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# KNIGHTS OF COLUMBUS®

## State Deputy Address

Dave Whatmuff



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## 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

## Recent Performance

- Total Councils: 285
- Active Councils: 276
- Suspended Councils: 9
- Non-Recruiting Councils: 167



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## Recent Performance

- 2016-2017 961
- 2017-2018 1126 (COH!)
- 2018-2019 912
- 2019-2020 764 (COVID-19)
- 2020-2021 600+ (COVID-19)



3-year average 1000

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Last 2 years artificially depressed due to COVID-19 so were not counted.


# Market Opportunity


Diocesan Breakdown					
	Total Parishes	Parishes w/ Council	Parishes w/ Council and RT	Parishes with only RT	Parishes with no coverage
<b>Crookston</b>	66	21	0	0	45
<b>Duluth</b>	90	28	0	0	62
<b>New Ulm</b>	75	27	0	0	48
<b>St. Cloud</b>	133	43	0	0	90
<b>St. Paul</b>	202	58	0	1	141
<b>Winona</b>	117	36	0	0	81
<b>Total</b>	683	213	0	1	467



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**Bottom line**

	<ul style="list-style-type: none"> <li>• Intake Goal <span style="float: right;">1050</span></li> <li>• New Councils <span style="float: right;">3</span></li> <li>• Star Councils <span style="float: right;">41</span></li> <li>• Exemplifications <span style="float: right;">256</span></li> <li>• Holy Hours <span style="float: right;">3</span></li> <li>• Age 25-50 recruits <span style="float: right;">142</span></li> </ul>
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Intake goal is 1050 – same as last year

467 parishes do not have a council ... our goal is to reduce this number by at least 3  
 Round Tables are an important step, and we will be emphasizing the need for RTs in  
 Councils serving multiple parishes!!

15% of councils should achieve STAR

New - Exemplifications counted so need for Form 450!

New requirement – a Holy Hour at each State meeting (Org meeting, Mid-year meeting,  
 and State Convention)

New requirement based on demographic % of population in 25-50 age bracket 13.46%

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## Active Councils

- Councils recruiting at least 1 248
- 5% increase in Charitable Contributions
- 5% increase in Volunteer hours
- Councils submitting 1728 248



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At least 90% must be recruitment active  
5% increase in activity over 2020  
At least 90% must submit 1728 (Annual Survey)

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# How?

## Covid Recovery Plan (details later)



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HOW are we going to achieve this? CPR! :o)



# State Deputy Meeting

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Here's a picture of me with the Supreme Knight and Supreme Chaplain ... and a few friends.

## State Deputy Meeting

- Supreme Knight dedicated the Knights to St. Joseph
- Two key areas of progress:
  - Charity
  - Spiritual growth
- Welcome and engage new members



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. Catholic husbands and fathers, especially the fathers of young children, need the encouragement and support of the Knights of Columbus. We can inspire them with the creative courage needed to keep their family strong in faith. So let us, like St. Joseph, embrace our role as guardian of the family”.

. The future of the order depends on continued progress in two key areas: Charity and helping men grow spiritually

. New initiatives will welcome and engage a new generation of members, and re-engage inactive members.

See the full address at [kofc.org](http://kofc.org)

## State Deputy Meeting

- New Initiatives
  - Affiliate member program
  - Onboarding curriculum
- Continue MCGIVNEY2020



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No more suspensions!

Instead, nonresponsive members will be transferred to an Affiliate membership at State level with no penalty to councils ... council goals will be purely based on INTAKE.

This new Affiliate Class of membership will be managed and maintained at Supreme and State level.

Improve Council morale

Meaningful membership path outside of local council

"Brother for Life" concept

Pilot program to start in September and be rolled out region by region.

Training planned in July.

Onboarding – Provide a 12-week series of instructional webinars and videos to engage and educate new online members. Second phase will provide this to existing online members, and third phase to all members.

Free online membership for 1 year continues until the end of 2021

## Strategic Plan

- Calendar of events
  - State Officer Meetings
  - State Exemplifications
  - Each Diocese/Region should host 1 each month
  - Major Recruitment events
    - Coats for kids
    - Diocesan conferences
    - Free Throw



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## Strategic Plan

- Membership Growth #1 Priority
- Create incentive plan to reward members
- Contact new online members
- Hold regular exemplifications
- Partner with General and Field agents
- Faith formation



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- . Have a strong membership team that can lead others, and work on their own with minimal direction.
- . Rewarding individuals who are successful is a great way to encourage the behaviors that will lead to success and to thank members for doing a good job.
- . Contact new online members and offer them the opportunity to be a member of your council, or simply be involved in projects with your council
- . Our members need to hear the lessons of Charity Unity , and Fraternity. Exemplifications are our gateway to foster men to be our leaders of tomorrow. Every District should have an exemplification team.
- . Working with your agents should be a high priority, and they add the Benefits Component to membership in our order.
- . Encourage your members to have a personal encounter with God. Use the programs listed in the Faith and Family segments of the FIA guidebook

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## COVID Recovery Plan

- Three step process for each council
  - Meet with your Pastor
  - Meet with your DD
  - Engage your members

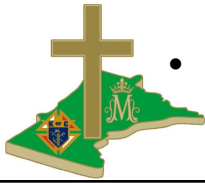


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- . Meet with your pastor to find out what he needs and how the Knights can help
- . Meet with your DD to develop a recovery plan specific to your council and the needs of your parish and community
- . Meet with your members to engage them in the plan

## The future

- Get into action
- Hold a Delta drive
- Make every program a potential recruiting drive
- Use online membership as the first step
- Contact projects or online members to invite them to join your council
- AIM FOR THE STARS



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. The future is now!

Come out from under the bed, and get into action based on your recovery plan

. Hold a Delta membership drive

. Talk to people you meet in your programs.

. Aim to be a STAR Council and we will have a successful year as a State Council

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Expectations

**Minnesota**  
**is awarded**  
**the Circle of Honor**  
**in 2022!**



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