

**Tom Schmitz - New Council Development**

**Russ Bohnenkamp - Round Table Coordinator**

# Make Every Activity a Membership Recruitment Opportunity!

- *Make it Faith!*
- *Make it Fraternal!*
- *Make it Family!*
- *Make it Fun!*



**Proposed Coming Attractions for Membership in  
2010/2011**

**Contest for Recruiting - Quarterly Drawing**

Big Screen TVs for winning Proposers and a Fr.

McGivney Medallion for new members.

(One chance to win for each proposed and qualified  
new member receiving 1<sup>st</sup> Degree)

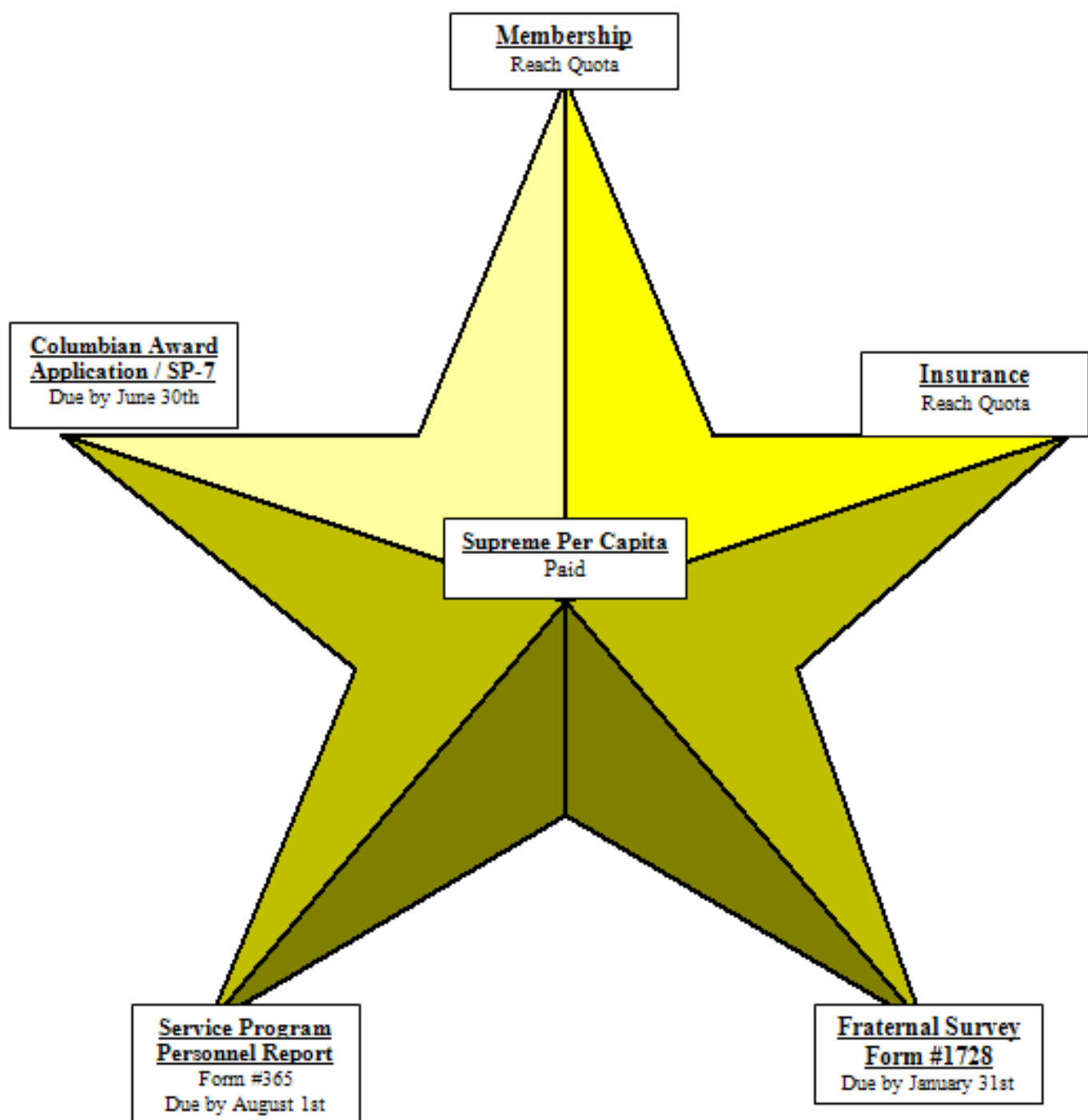
**First Degree Date Listings and Team Captains on the  
State WebSite**

**Statewide Membership Training Workshops**

(More details to follow)



# Six Points to a Star Council



## **Membership Committee**

Council Membership Director

Chaplain or Pastor

Field Agent

At least 3 members who are qualified

## **Team Member Qualifications**

Suggested qualifications of the council membership committee:

- \* Knowledgeable of Knights of Columbus
- \* Active in parish and community
- \* Willingness to promote and recruit
- \* Someone active in sales type work

## **Successful procedures**

- \* Assign two men to recruiting teams
- \* Seek pastor's approval of prospect's Catholicity
- \* Set goal and monitor progress toward the goal



## Sales Tools

\* Supreme brochures and flyers from “Membership Packet”

Your financial secretary may order additional brochures from the Supreme Council Supply Department. Also, your field agent may have some material in his inventory

- \* Any issue of Columbian Magazine
- \* Copies of letters written by the Bishop and Pastor
- \* Newsletter from Your Council
- \* List of council activities or attractive brochure
- \* Application for Membership - Form 100

Show the productions *‘Experience of a Lifetime’*,  
*‘Membership Recruitment Flip Chart’*,  
*‘The Life and Legacy of Father McGivney’*,  
or *‘Founding to Future’*.

These are available at [www.kofc.org/films](http://www.kofc.org/films).



## Steps to Recruiting

- \* **Make an appointment with prospect and his wife.** Make a short presentation on reasons for joining the Knights of Columbus. Listen well, ask questions, and be prepared to answer questions.
- \* **Assist with completion of Form 100**
- \* **Notify prospect of upcoming degree dates and locations.** Offer to give him a ride to the degrees.
- \* **Remind him of meeting dates and offer a ride.** Introduce him to the council members and assist him in selecting an activity in which he and his family may wish to participate



# Membership Recruitment Activity Planner

Council #: \_\_\_\_\_ Location: \_\_\_\_\_ Total Members: \_\_\_\_\_

FY: July \_\_\_\_\_ June \_\_\_\_\_ Supreme Quota: \_\_\_\_\_ Council Goal: \_\_\_\_\_

<p><b>JULY</b> Action Plan:</p> <p>Est. recruitment team Set quota and goals Order supplies Create brochure Challenge officers</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>AUGUST</b> Action Plan:</p> <p>Visit with Pastor Develop prospect list Invite prospects to summer event Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>SEPTEMBER</b> Action Plan:</p> <p>Send written invitations Make phone contact with prospects Plan and Order BLITZ materials</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>OCTOBER</b> Action Plan:</p> <p>Conduct membership BLITZ program (9-12) Church drive Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>
<p><b>NOVEMBER</b> Action Plan:</p> <p>Hold Open House Memorial Mass – invite guests Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>DECEMBER</b> Action Plan:</p> <p>Christmas Party Recruit family members Gift of membership Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>JANUARY</b> Action Plan:</p> <p>Contact: - former members - out-of-state members - inactive insurance members</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>FEBRUARY</b> Action Plan:</p> <p>Make phone contact with prospects Have insurance benefit night</p> <p><b>Recruitment Goal:</b> _____</p>
<p><b>MARCH</b> Action Plan:</p> <p>Conduct second membership BLITZ program Team recruiting Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>APRIL</b> Action Plan:</p> <p>Hold Open House Invite RCIA candidates Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>MAY</b> Action Plan:</p> <p>Invite HS graduates Invite college grads Sign up Squires Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>	<p><b>JUNE</b> Action Plan:</p> <p>Star Council final push Contact all remaining prospects Schedule 1<sup>st</sup> Degree</p> <p><b>Recruitment Goal:</b> _____</p>



## Recruitment Techniques:

- Set Goals
- Order Supplies
- Phone Prospect
- Church Drive
- Two-on-One
- Former Members
- Promote Benefits
- Recognize Recruiter
- Promote Insurance
- Recognize VIPs
- Membership Blitz
- Develop Prospect List
- Develop Brochure
- Send Written Invitations
- Open House
- One-on-One
- Inactive Ins. Members
- Out-of-State Members
- Incentives
- Recognize New Members
- Recognize Shining Armor



# Membership Blitz Goals

## Council Responsibilities:

1. Seek pastor's approval to conduct a Blitz membership drive.
2. Place a notice of membership drive in parish bulletin at least 2 weeks in advance of actual weekend drive.
3. Order plenty of Supreme flyers, council brochures and other material for handouts, include a prospect card in each handout packet or place in pews.
4. Prepare a pulpit announcement and have a good presenter assigned to address the parishioners.
5. Have plenty of members available at all entries to the Church during every Mass on the assigned weekend. Inform them of proper dress and instruct them on their duties and expectations.
6. After all weekend Masses, collect all prospect cards. Meet with membership committee on Sunday evening or early as possible to assign teams to prospects.
7. Instruct and train team on proper presentation with the prospect and his wife.
8. Set first degree for within 2 weeks of drive.
9. Get as many as possible to first degree. Schedule second first degree if necessary.
10. Explain new member interest survey, shining armor award program, dates of second and third degree.
11. Immediately following the Blitz drive complete Blitz report and forward to your District Deputy.



## **Blitz Reporting:**

### **Grand Knights**

- Number of Reactivations
- Number of Transfers
- Number of Form 100's completed
- Number of Prospect Cards Returned
- Use the proper form and report the results to your District Deputy immediately following the Blitz date.

### **District Deputies**

- Report to the State Membership Director as soon as data is gathered from each Council in the District.
- Use the proper form to accumulate the data.

### **Additional Information:**

- Refer to the KofC.org website. Type the word 'blitz' in search box. A list of Blitz Planning Tools will be returned.
- Contact your State Membership Team, District Deputy, or Field Agent.



## Retention

*Let's strive for:  
'Once a Knight Always a Knight'  
Let's not lose a member  
due to lack of attention!*

As soon as you become aware of a member moving out of state, mail a moving notice with as much information about the member to your State Deputy.

If the member is moving within Nebraska, mail a moving notice to the financial secretary of a council in the area.

Let's help find a new home Council for moving members ASAP!



## Suspension Procedure:

- Financial Secretary Handbook. This details the proper timing and flow of appropriate events and forms.
- Financial Secretary prepares a Knight Alert letter, Form KA1, which is signed by the Grand Knight and Trustees and mailed to the delinquent member.
- Financial Secretary initiates a Membership Conservation Form and forwards it to the council retention committee.
- The Retention Committee consisting of the Grand Knight, the Past Grand Knight, Trustees, Retention Chairman in each Council. The delinquent member's proposer should also be contacted.

continued



## **Suspension Procedure (contd):**

- This committee should make personal contact with the delinquent member by phone to set an appointment and then personally meet with the member and his spouse to discuss his situation. Document the response on the Conservation Form.
- If the member is not interested in continuing his membership in the Order and the contact persons are not successful in their persuasion effort, then this is documented on the Conservation Form and provided to the Grand Knight and Financial Secretary.





**Knights of Columbus  
Acknowledgement of  
Accidental Death Benefit**



Date: \_\_\_\_\_

Member's Name \_\_\_\_\_ Member # \_\_\_\_\_

Signing this form acknowledges your recognition of an accidental death benefit provided to you as a member of the Knights of Columbus and the subsequent loss of such benefit should you decide to drop your membership in the organization. This fraternal insurance benefit is currently provided to you and your spouse as a current dues paying member of the Order.

The amount of your current benefit is \$ \_\_\_\_\_

The amount of your spouse's benefit is \$ \_\_\_\_\_

**(You may refer to brochure #2773 "Knights of Columbus Member Benefits" for additional information and a list of other fraternal benefits.)**

If you decide to drop your membership, we request your written acknowledgement that the insurance benefit shown above shall become null and void after such date that this transaction is recorded at the Supreme Council Office in New Haven, CT.

**Acknowledgement of Loss of Benefit:**

Member signature: \_\_\_\_\_ Date \_\_\_\_\_

Spouse signature: \_\_\_\_\_ Date \_\_\_\_\_

Witnessed by: \_\_\_\_\_ Date \_\_\_\_\_

**Note: Financial Secretary shall determine the fraternal benefit based on the years of service and age. Refer to KofC brochure #2773 dated 9/03**



# Round Table Program

What is a Round Table?

A K of C Round Table is a group of Knights, regardless of council affiliation that belong to a Parish.

Councils that serve more than one parish should utilize this program as it is an effective way to have an active presence in each of the parishes served.

Members of a roundtable work with the parish priest on projects that he would like to have conducted. They are encouraged to bring council programs, such as One Rose–One Life, spiritual programs and programs that benefit the community.

There are no additional dues to be a member of a Round Table. Members continue to pay dues to their local Council.

There is one leader, the Round Table Coordinator, who is appointed by the Grand Knight. This should be a member of the parish that has a good working relationship with the Pastor.

There are two annual reports; the Appointment of the Round Table Coordinator (form #2629) due after appointment and the Annual Report of the Knights of Columbus Round Table (form #2630) due by June 30<sup>th</sup> each year. There is no other paperwork required.

The time commitment is based on parish need. The amount of time spent can be arranged between the coordinator and the pastor.

No meetings are required for the Round Table.

Simply find a Knight that is willing to keep in touch with his pastor and ask him to serve as the Round Table coordinator. Complete form #2629 and you are on your way.



## Duties of a Proposer

Proposing a new member is a commendable achievement and one in which we are all proud. However, as a proposer, a completed Membership Document (#100) should not be the final step.

The proposer should see that the new member is introduced to his fellow council members and that he and his family are offered the opportunity to become involved in council activities. There are several steps that can be taken to ensure this.

Your personal touch will guarantee that your new member will become an active member of the Knights of Columbus.

continued



## Duties of a Proposer (contd)

- If the council has an admissions committee, then accompany him to the Admission Committee meeting. Introduce him to the members present.
- After this meeting, go with him to his First Degree and remain with him throughout the event. Following the exemplification, introduce him to his fellow council members.
- Take on a sponsorship role with the newly initiated member and his family. Help him to understand and to learn council procedures, such as meeting times, committee assignments, etc. Introduce him and his family at council events. Encourage him to involve his family in council-sponsored activities.
- Accompany your new member to his Second Degree and Third Degree exemplifications and stay with him throughout the day.
- Contact him before the council meetings and offer transportation, if necessary.
- Encourage him to earn the "Shining Armor" status within the council.



### **\*\*\*WHAT NOT TO SAY TO A POTENTIAL KNIGHT\*\*\***

When visiting a prospect, some words and phrases, spoken with the best intentions or in an attempt to be funny, can be a true turnoff for the prospect/new member. Here are a few things not to say:

“You really SHOULD/NEED TO join the Knights of Columbus.”

“I can’t believe you haven’t joined the Knights yet!”

“Why haven’t you joined the Knights?”

“I figured your wife would’ve had you signed up by now!”

“Until you become a Knight, you’re not officially a Catholic.”

“We’ll reserve the best goat for you at the exemplification!”

(or any statement that may cause the prospect to be concerned about what happens at the exemplification. Also use term “installation” instead of “initiation” when referring to the degrees or exemplifications.)

### **TRY USING THESE PHRASES/QUESTIONS:**

**“Is there any reason you can think of why you should not join the Knights?”**

**“Wouldn’t you agree that being a member of the Knights would be a great way to put your faith into practice?”**

**“Would you like to be a part of an organization that does so much for the Church and charities?”**

**“The Knights would really appreciate it if you would become a part of our organization.”**

**“I really feel like you would make a great addition to our council.”**



# Celebrate Successes!!!

## Rewards for Recruiting

To reward your recruiters and leaders for their hard work, both the Supreme and Nebraska State Councils are offering a whole range of incentives as part of this fraternal year's phase of the "Experience of a Lifetime" membership campaign. Promote these campaign incentives in your council's newsletter and at every meeting.

### Supreme Council Rewards

#### **Recruiters**

Recruiters will receive 500 Recruitment Reward Points for each new or readmitted member recruited between July 1, 2010 and June 30, 2011.

#### **WORLD SERIES OF MEMBERSHIP**

Under this friendly competition, jurisdictions step into the batter's box in July for the seating round. Jurisdictions will be divided into six divisions each with 12 teams. The "seating" for the tournament will determine the eight highest scoring teams from each bracket that will play for the top two prizes (\$1,000 or \$750 for the state council's membership programs). The remaining four teams from each bracket will play for the third (\$500) and fourth (\$250) prizes. Teams that are knocked out of the tournament through double elimination will play for "VIP" Club points for their jurisdiction's membership programs. So make sure your council is ready to recruit during this exciting competition and help your jurisdiction hit a grand slam.

#### **10, 20, 30 EQUALS PRIZES FOR DDS**

District deputies whose district brings in 10, 20 or 30 new members during July, August or September will receive a variety of unique K of C prizes.

#### **"VIP" CLUB RECRUITERS GET PINNED**

Each recruiter who brings in 10 or more new members from July 1 to Dec. 31 will receive a specially designed "VIP" Club recruiter pin.

#### **CHRISTOPHER FUND DONATIONS**

To help your jurisdiction help those in need and to grow in membership, a special incentive is being offered to every state council that achieves 50 percent (or more) of membership quota by Dec.31. Each state council that qualifies for this incentive will receive \$2,000 for its Christopher Fund.

So get started on helping your jurisdiction, DDs and recruiters earn these exciting prizes by getting your council recruitment efforts up and running ASAP. For more details, go to [www.kofc.org/recruit](http://www.kofc.org/recruit).



## **Rewards for Recruiting contd.**

### **Nebraska Council Rewards**

Along with those Supreme Council sponsored recruiting rewards, the Nebraska State Council has some of its own.

### **Big Screen TV Membership Raffle**

Quarterly, the State will raffle off a Big Screen TV for members who have recruited a new member during that period. For each new member receiving the honors of the First Degree, the proposing member gets one chance for the TV drawing. The new member from that winning Form 100 will also receive a Fr. McGiveny Medallion. (More details to follow)

### **Councils**

Remember to encourage the use of the Shining Armor and the VIP (Very Important Proposer) programs as great ways to recognize individual members for their efforts. Also, develop your own council's recognition program. It may be a jacket for recruiting 20 new members or a hat or shirt for being the top recruiter in a month or for a quarter.

***Make it FUN and stick with it!***

***Use every activity as a Recruitment Opportunity!***





## Honor Your Knights In Shining Armor!

Awarded for service to the Order with distinction during the first year of membership, the “Shining Armor Award” is given to those men that exemplify what a true Knight of Columbus is. The concept of the “Shining Armor Award” program is to get new members active in the many facets of the Knights of Columbus as early as possible and assist in maintaining that activity and also honor them as a valued member of your council.

To qualify for the “Shining Armor Award” new Knights must during their first year of membership:

- Be involved in at least 3 council service programs.
- Attend at least 3 council business meetings.
- Receive their Second and Third degrees.
- Meet with their council’s insurance representative.
- Recruit (help recruit) at least one new member.

Councils can order materials for this program through the Supreme Council Supply Department by using Form #1.

- **Qualification Cards** (#4292) These cards are available free of charge.
- **Certificates of Recognition** (#4293) These certificates are .25 each.
- **“Shining Armor” Lapel Pins** (#1700) These pins are \$3.00 each.

## Honor Your Knights In Shining Armor!



# VIP - Very Important Proposers Club

*Rewarding dedication    Motivating Members  
Honoring Commitment.*

The VIP (Very Important Proposers) Club recognizes successful recruiters, thereby strengthening their resolve and encouraging Knights to further persevere in their recruitment efforts. Increasing Knights of Columbus membership is essential to building our future. The VIP Club offers councils a way to publicly honor recruiters and to inspire future recruiting.

## ACKNOWLEDGEMENT AND RECOGNITION.

The VIP Club allows councils to acknowledge dedicated recruiters. Here's how it works:

**VIP Club Eligibility.** Members are eligible for the VIP Club after successfully recruiting a minimum of two members.

**Recruiter Recognition.** Local councils should take every opportunity to acknowledge and honor VIP Club recruiters.

**VIP Club Certificates.** Councils should award membership level certificates at council meetings or functions.

**VIP Club Lapel Pins.** Councils may purchase VIP Club lapel pins for 5-member through 75-member levels from the Supreme Council Supply

**VIP Club Membership Levels.** Initial enrollment in the VIP Club is at the 2-member level. Knights can ascend to higher levels by recruiting 5, 10, 15, 20, 25, 50, 75, 100, 200, 300, 400, or 500 members.



# Make Every Activity a Membership Recruitment Opportunity !

- *Make it Faith!*
- *Make it Fraternal!*
- *Make it Family!*
- *Make it Fun!*

***Vivat Jesus!!!***

