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KNIGHTS OF COLUMBUS®



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State Membership Plan

Patrick Farrelly



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Agenda

- Recruitment Goals
- Recruitment Best Practices
- New Council Development
- College Goals
- Hispanic Goals
- Online Membership Goals
- Exemplification of Charity, Unity and Fraternity



Recruitment Goals

"You want to set a goal that is big enough that in the process of achieving it you become someone worth becoming."

-Jim Rohn



Recruitment Goals

Circle of Honor Member Intake

Goal:

1,050

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Recruitment Goals

STAR Council Goal: 41 (15% of Councils)

Exemplification of Charity, Unity and Fraternity Goal: 256 (One Degree per District per Quarter)



Recruitment Goals

Faith Formation Goal: 3 Holy Hours
(State Council at meetings)

25 to 50 Year Old Intake Goal: 142
(13.46 % of MN Population is 25 to
50)



Recruitment Goals

Achievement Award Goal: 893

Council Engagement Goal: 248

Councils Recruitment Active (bring in at Least 1 member (85 % of Councils – required for Pinnacle award))

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Recruitment Goals

Charitable Impact Goal:

Increase of 5% in volunteer service hours and increase of 5% in charitable contributions in 2021 over 2020 as reported in annual survey of fraternal activity

90% of active councils must file 1728 by March 31, 2022

1728 Reporting Goal

248 Councils complete and submit the form 1728 by March 31, 2022

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Recruitment Best Practices

Being a Knight is about who you are being, not about what you are doing.



Best Practices

Intake is intentional

- Every event is an opportunity to be who you are and invite men to join you
- Have Information and materials at every event
- No programs = no intake
- Create programs that compel members and parishioners
- Programs every month!
- Variety – Faith, Family, Community and Life
- Do not forget the social component



Best Practices

Own Your Goals

- Council Goals and District Goals
- Accomplishment requires planning

Create Plans

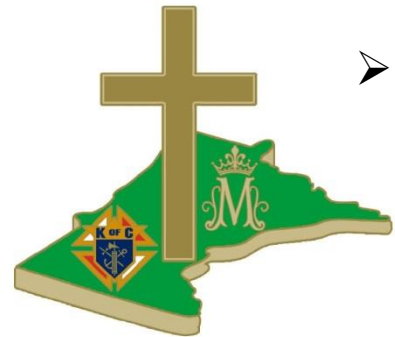
- Failing to plan is planning to fail



Best Practices

How to help a program affect intake

- Choose a program that allows families to help make a difference together – fills a need but is bigger that you can do alone.
- Express the specific need to the parish and ask for help while telling them what you plan to do
- Emphasize the WHY we do it as Catholics
- Raise funds for the project with an event people can come to or contribute to
- Invite parish families to help with fund raiser
- Then...



Best Practices

How to make a program affect intake 2

- Plan the charitable activity, again telling the parish what you want to do and ask for their help.
- Tell them why you are doing it and when - Communicate in parish at pulpit and in bulletin
- Involve families in executing the program;
- Have prospects work side by side with Knights families
- Extend the invitation to join the Order



Best Practices

How to make a program affect intake 3

- Tell the parish what you did, what the impact was and thank them for their support
- Program successes should be celebrated as parish successes!
- Help men join online at kofc.org/joinus
- Conduct an in-person exemplification within a week of joining. (35 minutes)



Best Practices

A Culture of Recognition

- Recognize and reward initiative
- Celebrate and engage new members and their families
- Appreciate and acknowledge members
- Have Fun!
- Food at meetings, prizes

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Best Practices

Two Major Delta Drives Every Year

- October and March
- Follow all steps including raffle and bulletin announcements
- Build a solid prospect list
- Charitable activity must follow closely OR a social activity, ideally family oriented. Invite prospects to event
- Leverage On-line membership
- Degree follows charitable activity



Best Practices

Delta Church Drives generate prospects!

- Follow the Formula!
- Team Sport – Ambassadors at ALL Masses – everybody in the pool dressed alike!
- Smile
- Compelling speaker
- Raffle for prospects
- Collect contacts
- **FOLLOW UP** to convert prospects to members



Best Practices

Degrees Drive Membership Intake

- Schedule and publish degrees
- Coordinate with other District Councils
- Your own Council team or District Team
- Get the word out through your DD
- Weekly Zoom State Team Degrees Wed 8 PM
- On – Demand degree

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Best Practices

Intake - A Team Sport

- Create a target list with help of pastor or member suggestions – RCIA, etc
- Teams of 2 approach each prospect
 - Invite them to lunch, coffee or drinks to discuss
- Invite prospect to a charitable event
- Councils budget incentives for member intake
- Team competitions



Best Practices

Work with your pastor

- Be his “go-to” guys
- His endorsement means everything!
- Pastor Wants you Poster

Constant Branding

- Bulletin – before, during and after events
- Name tags, vests and KC gear
- Be involved in Liturgical ministry, Faith formation, etc.



Best Practices

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Father Mike Sullivan

I WANT YOU

**HELP US SAVE LIVES
AND CHANGE LIVES**

JOIN TODAY!

Knights of Columbus

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Dan Falstad
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djfalstad@yahoo.com



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Best Practices

Partnerships with Catholic Schools

- Council supports Catholic School needs
- Catholic School supports Council by inviting families to consider membership
- Collaboration:
 - Charitable and Family programs:
 - Coats for Kids
 - Food for Families
 - Soccer Challenge
 - Hockey Challenge
 - Free Throw Championship



Best Practices

Use the Online Tools

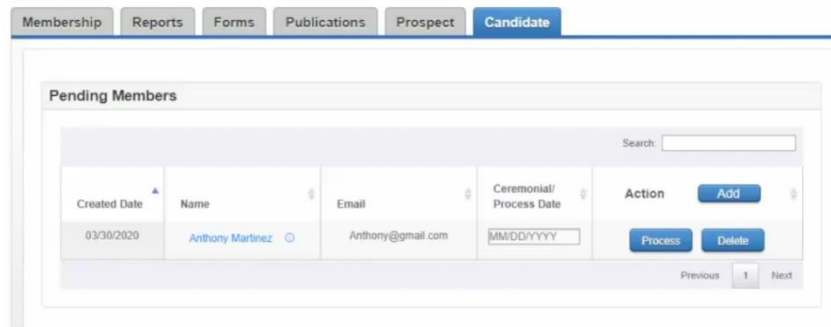
- Online members get first year free:
MCGIVNEY2020
- Prospect Tab- enter degree date and transfer
- Online form 100 for prospects, new members and transfers
- On line zoom degrees and on-demand degree
- Engage prospects right away!



Best Practices

On Line (Digital)Form 100

- Feature available to GK and FS in officer's on line
- Councils can add members electronically to their council without submitting a paper form
- Video instruction available on MNKnights.Org
 - [Explanation on State Website](#)



The screenshot shows a web application interface with a navigation bar at the top containing tabs for Membership, Reports, Forms, Publications, Prospect, and Candidate. The 'Candidate' tab is selected. Below the navigation bar is a section titled 'Pending Members' which includes a search bar and a table. The table has columns for Created Date, Name, Email, Ceremonial/Process Date, and Action. A single row is visible with the following data: Created Date: 03/30/2020, Name: Anthony Martinez, Email: Anthony@gmail.com, Ceremonial/Process Date: MM/DD/YYYY, and Action: Add, Process, Delete. There are also 'Previous' and 'Next' navigation buttons at the bottom of the table.

Created Date	Name	Email	Ceremonial/Process Date	Action
03/30/2020	Anthony Martinez	Anthony@gmail.com	MM/DD/YYYY	Add Process Delete



Pending Members

Search:

Created Date	Name	Email	Ceremonial/ Process Date	Action
03/30/2020	Anthony Martinez	Anthony@gmail.com	<input type="text" value="MM/DD/YYYY"/>	<input type="button" value="Add"/> <input type="button" value="Process"/> <input type="button" value="Delete"/>

Previous 1 Next



New Council Development

A Council in Every Parish –
Every Catholic Man Invited



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New Council Development

Goals

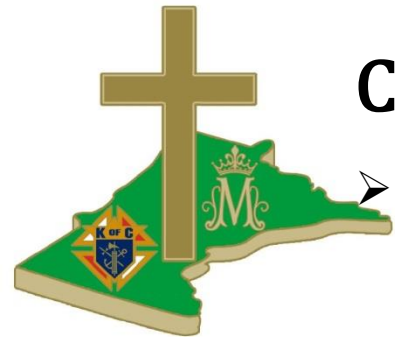
- 3 New Councils

Approach

- Leverage Roundtables to find opportunities
- 467 parishes out of 683 with no coverage (Council or RT)
- We are strongest in Archdiocese and St. Cloud
- 2/3 of parishes in other Diocese do not have Councils

Contact

- GA Lloyd Cybart



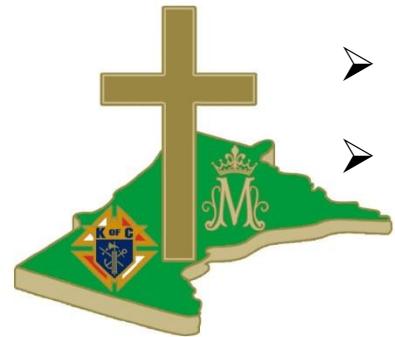
New Council Development

Targets

- Vietnamese Council – Minneapolis or St. Paul
- Fillipino Council in Burnsville
- Pan African Council
- St. Constantine Ukrainian Catholic Church N Mpls

Simmering

- St. Patrick's Edina
- All Saints N Mpls,
- The Basilica
- St. Mark's in St Paul
- St. Ambrose - Woodbury



Hispanic and College Councils

Emphasize Family
Be Role Models



Hispanic Councils

Goals

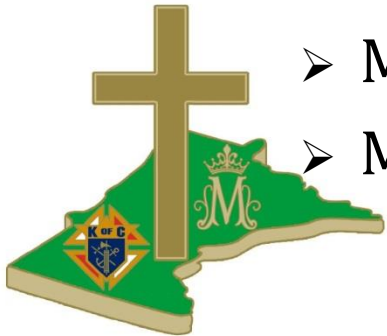
- 1 New Hispanic Council
- + 32 New Hispanic Members

Approach

- Reactivate 1 Suspended Council
- Training
- Hispanic Roundtables / increase membership
- Council and parish engagement

Contacts

- Michael Smith
- Manuel Leon-Valadez



College Councils

Goals

- 2 New College Councils, 1 by January
- + 40 New College Members

Approach

- We have a list of college Campuses to work
- Work with Board of Regents & Local Bishops
- DDs to identify additional opportunities / contacts

Contacts

- Dave DuPaul



On Line Membership

It's so easy....they can join on their
phones



On Line Membership Goal

State's 2021 – 2022 Goal (TBD)

298 Online Members

28% of New Member Intake (1050)

YOU ARE BORN
A MAN.
YOU BECOME
A KNIGHT.



Join today. Visit KofC.org/JoinUs

Preferred Council # _____

Why Join?

- Exclusive access to knights.net and a subscription to our *Columbia* magazine
- Online resources to guide you in the practice of prayer, devotions and spiritual formation
- A trained and dedicated brother Knight field agent assigned to your family
- Exclusive eligibility to purchase Knights of Columbus insurance and retirement products for you and your family
- Access to select KofC events and programs in your state

Join today. Visit KofC.org/JoinUs

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#10536 Card



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Online Membership

Online Membership kofc.org/joinus

- Not a data entry portal
- Members must sign up and agree to all statements in the process themselves
- Online membership requires a member to join with full knowledge, consent, and active participation in the process. As a reminder, if an individual does not truthfully answer all application declarations, his membership in the Knights of Columbus is void.”



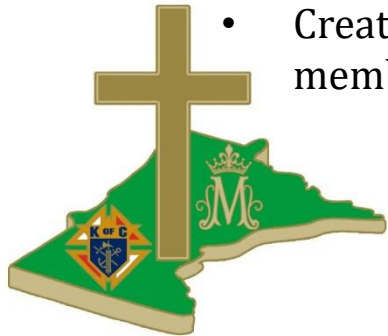
Online Membership

REQUIREMENTS:

- Every man who joins online needs to access kofc.org/joinus from a compatible device, personally complete the online application testifying to all the attestations, and submit the online application himself.
- When possible, the member should use his own compatible device.
- The member must use their own valid email address when completing the online application.

NOT ALLOWABLE:

- Completing the online application for a member even if they have asked you to do it for them.
- Collecting information from a proposed member on a form 100 or prospect card and using the information to sign the member up for online membership.
- Creating an email account for a member so they can complete the online membership process.



Online Membership

On-Line Membership

- Every prospect can join on line at KofC.org/joinus in about 10 minutes.
- No easier way to join the Knights of Columbus
- Show up on Council and District Prospect tab in officer's on line after joining
- Council enters degree date to transfer into Council

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Online Membership

More Info and Assistance:

State E Member Chairman:

IPSD - Marc Peters

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Summary

Goals

Best Practices

New Council Development

Hispanic and College Councils

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