

Membership Director Training 2023-2024

- 1. Overview** – Membership in the Knights of Columbus
- 2. Planning** – Essential for council growth
- 3. Advertising** – Attracting new members
- 4. Recruiting** – Inviting new members
- 5. Admissions** – Initiating new members
- 6. Retention** – Keeping members active
- 7. Best Practices Checklist**

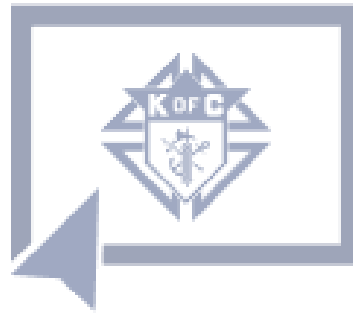


1. Overview – The Basics

1. Roles & Responsibilities
2. Why is membership important?
3. Life cycle of a KofC member



RECRUITMENT STRATEGIES



ONLINE MEMBERSHIP



COUNCIL DEVELOPMENT

1.1 Roles & Responsibilities

1. **Planning:** Collaborate with your Grand Knight and Program Director
 1. Establish committees for recruiting, admissions, exemplifications and retention
 2. Establish a list of recruiting events using the Council Activity Tracker (CAT) system
 3. Establish a list of Exemplifications using Sheets (via your MDxxxxx@mikofc.org email)
2. **Recruiting:**
 1. Hold recruiting events at least 6 times / year
 2. Incorporate recruiting into your Faith in Action Programs (where non-members attend)
 3. Advertise your councils within your parishes and communities
3. **Admissions:**
 1. Hold regular exemplifications after recruiting activities
 2. Work with your F.S. to ensure all new members are added to the council roster
 3. Assign each new member a Mentor to get him active and feeling welcome
4. **Retention:** Keeping members active and paying their dues
 1. Work with the Retention Director to execute the Retention process



1.2 Why do we recruit?

Remember why we recruit

Order - To sustain and grow the Order

Church – To strengthen our Parishes

Community – To practice charity where needed

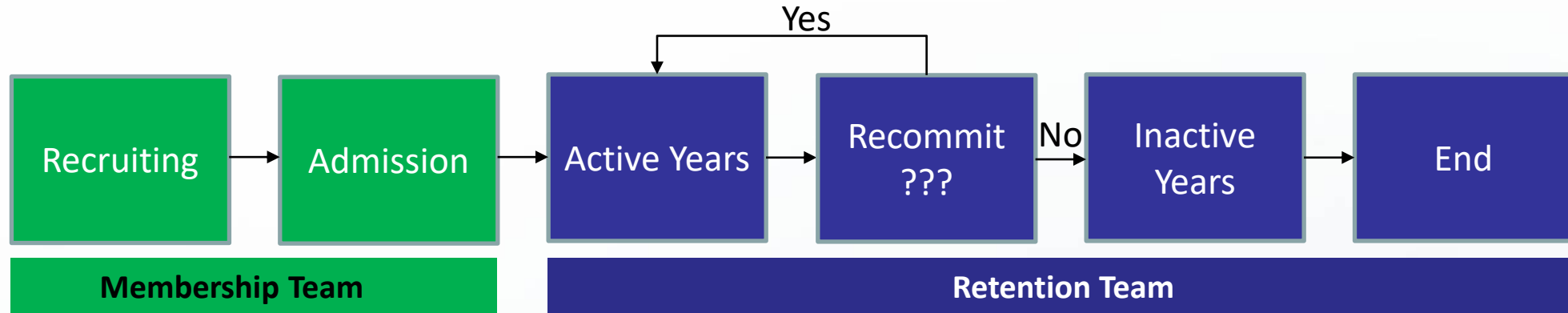
Members – To be better Catholics, husbands & men

Family – To strengthen Catholic Families

Vivat Jesus – To “Live Jesus” through our actions



1.3 Life cycle of a member



1. Recruiting = Attracting new members
2. Admissions = Getting prospects to join AND be active
3. Active years = Knights “Living Jesus” active and fulfilled
4. Recommitment = ???
5. Inactive years = Illness, age or loss of interest
6. End = Death, suspension or withdrawal

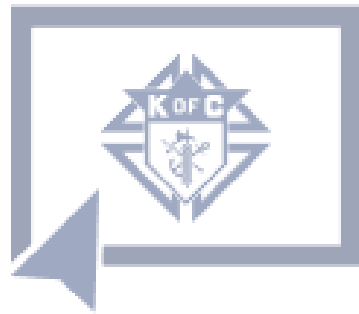


2. Planning

1. Establish Committees
2. Plan Recruiting events – 3 months out
3. Plan Exemplifications – 3 months out



RECRUITMENT STRATEGIES



ONLINE MEMBERSHIP



COUNCIL DEVELOPMENT



2.1 Planning – Establish Committees



1. Recruitment: Have a list of 10-15 people willing to assist as needed

- Personable council members – Friendly, outgoing, young (if possible), and active
- Council Leaders – Council Officers & Directors and Past Grand Knights
- Power Recruiters – Field/General Agent, Pastor, District Deputy & Diocesan Mem. Dir.
- Order Supplies – Always start the year with a Delta Church Drive kit

2. Admissions:

- Answer candidate questions and determine where their interests lie
- Ensure candidates are 17 ½, male and Catholic
- Get them to and through an exemplification
- Assign a Mentor – Someone to watch over them until they are active and feel welcome



3. Exemplification: These can be a lot of fun. Don't miss out.

- Develop a Council Exemplification Team, be part of a District Team or ask one of the Traveling Exemplification Teams to conduct the Exemplifications for you
- Have men for each roll and, if possible, a back-up for each role

4. Retention: Appoint a Retention Director and 3-4 others

- Work pro-actively to keep members active
- Work with the Financial Secretary to follow the retention process



2.2 Establish a list of recruiting activities

1. Faith In Action Programs: Program Director does most of the work

- Get a list of planned programs from your council Program Director
- Identify (at least) 4-6 throughout the year where non-Knights will be attending
- Meet with your recruiters and plan to recruit at these programs



2. Fraternal Benefit Events: General Agent does most of the work

- Get an event on the council calendar
- Advertise & invite non-members (maybe set up a meeting place with a meal)
- The General Agent / Field Agent will run the event and follow up with all candidates



3. Delta Church Drive: One / Parish / Year

- Follow the Delta Drive Process (Your DD or DMD can help if you've never done one)
- Do one at your home parish plus every Parish associated with your council (Round Table)
- Your Area Regional Growth Training Director offers training.

4. Council Activity Tracker:

- Document your planned activities each June & December for the next 6 months.
- As time goes by, update your plan (monthly) so it remains accurate and up-to-date



CAT Process

- ❖ Go to the State Website (www.mikofc.org)
- ❖ Scroll down & click on Membership
- ❖ Click on “CAT - Enter a new Recruiting Event”
- ❖ Fill in the blanks
- ❖ Hit submit

Note: Enter “at least one” and “No more than 3” events per quarter.



CAT – Step 1 = Go to the State Website



State Council of Michigan

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Knights of Columbus Michigan State Council

We are Catholic men striving to be the best husbands, fathers and leaders we can serving our community. Service and charity are a core belief of the Knights. We aim to live every day doing the good and necessary work that needs to be done in this world.

Founded to meet the needs of immigrants, refugees and families we serve our communities and Christ. Through our programs our Knights grow closer to their families, parishes and Christ. We are Catholic men building a bridge back to faith.

[Michigan K of C on Facebook](#)

Free E-Membership Extended!

The online or e-membership code to honor Fr. Michael J. McGivney has been extended again!

The free online membership code is BLESSEDMCGIVNEY

Here's how it works:

Direct prospects to kofc.org/joinus

Enter promo code **BLESSEDMCGIVNEY**

Enter your membership number for sponsor credit

Invite e-members to your Council's next Charity/Unity/Fraternity Exemplification

Or use the On Demand Exemplification through officers online at kofc.org

Or schedule in to District Exemplification or recorded virtual Exemplification schedule by our State

Prayer for the Canonization of

**STAY
INFORMED**

Join the **State Council of Michigan** mailing list to get updates of the latest news and events right to your inbox.

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CAT – Step 2 = Click on Membership

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Step 3 = Click on CAT - Enter a new Recruiting Event

Membership

» [State Resources](#) › Special Events and Announcements › Membership

[CAT - View Recruiting Events](#)

[CAT - Enter a new recruiting event](#)

[CAT - Add/Update/Delete Recruiting Events](#)



Michigan Knights of Columbus

Council Activity Tracker





New Activity Input Form

Step 4 = Fill in the blanks

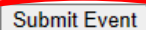


- Council Number:
- District #:
- Diocese
- Activity Name:
- Activity (FIA) Category
- Activity Location:
- Activity Discription:
- Activity Date:
- Activity Start Time:
- Activity Lead (Coordinator):

Fill in the blanks

-  Council #, District #
-  Activity Name, Activity FIA Category
-  Activity Location, Description, Date & Time
-  Activity Lead

Hit submit





2.3 Establish a list of Exemplifications

1. Council (or District) Exemplifications:



- Each quarter, update the Exemplification Sheet with your exemplifications
- <https://script.google.com/a/mikofc.org/macros/s/AKfycbzcxc98cRrAZKTUsZVq31oMSKW5r6wAP7lJ04ezJcc2f0xc716TOGOHBMbTipKzjLDQ/exec?v=form>
- Ensure your team has the necessary supplies (Pins, rosaries, baldrics, etc...)
- Hold them “in church” after a mass on Saturday or Sunday – Invite the Parish to observe

Attend (or Host) a Traveling Team Exemplification:

- Michigan will be holding special “Major” exemplifications throughout the state.
- A specially trained team will do the degree (memorized and very professional)
- The Exemplification should be done after a Mass followed by a meal for all.
- See the Exemplification Sheets application to see scheduled events or schedule your own.

3. Online Exemplifications: *These should be a last resort*

- Exemplifications are so much more meaningful and memorable if they’re done in person
- But online exemplifications are still available for those unable to attend a live event.
- Here is the link if/when needed: [Instructions for Online Exemplification](#)



3. *Advertise & Communication*

❖ **Social Media** (Council Website, Parish Website, Facebook, etc...)

❖ **Recruiting Handouts**

❖ Delta Church Drive Kits

❖ Faith In Action books (#10831)

❖ Council Specific (Prayer Cards & Tri-folds)

❖ **Other Council Advertising**

❖ Church Bulletins (in each Parish your council supports)

❖ Shirts/Hats – Wear at most council activities

❖ Building the Domestic Church Kiosk

❖ Council Banner

❖ KC the Teddy Bear

❖ The list goes on and on



4. Recruiting – Top 7 Recruiting Strategies



RECRUITMENT STRATEGIES

1. Church (Delta) Drives
2. Nearby Parishes and Schools
3. Council Program Activities
4. RCIA/OCIA Candidates
5. Friends and Family
6. Fraternal benefit Events
7. Former Members



4.1 Delta Church Drives Delta Drive

1. **People** – Bring your recruiting team and have Knights families visible

2. **Process**



3. **Follow -up**

1. **Online Member** – Get candidates to become online members right there, on the spot. Then, get them to a council event and a meeting. Once they're comfortable, ask them to join your council.
2. **Council Member** – Invite them to a council event and an exemplification to join your council.
3. **All Others** – Some men may not join right away. Keep their information on file. Invite them to events. Many people join after being asked 10-20 times.

Ask you District Deputy or Diocesan Membership Director for help if you need it.



4.2 Nearby Parishes and Schools

Run a Delta Drive at a Church or Parish near you



- Hold a DCD at all round tabled churches
- Seek out new Parishes to round table

- Colleges – Always looking for volunteer opportunities
- High Schools – Get seniors before they head off to college



4.3 Council Program Activities

- ❖ Councils plan and run Faith in Action programs all the time.
- ❖ Let the Program Directors plan the event
- ❖ Your team should plan to recruit at the event.
 - ❖ Have sign-up sheets include spots for recruiters
 - ❖ Make sure you have supplies on hand
 - ❖ Work the crowd and, when appropriate, invite them to join



FAITH



FAMILY



COMMUNITY



LIFE



4.4 RCIA/OCIA Candidates

- ❖ **New Catholics love to live their faith**
- ❖ **Participate in Parish RCIA/OCIA teams to help out**
- ❖ **Sponsor an RCIA/OCIA candidate**
- ❖ **Be a Guest speaker**
- ❖ **Be yourself**
 - ❖ **Make friends**
 - ❖ **Develop relationships**
 - ❖ **During RCIA/OCIA – Invite them to a council event (or 2)**
 - ❖ **Give them each a gift (a bible, a crucifix, something religious)**
 - ❖ **After RCIA/OCIA – Invite them to join**



4.5 Family and Friends

❖ Pick a Friends and Family Month

- ❖ Pass out “[Ask Yourself First Flyer 15.11](#)” to all council members
- ❖ Pass out 2-3 candidate cards (prospect cards) to all members
- ❖ Pass out other recruiting material (council Tri-folds, KofC brochures and prayer cards)

❖ Ask each member to invite a friend or family member

- ❖ Invite them to a council event (FIA Program or a Fraternal Benefit Event)
- ❖ Invite them to join



4.6 Fraternal Benefit Events

❖ [Schedule a Fraternal Benefit Seminar | KofC.org](https://www.kofc.org/schedule-a-fraternal-benefit-seminar)

❖ [11077-fraternal-benefit-seminar-form.pdf](https://www.kofc.org/11077-fraternal-benefit-seminar-form.pdf)

❖ Promote the event

- ❖ For members (Council email and/or social media)
- ❖ For Parishioners (Parish email, bulletin and/or Pulpit Announcement)
- ❖ For Candidates (Email, phone calls, flyers)

❖ Consider hosting a live event

- ❖ At your Parish or Council hall
- ❖ Include a meal (at least snacks)
- ❖ Have recruiting material at all tables
- ❖ Field/General Agent will lead the presentation



4.7 Former Members

❖ Get a list of former members

- ❖ Your F.S. can provide contact information for Council former members.
- ❖ Michigan sends out a state-wide list annually

❖ Reach out to them twice a year

- ❖ Invite them to rejoin
- ❖ Invite them to a “good” council activity
- ❖ Send them a summary of council accomplishments
- ❖ Remove them from your list if...
 - ❖ They ask you to stop contacting them
 - ❖ They can't be reached
 - ❖ If they've moved away – Send their contact info to a local council





5. Admissions



❖ **Educate & vet** – Make sure it's a good fit

❖ **Admit** – Get him to join

❖ E-member (Join the Knights NOW, join the council soon)

❖ Invite him to council events and a “good” council meeting

❖ When he's ready, invite him to join

❖ **Welcome**

❖ Assign each new member a mentor

❖ Meet the guys – Make him feel at home & welcome

❖ **Active** – Engaged in programs and “involved”



5.1 Educate & Vet is a two-way exercise

❖ He's checking us out

❖ Educate him on “what we do”

❖ Invite him to activities so he can see “what we do”

❖ We're checking him out

❖ Male, Practical Catholic & 17 ½

❖ What are his interests?

❖ What programs would he be interested in?



5.2 Admit

❖ **E-member** – A good first step

❖ **Council Member - Exemplification**

❖ Have options (Council, District, State & Online)

❖ Have materials (Pin, Rosary, “These men they call Knights”)

❖ Get him to an exemplification (offer to drive)

❖ Invite him to a council meeting

❖ Offer to drive him to the meeting

❖ E-members can come BEFORE an exemplification

❖ Non-members can come AFTER an exemplification

❖ Make him feel special, welcome and comfortable



EXEMPLIFICATION



5.3 Welcome & Active



❖ Proposer (Mentor) Roles & Responsibilities

- ❖ Drive him to Council meetings (for a while)
- ❖ Introductions – Individually & to the entire council
- ❖ Sit with him – Explain what's going on
- ❖ Active – Sign him (and you) up for an activity

❖ Council Roles & Responsibilities

- ❖ Program Director – Get him engaged in an activity
- ❖ Grand Knight – Welcome and explain [Shining Armor Award](#)
- ❖ Everyone – Make him feel special, welcome and comfortable



6. Retention - Member Retention

❖ **Have a Retention Committee**

❖ **Follow the Retention Process**

❖ [Retention Director - How to Execute the Retention Process \(PDF\) 20.11](#)

❖ **Retention Strategies**

❖ **When/how to remove members from your Council**



6.1 Retention Strategies

- ❖ Once He's Joined, Keep Him Involved
- ❖ Go for the Fourth!
- ❖ Half Showman, Half Teacher — The Lecturer
- ❖ Take an Inventory
- ❖ Keeping Members Interested
- ❖ Every Council Active
- ❖ Fraternal – First and Foremost
- ❖ Shining Armor Award
- ❖ Don't Let Your Council Go into a Summertime Slump
- ❖ Honor Those Members Who are Always There
- ❖ Well-Run Meetings will Boost Attendance



6.2 Removing Council Members

Do remove these members	Do NOT remove these members
Suspension - Convicted of a felony	Religious (Priests, Deacons, Brothers)
	Members close to Honorary status
	Disabled members – Disability Relief form 1831
Withdrawal – Men who ask to be removed	Members down on their luck – Affiliate Program
Valid Withdrawal = Not a Practical Catholic (See note)	Non-payment of Dues (3+ years) – Affiliate Program
Invalid withdrawal = too old, disabled, hardship, moved, lost interest, doesn't have time	Moved away – transfer them to a new council or Affiliate Program

Note:

1. The only people who can determine if a person is NOT a practical Catholic are (1) the member and/or (2) his Pastor
2. There is a new option this year. The Affiliate program. This may (or may not) be offered again going forward.



7. Best Practices Checklist

- ❖ Check off what you do
- ❖ Check off “at least” one new thing to do this year
- ❖ Then, do it



Council Membership Best Practices

Council: _____ District: _____ Diocese: _____

Does your council have an on-line presence?

Council Website Council website linked to Parish website
 Facebook Other social media platforms

How well does your council communicate with your community?

Ad in your Parish Bulletin? Ads in Round Tabled Parishes?
 Articles in Parish Bulletin? Articles at Round Tabled Parishes?
 Council Newsletter? Quarterly meeting with your Pastor(s)

Do your council members advertise their participation in the Knights?

of Members with KofC shirts # of members wearing their pins

How well is your council seen in your Parish(es)?

Building the Domestic Church Kiosk at main Parish	<input type="checkbox"/>	Kiosk at Round Tabled Parishes?	<input type="checkbox"/>
KofC display of awards at main Parish	<input type="checkbox"/>	Awards at Round Tabled Parishes?	<input type="checkbox"/>
KofC Rosaries for 1 st communions at main Parish	<input type="checkbox"/>	Rosaries for Round Tabled Parishes?	<input type="checkbox"/>
KC the Teddy Bear at main Parish	<input type="checkbox"/>	KC at Round Tabled Parishes?	<input type="checkbox"/>
Donated item with KofC emblem at main Parish	<input type="checkbox"/>	Donations at Round Tabled Parishes?	<input type="checkbox"/>

Does your council have appropriate recruiting material on-hand?

Delta Church Drive Kits	<input type="checkbox"/>	Twenty-Four Hours Can Change Your Life	<input type="checkbox"/>	Prospect Cards	<input type="checkbox"/>
Faith in Action Booklets	<input type="checkbox"/>	Elevator Speech Card & Best Practices Guide	<input type="checkbox"/>	Form 100s	<input type="checkbox"/>
Parish Prayer Cards	<input type="checkbox"/>	Council Growth & Retention Guide	<input type="checkbox"/>	Recruitment Manual	<input type="checkbox"/>
Why You Should Be a Knights	<input type="checkbox"/>	10 Keys to Membership Success	<input type="checkbox"/>	Council Tri-fold	<input type="checkbox"/>
Charity that Evangelizes	<input type="checkbox"/>	Service Program Award	<input type="checkbox"/>	SP-7 with Pictures	<input type="checkbox"/>

Does your council have trained Membership personnel?

Membership Director Attended Membership Director Training this year
 Ambassador Team Pulpit speaker for recruiting drives
 Exemplification Team Admission Committee Does your MD Access his ~~miko~~ email?

Does your council recruit at all council programs?

Does each program have a recruiter assigned to attend for the sole purpose to invite men to join?
 Do you invite parishioners and other non-members to all of your council programs?
 Do you invite former members and current prospects to your council programs?
 Are your council members encouraged to invite their friends, family and neighbors to programs?

