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KNIGHTS OF COLUMBUS®

State Deputy Address

Dave Whatmuff



"FOUNDED IN FAITH"

Jurisdiction Goals and Priorities

Intake Goal

- Set by Supreme based on
 - Recent Performance
 - Market Opportunity
 - Reality



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Based on last 3 years ...

Recent Performance - our intake averaged 1000 new members

Market Opportunity – Catholic Population 0.6% drop

Penetration. – members/active Catholics 32%

Reality – how well did councils recruit in previous years



Bottom line

• Intake Goal		1050
• Net Goal		570
• Online Membership		298
• Net/Net		positive!
• New Councils		4



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Intake goal is 1050 ... 64 less than last year

Net is Intake minus Suspensions

Online membership is included in the total

Net/Net is Intake minus Suspensions minus Deaths: this is a measure of whether the Order is growing or not in Minnesota. For about the last 10 years this has averaged -500

456 parishes do not have a council ... our goal is to reduce this number by at least 4

Round Tables are an important step, and we will be emphasizing the need for RTs in Council serving multiple parishes!!

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How?

JOB 1 is Evangelization!

Let our works speak for us



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HOW are we going to achieve this?

"It is the sacred duty of every Knight of Columbus to offer membership to every eligible Catholic Man"

St Francis said "Preach the Gospel constantly ... and if necessary use words!"

How?

- Programs
 - Leave No Neighbor Behind
 - Support our Brother Knights
 - Support of our Parishes and Communities
 - Faith in Action
 - Emphasis on “Faith” programs
 - Invite the parish



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LNNB – Brother Knights #1

Constant Communications is key!

Personal contact!

Continue the great work done during the pandemic

Faith in Action ... Note the key word “Faith”

Continue our great charitable works of course ...

Ultrasounds, Wheelchairs, Special Olympics, and others

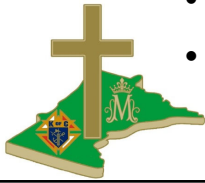
BUT have an increased emphasis on those programs which evangelize our Faith (see video later)

(Not just those in the “Faith” category – SPD Joe will go into more details)

Invite the parish and local community to join us in these Faith programs

How?

- Delta drives
 - Each council have 2 – Fall and Spring
 - Guidelines:
 - Advertise – before, during, after
 - Effective speaker at mass
 - Ambassadors
 - Landing page
 - Raffle



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HOW?

Delta drives have proven effective – and we can help!

Important to follow the guidelines

Advertise – bulletin and pulpit announcements

Effective speaker – doesn't have to be long, we can provide a script

Ambassadors handing out prayer cards "a gift from the KofC"

Landing page to request more information (council does not need to have their own)

Raffle – all who ask for more information (Holy Statue)

Jon Olson can help – you'll hear from him this afternoon

How?

- Retention
 - Constant Communication
 - Phone tree
 - Call every month
 - Personal visit
 - Not just the Dues Bill!!



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You'll hear this from us time and again

Communication is KEY to retaining members.

Phone tree – divide list so no one has more than 10

Some may need a personal visit

May be in need of help, or may just need an invitation, or just a bit of TLC

Don't let the Dues Bill be your first contact!!

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Share the load ...

- 98 councils recruited < 3 in 3 years
- 35 councils recruited 0 in 3 years
- 132 councils recruited 0 last year



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We must all do our part!

We have to ask these non-recruiting councils to help us
SMD Patrick will have more details of the breakdown

Thank you!

Councils:

- Fast Start
- Resurrection by Easter
- Delta Church Drives
- Youth Protection




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No ... this is not my last slide! :o)

This is how we propose to say "Thank you" to those VIE's ... Very Important Evangelists
We will show our appreciation to councils with the following awards ...

Fast start – Let's avoid the summer close-down! Councils recruiting 5 new members by September 1 : GK and MD receive a KC family Bible

Resurrection – aimed at getting the non-recruiting councils into action (Councils which have not recruited a member in 2 years): Recruit 3 new members by Easter: GK receives a KC Walnut Crucifix, DGK, MD, PD all receive KC ball caps, Council gets \$100 check.

Delta drives: Host a Delta drive – GK and MD receive a Minnesota "challenge coin". Bonus for GKs hosting 2 Delta Drives (October and March) receive a KC jacket!

Youth Protection: (less than half of our councils were totally compliant last year) For Total Compliance, GK and the three compliant directors will receive a limited edition State Pin

Thank you!

Districts:

- 12 Knights by Christmas
- Resurrection by Easter
- Delta Church Drives
- Youth Protection



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We will show our appreciation to DDs ...

Districts recruiting 12 new members (net) by December 25th: DD receives \$100 check and "special mention"

Resurrection – DDs of Councils receiving the Resurrection Award (Councils which have not recruited a member in 2 years recruit 3 new members by Easter) will receive \$50 check, for **each** such council.

Delta drives: DDs of Districts where ALL councils host a Delta drive will receive a KC shirt.

DDs winning this award in both Spring and Fall receive a KC jacket!


Youth Protection: DDs of fully compliant Districts (all councils compliant) also receive the Compliant Pin

Thank you!

Regions:

- Delta Church Drive Award

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We haven't forgotten our Regional Consultants ...

Delta drives: Region Coordinators having 3 or more Districts earn the Delta Church drive award will receive a KC Walnut Crucifix. RCs winning this award in both Spring and Fall receive a KC jacket!

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Thank you!

All members:

- Trip program
 - To be drawn at the 2021 State Convention
 - Choice of:
 - **BREEZY'S DIAMOND GOLF PACKAGE**
 - **BREEZY'S SOCIAL PACKAGE AND GUIDED FISHING**
 - **A TASTE OF BREEZY**



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For ALL members:

Recruit 3 new members, and have your name entered for the draw. For each additional 3 get another entry.

Details will be in the Knightly News or State website.

Expectations

Communications:

- Quarterly Regional Meetings
- Biannual District Meeting
- Council visits by DD
- DD monthly report to RC



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Quarterly Regional Meetings – may be “virtual”, but all DDs expected to attend
Biannual District Meetings – within a month of the Org meeting and mid-year (mid-winter) meeting. Again, may be a “virtual” meeting, but at least the GK and MD from each council expected to attend
Council visits – at least one visit per month. If the council meeting has a virtual option, the DD may attend virtually, but should provide a report to the council membership.
DD should provide a report of his activities to the Regional Coordinator on the 1st of each month, using the simple form provided.

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Expectations

Minnesota

is awarded the Circle of
Honor
in 2021!



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