District Deputy Organizational Meeting

Key Take-Aways

Dannie Harris

MPC – Membership & Fraternal Mission KofC Supreme Council



MICHIGAN 5 YEAR

2013-14

2014-15

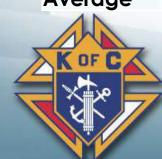
2015-16

2016-17

2017-18



Date	Intake	Suspend	Withdraw	Net	Death	Trans In	Trans Out	Net/Net	68748
2013-14	2205	989	396	820	1412	790	833	-685	68063
2014-15	2270	1000	306	964	1537	707	739	-701	67362
2015-16	2210	1001	275	934	1494	854	895	-659	66703
2016-17	1937	754	264	919	1540	684	712	-738	65965
2017-18	2023	810	284	854	1514	754	778	-654	65229
Total	10654	4554	1525	4491	7497	3789	3957	-3437	
Average	2129	910.8	305	898.2	1499.4	757.8	791.4	-687.4	



Intake Goal 2700

Less avg. Suspensions of 911 = 1789

Less avg. withdraws of 305 = 1484

Less avg. Transfer of 33 = 1451

Less avg. deaths of 1499 = -48

Just to break even your goal should be 2748



Intake Goal 2748

Average Degree bring in 3 members

2748 / 3 = 916

Michigan must hold 916 Degrees to break even



Michigan must hold 916 Degrees to break even Michigan has 93 Districts

916/93 = 9.85 (10) Degree per District per Year

1 Degree per District per Month

93 X 12 = 1116

Average Degree 3 member X 1116 = 3348



Michigan Needs 1116 Degrees this Year
This would make Michigan positive 600 instead of -700

How are you going to make that happen?



Here are some take-aways from this weekend that should help.

Programs

- Monitor the Adoption and Implementation of the Faith in Action Model.

 Most people resist change and defend the status quo; you must be the catalyst for change.
- Promote the reason for the change.

 Explain how it will help their council, their member, their parish and help their recruitment efforts.

 Educate; we must ensure that everyone understands our new program model. That would be members, parishioners and most of all Chaplains and Priest.
- Hold GKs/Officers accountable to Plan Ahead, Keep on Track, Measure Success. Work with councils to create a action plan using smart goas to track and measure success.



Programs

Publications and Web resources.

New and updated resources are forthcoming; will be available in late July, or sooner. Use resources already available to councils, keep not only the council members but parishioners and the community informed of council activities.

• Encourage maximum adoption of the Faith in Action Monthly Challenge.

The supreme chaplain's monthly challenge is a council activity in which each member of the council is challenged to read and then fulfill the activity.

Faith in Action Guidebook.

Each of you will get a copy of the Faith in Action guidebook. It is your text book when it comes to education everyone.

I will email a PDF copy to all DDs.



Membership Recruitment

Recruit men to our mission.

Faith in Action gives you the framework and tools to build a better council experience for all. Gives members and families the opportunity to be more involved with the parish, council and community.

Build a culture of recruitment.

Create a team environment where everyone takes shared responsibility for their growth goals. How many times have we seen the council leave recruiting up to the membership chairman?

Train councils on best practices for recruiting.

"Talk track" on why men should join and a growth plan with multiple recruitment strategies. This growth plan should be part of the action plan that we talked about earlier.



Membership Recruitment

Appeal to younger men and their families.

Promote faith-focused and family events. Promote leadership appointments of younger men. Get them involved and active.

• All events are opportunities.

Men's conferences, state programs, and large regional events.

• Create events of their own.

Benefit nights, Estate planning; take advantage of the help that is there for you. Use the Field Agents and General Agents. They want to help you be successful!!

Make use of the training portal on line.

Courses available for DD, GK, FS, DGK and personal recruitment skills.



Online Membership

- Talk. Train. Engage. Answer. Lead.

 Promote online membership in your district and train your councils to use it effectively.
- Hold councils accountable for men that want to join.

 Use the "Prospects" tab in Officers Online. to coach, motivate, and hold councils accountable.
- Incorporate online membership into your overall membership plan.

 Not just a nice, added bonus. Online membership can help you increase intake by 10-20%.
- Share events and news stories.

 Help enrich online members' experiences by sharing info we can post on Knights.net.
- Don't just focus on the really young.

 Average age of on line members is 42. That means some older Brothers are on line members.

Hispanic & Ethnic

Hispanic Growth

Identify targets for Hispanic/Ethnic recruitment, NCD and reactivation opportunities

Look at your district, where could you establish an ethnic Round Table or Council? Do you have a ethnic council in your area that has been suspended? Could it be reactivated? We are not just talking Hispanic. It could be Vietnamize, Burmese, Polish, Korean or any other.

- Share Hispanic/Ethnic members recruiting best practices If you find something that works share it with everyone.
- Knowing what resources are available through the Supreme Office
 Several recourses available in Spanish, Polish and French with some Vietnamize. Other materials are very limited.

Young Adult

Young Adult

- Make it a priority to recruit young adults.
 Church Drives, Men's conferences, Theology on Taps, etc.
- Form Young Adult recruiting teams in your district.

 When you recruit younger Brothers in a council approach them and ask if they might assist in other areas helping other councils recruit. Training webinars will be available.
- Organize quarterly events for young adults in your district. Interactive services, spirituality and sacramental, family friendly.
- Fraternal staff is here to assist you.

Webinars and on site training. Will coach and help in planning.

Training & Ceremonials

- Training courses and webinars provide useful tools to help councils be successful
- Encourage and promote participation in Webinars and Training Portal Courses
 - Direct correlation between high participating jurisdictions and high performance jurisdictions
- Set a good example!
 Endorse and attend Fraternal Training Webinars; promote on-demand as well as live
- Demonstrate use of the Fraternal Leader Success Planner

 Hold GKs accountable to Plan Ahead, Keep on Track and measure Success on a monthly basis (action plan)
- Open enrollment microsite
 Direct Brother Knights to http://www.kofc.org/trainingmicrosite This site is open to any Brother interested in learning more. Can take training and print certificate.

Legal

- Read the Officers' Desk Reference (kofc.org)
- Obtain appropriate insurance coverage for your state council and strongly encourage local councils to obtain coverage - Lockton
- Report Allegations of Sexual Misconduct oyp@kofc.org
- Follow best practice on how to comply with Arch/diocesan Safe Environment Requirements
- Follow 5-Point State Deputy Safe Environment Program Compliance Plan
- Know "Faith In Action" roles w/ Training and Background Check Requirements
 - Promote 12 month timeline for Council/Home Corporation Relationship evaluation "Five Factors"