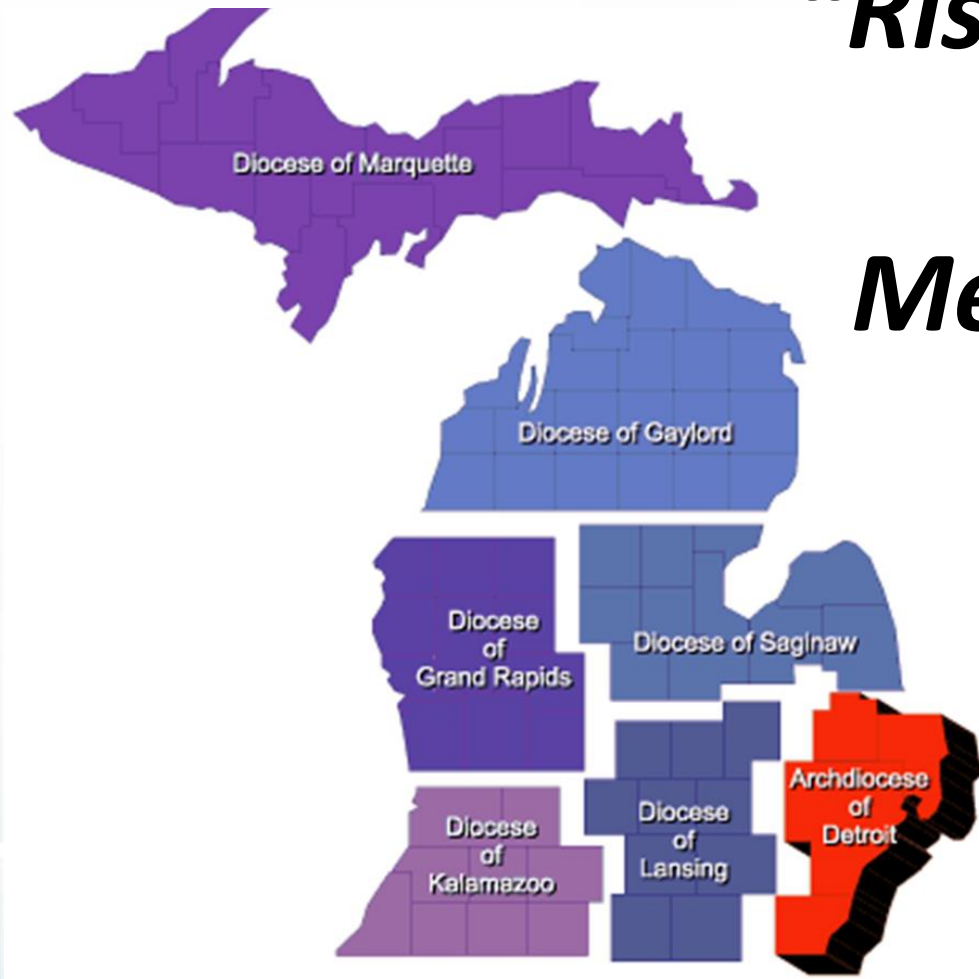


***“Rise up and Answer the Call”***



***Membership Growth Goals,  
Planning & Actions  
for 2021 - 2022***

**Will your Council Answer the call?**



# *Membership is a Program*

- ***Momentum***, let's get off to a fast start
- Understand and set ***Membership Goals***
- Understand the ***Fraternal Benefits*** Goals
- ***Every*** Council Actively Growing
- ***Recognition*** & Incentives



***Every Month is Membership Season***



# Keys to a Fast Start!

- ✓ Our responsibility is to INSPIRE, MOTIVATE and **EMPOWER**
- ✓ Get every council engaged and growing
- ✓ Schedule “Membership Growth” events
  - ❖ Fill your District & Council calendars ASAP
  - ❖ Hold your Brother Accountable to that schedule
- ✓ Address the E-member backlog.....**Exemplify them ASAP**
- ✓ Don't take the Summer off
  - ❖ Prioritize our friends & family
  - ❖ Invite them to be Knights
  - ❖ One on One recruiting is always best



**We *EMPOWER* catholic men to be better...**



# Getting Off to a Fast Start!

## ✓ Every council engaged and growing

- Is your council engaging in growth goals? *Yes or No*
- Are you a “Can Do” or a “Not Now” council*
- If **“yes”** lead them through filling their calendars with events that will drive growth and visibility....Corp Communion, Delta Church Drives, “Consecration to the Holy Family”, etc.
- If **“no”** ask WHY?
- Lead the **“Not Now”** councils to **“Can Do”** councils through addressing their needs ASAP
- Who can help you?** Chaplains, Diocesan Directors, SDRRs, State Directors...
- FYI – use the “Crawl, Walk, Run” training module to move “no” councils to “yes” councils**



**Leave No Council Behind...**





# Council Membership & Benefits Goals

## ✓ Council growth goals are set at 5% of membership

- Large council growth is capped at 20 new members
- Small council growth is capped at 3 new members



## ✓ Fraternal Benefits Goals *(work with your F.A.)*

- 2 Benefit Events are required per F.Y.
- Minimum of 10 catholic men need to be at each event
- 6 to 8 weeks are needed to plan, advertise/promote, and host each event
- Fill out *form 11077* for credit



***Set your plan and shoot for STAR***



# Michigan State Council's Growth Goals

## Membership Intake

**2,170**

100 through Hispanic Outreach

272 through a youth movement in the ages of 18 to 50

800 through e-membership

90% of our 424 active councils engaged in membership growth

## New Council Dev

**4 new councils**

2 re-instated councils

10 Hispanic Round Tables

80% of all underserved catholic communities Round Tabled

## Star Councils

**62 councils**

## Exemplifications

**400 exemplifications**

DDs document exemps using **form 450, send to [forms@mikofc.org](mailto:forms@mikofc.org)**

DMD will track all exemplifications in their area



***Exceeding these goals makes Michigan “Circle of Honor”***



# ***Council, District & State Performance***

Michigan has 424 active Councils

➤ 122	Founders Day Award Winners	29%
➤ 77	McGivney Award Winners	18%
➤ 163	Columbian Award Winners	38%
➤ 50	Star Councils	12%
➤ 3	Star Districts	3%
➤ 1	Double Star District	1%



Michigan's Intake was **1589** of 1845 for **86.12%** of goal  
**8<sup>th</sup>** of all Division 1 States  
**38<sup>th</sup>** out of 75 Jurisdictions in our Order



# *Achieving our goals through team work*

## **Ambassador Teams**

*(Clergy, DMD, DD, GK, CMD, FA)*

Delta Church Drive Teams

Hispanic Outreach Teams

Ethnic teams to engage specific catholic communities

Eastern Rite & Vietnamese Catholics

## **Exemplifications**

*(Clergy, DMD, DD, GK, CMD, FA)*

In-Person after a Mass and Corporate Communion

English, Spanish and Vietnamese languages

In-Person before a council meeting

On-Demand via kofc.org

Monthly District & Council Exemplification Schedules

## **Quarterly Recruiting**

### **& Exemplifications**

*(Clergy, DMD, DD, GK, CMD, FA)*

August

Blessed Fr. McGivney's Birthday

October

Columbus Day & Fr. McGivney Beatification Anniversary

January

New Year a New Knight

April

Lenten/Easter Renewal



***Take Action & Be Accountable to our Team Members***





# *Key take away actions*

- ❖ Lead your councils in setting membership growth goals
- ❖ Address their specific needs so they can grow
- ❖ Seek out resources to support your council's needs
- ❖ Build Ambassador Teams & Exemplification Teams
- ❖ Be **ACCOUNTABLE** to your team members
- ❖ Celebrate successes through recognition
- ❖ Empower your councils to grow and serve



*We **EMPOWER** catholic men to be better...*



***Thank you for Answering the Call***  
***Now lets Rise Up to Lead, Serve and***  
***Empower our Brother Knights***  
***Blessed Fr. McGivney.....Pray for Us***

