

**LEADERSHIP
GUIDE for
Membership
Recruitment**

In Solidarity
With Our
Priests

125
YEARS
1852-2007



FOR THE SOCIETY OF ST. JOSEPH
AND THE SOCIETY OF ST. ELIZABETH
MEMBERSHIP RECRUITMENT

INTRODUCTION

As we move down the paths of our lives, there are moments that define us and become indelible parts of our memories. It could be a wedding, the birth of a child, the passing of a loved one, or something as simple as a sunset. These are the experiences that add up to become the sum of our lifetime's experience.

For the 2007-08 fraternal year, your council is asked to show qualified men that becoming a member of the Knights of Columbus will be the "Experience of a Lifetime." This campaign theme mirrors the goal of the Knights of Columbus to make a difference in the lives of our members and potential members and their families by offering them the opportunity to be of service to our Church and our communities.

There is a place in the Knights of Columbus for every qualified man, whether he has a huge amount of time to volunteer or only a couple of hours a year. Regardless of what his interests

are, the Order has something to offer him. As we continue the celebration of our 125th anniversary under the theme of "Faith in Action," we endeavor to expand the vision of our founder, Father Michael J. McGivney. His vision gave birth to an organization that today numbers more than 1.7 million members in over 13,000 councils throughout the world. In 2005, for example, we donated more than \$139 million dollars and gave over 64 million volunteer hours to charitable and Church-related causes. Continue our 125th anniversary celebration by inviting qualified men to join the Knights of Columbus in what will be for them the "Experience of a Lifetime." Councils that conduct more degrees will find that they conduct better meetings. Councils with better meetings will have more members attend. More attendance at meetings brings more new recruiters to the forefront. Simply put, more Knights means a better Church and a better world.

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RECRUITMENT DRIVE ACTION PLAN

Recruiting new members and their participation in the First Degree is essential to the continued growth and well-being of your council and the Order. Offering a man membership in the Knights of Columbus gives him the opportunity to improve his own life and his community. While growing closer to his family and his faith, membership allows him to experience the fraternal bond that Knights share. For your council's recruiting efforts to succeed, you need to develop a plan of action and follow through on it. Use this "Action Plan" to develop recruitment strategies that reflect your council's strengths and can be implemented to execute a successful recruitment campaign.

July: Officers Challenge

At the start of the new fraternal year, during this normally slow summer month, give your recruitment efforts a jump by participating in the Orderwide "Officers Challenge." Under this challenge every council officer is urged to recruit at least two new members during July and August to set the example that recruitment is everyone's job.

An organizational meeting is not complete until the council officers know the ceremonial process for advancing members in the Order. Degree officers need to practice as a team to be prepared to advance newly-recruited council candidates. Schedule and plan to have at least one First Degree ceremonial available for candidates. Coordinate your dates with those of surrounding councils. Work with your district deputy to either host or participate in at least one First Degree each month.

Order supplies of the special 125th Anniversary First, Second and Third Degree Membership

Certificates (#268, 269, 270) available from the Supply Department, in English, French, Spanish and Polish.

August: Join Our Family

The Knights of Columbus is all about families. Our annual celebration of Family Week (Aug. 11–19, 2007) is a terrific opportunity to bring not only your council's families together, but to also invite the families of prospective members. Have recruiters ready to talk to the prospect about the Order and your council. Schedule, host or participate in a First Degree commemorating important anniversaries of Father McGivney, especially around the anniversaries of his birth (Aug. 12) and death (Aug. 14).

September: Prospect Awareness Month

In preparation for the Orderwide Recruitment BLITZ in October, start advertising your event in September. Contact local newspapers, cable television and radio stations and ask them to consider running an article on your council. Prepare a press release about your council (when formed, names of current officers, number of members, outstanding service programs for the Church and community, when your recruitment drive is scheduled, who to contact to join, etc.). For more information on working with the media, consult the *Getting Your Message Across: Public Relations & Publicity Guide* (#2235) included in the "Surge ... with Service" kit. Additional copies are available from the Supreme Council Supply Department. Make certain that the degree officers are available and practices are ongoing to present the next scheduled ceremonial.

October: Orderwide Recruitment BLITZ!

The Knights of Columbus Membership Recruitment BLITZ is a proven strategy for successful recruitment. Plan on holding a membership recruitment BLITZ at your local parish on the weekend of **October 6-7**. Once your BLITZ is done, have an open house scheduled to follow up with your prospects and to inform them and their families about your council and the Order. Also, schedule a First Degree exemplification to immediately bring these new members into the Knights of Columbus. Host a degree within two weeks of the BLITZ on a meeting night, and then if all candidates recruited cannot make the weeknight presentation, plan one for weekend day. On a designated Sunday, you might want to plan a Communion breakfast and a First Degree exemplification in conjunction with a parish Mass.

November: Turn Those Prospects into Members / Open House

In November make sure that your council joins in the Every Council Active Challenge. Through this challenge, each council is asked to have a net gain of at least one new member during the month. To accomplish that and more, follow up on the prospect list you put together through your council's recruitment BLITZ. Remember that new candidates should not have to wait long or travel far to join your council. Start by contacting each prospect and inviting him and his family to the informational open house set up in October. This is the perfect opportunity to let these potential members and their families learn about the benefits of being a Knight of Columbus. Confirm plans and degree team officer availability for December degree exemplifications. Make certain that transportation to and from the degree is provided; a candidate should never travel to a degree alone. First Degree exemplifications in early December are generally more successful and better attended than those later in the month. Verify that each and every prospect has in fact been contacted, and followed up with, so that he to can participate in the benefits of membership. Celebrate December as the month Father McGivney was ordained a priest.

December: Orderwide First Degree

Share the joy of the Christmas season with an Orderwide First Degree and bring in a new Knight before Christmas. Conduct a First Degree Exemplification along with councils throughout the Order on **December 9**. Extend a special invitation to your new members to your Christmas social and follow it with Mass.

January: A New Year — A New Knight

What better way to kick off the new calendar year than by recruiting and hosting a First Degree so that a new Knight can join your council? Council officers are encouraged to be "recruitment active" during January to once again set the example for their entire council. New members bring fresh ideas and new perspectives to existing councils, events and programs. A new member or two are just the thing your council needs. Council officers are also encouraged to participate on or form a council First Degree team.

February: Ask 1 2 B 1!!!!

"Are you carrying a Form #100 right now?" That's the question being asked of every Knight during February. Recruitment and participation in a First Degree of new members is of vital importance to your council and the Order as a whole. It's up to every Knight to offer membership in our organization to every qualified man, and for the council to host frequent degrees. The only way to recruit a new member is if you have two Form #100s with you at all times — one to recruit with and one for another member who doesn't have one.

March: Blitz II

March "Recruitment Madness" is upon us and it's time once again for an all out membership BLITZ! Start planning early for your BLITZ on the weekend of **March 29-30** and keep your local media notified of your council's efforts. What better way to observe the conclusion of our 125th anniversary celebration on March 29, 2008 (**Founder's Day**), than to bring new members into the Knights of Columbus? These new Knights will help write the next 125 years of history for the Order. To join though, the First Degree team must

be prepared and present a professional and proficient ceremonial that teaches the vision of Father McGivney.

April: Ask RCIA

The Rite of Christian Initiation for Adults (RCIA) is the means by which adults look into joining the Church. RCIA candidates learn about the Church and how service to one's fellow man is the best way to enact his faith. Invite these new Catholics to join the Knights of Columbus. Spring, as the season of rebirth and renewal, is also a great time to invite former members and inactive insurance members to consider once again becoming one of us. New members are a potential for new and additional back up members on the council's First Degree team. Councils need to make certain that there is depth in the "bull pen" so that a degree is never held up due to the lack of team members. Remember, the degree must go on!

May: Conduct an Open House

As we near the end of the fraternal year, now is a great time for one last recruitment effort. Hold an open house and invite all of the candidates left on your prospect list (including any prospects from your March BLITZ not yet contacted, RCIA candidates, and inactive insurance and former members who have not yet been approached).

Have teams of husband and wife recruiters on hand to tell prospects and their families about the benefits of membership in the Knights of Columbus. Extra degrees need to be conducted in May to help the council attain STAR COUNCIL for the fraternal year. The month of May is not the time for the degree officers to rest; it is time to go into high gear. Make certain that all previously interested prospects are turned into First Degree members.

June: Calling All Fathers!!!!

On Father's Day, June 15, we honor our fathers and the role they play in our development as persons. Honor these men who are leaders of our families by asking them to join an organization that is focused on serving both the Church and its families. Include our spiritual fathers in your efforts also by offering membership in the Knights of Columbus to every Catholic priest. Make certain that First Degrees are scheduled for both June and July to help bring in the college students that have returned home for the summer break.



“ When we volunteer, we are exposed to stories where people tell us how they have lived, stories perhaps we would not hear if not exposed to other ways of life. ”

LEAD YOUR COUNCIL'S RECRUITMENT EFFORTS

Recruiting can be as simple as one Knight asking a qualified man to join. Ultimately it comes down to bringing new members into our Order. To help your council reach the largest number of potential Knights, you will find in this section some basic recruitment strategies.

Set a series of dates to conduct the First Degree ceremonial in your council, and also be aware of when neighboring councils and districts have degrees to which you can take candidates. Work with your membership committee to decide which strategies work best with your council's goals and resources. If your council is active in our local parish and you have the pastor's support, church drives might be the best way to maximize your efforts. If you have a strong visible presence within your community, open houses are probably the best way to show prospects what your council is all about.

As an officer of your council, your role in recruiting is to lead by example. Always hand carry Membership Documents (#100) with you and be prepared to ask a qualified man to join. Have two or more with you at all times, and be in the forefront of all your council's recruitment efforts. Through your leadership by example your council members will see that recruitment is your top priority and our Order's top priority in keeping the Knights of Columbus strong and growing.

Make certain that your council can host or participate in a local First Degree ceremonial at least once every month, and more often when many candidates are recruited. Remember that recruited candidates are anxious to join; do not make them wait long periods of time or make them travel long distances unaccompanied to join. It is just proper protocol.

RECRUITING TECHNIQUES TO BUILD ON

A Guide to Membership Recruitment

Next to your leadership and the enthusiasm of your members, the most important resource available to your council in planning a membership recruitment strategy is the "How to ... Succeed at Membership Recruitment" booklet (#2769).

This booklet is a step-by-step manual that lays out basic plans for membership recruitment. It provides suggestions for planning and carrying out successful membership recruitment programs, including how to:



#2769

- Conduct an effective Membership Blitz
- Organize a membership action plan
- Organize your membership committee
- Build a prospect list
- Recruiting using the 2-on-1 team concept
- Hold a church drive
- Conduct an open house
- Organize an "in-house" open house
- Conduct a membership invitation program
- Recruit former members
- Promote the insurance program of the Order
- Use an Admission Committee
- Schedule and conduct First Degree exemplifications
- Recognize council recruiters
- Order supplies and videos
- Describe the benefits of membership

Get your Membership Committee Organized

Like in any project, planning is the key to your council's membership drive. Start with getting your membership committee organized and moving forward. When looking for members to serve on this committee choose Knights who are enthusiastic about the Order, are detailed-oriented, good planners, and willing to follow through on projects. Also, any members with sales experience, have worked in advertising or marketing, and are comfortable speaking in front of people would be great additions to your committee. Ask your field agent to be a part, or at least offer advice to your membership committee. Follow these steps in setting up your membership committee:

- Refer to the "Membership Committees" and "Membership Activities" section in the *Surge...with Service* manual (#962).
- The grand knight appoints a membership director to oversee all membership programs and recruitment activities.
- Upon recommendation of the membership director, grand knight appoints a membership committee of three or more Knights. Select successful recruiters or sales-oriented members.
- Membership director and recruitment committee members form two-man recruitment teams.
- The grand knight, upon recommendation of the membership director, appoints a retention chairman and committee.
- The grand knight appoints an insurance promotion chairman, preferably the council's insurance agent.
- The membership director, committee chairmen and committees set goals and plan specific recruitment, retention and insurance promotion activities for the entire year.
- Plan a full schedule of First Degree exemplifications.
- Identify and schedule recruitment methods that

best suit your council's needs and goals; Membership Blitz, church drives, open houses, team recruiting, etc.

- Set membership goals (exceed quota, achieve Star Council, win Century Club, break previous council recruitment record, etc.). Refer to Supreme Council Awards section (page 40) in the *Surge...with Service* manual.
- Get the ENTIRE council involved. Those who don't recruit directly can identify/suggest prospects.

Make a Prospect List

Once you have your membership committee together and your goals in mind, identify who your potential members are. Focus your efforts by putting together a list of these prospects. Here are some ways to add names to your council's list of potential members:

- Approach local pastors to obtain their parish's rosters.
- Obtain a listing of former council members from your financial secretary or the Supreme Council Department of Fraternal Services.
- Order a zip code listing of inactive insurance members and former members in your council from the Supreme Council Department of Fraternal Services. Requests for these listings should be submitted through your state deputy.
- Consider active parishioners — ushers, choir members, lectors, etc.
- Put priests, deacons and seminarians on your council's prospect list.
- List co-workers, neighbors and friends.
- Contact local police and fire departments to obtain the names of eligible civil servants.
- Include 18-year-old Squires, high school graduates and college students.
- Add fathers, sons, brothers, nephews, cousins, in-laws, grandfathers and grandsons.

Encourage all members at council meetings to complete a Prospect Referral Card (#921)

available at no charge from the Supply Department. Completed cards should then be given to the membership director for follow-up. Once the list is completed, divide it up and get to work recruiting.

Promote Fraternal Benefits

Why join the Knights of Columbus? If you can provide a good answer to that question then you are more than halfway to recruiting a man into our Order. The Knights of Columbus has many benefits for members and their families that potential Knights, and current Knights, need to know about.

One of our most important benefits for members and their families is the Order's insurance program. An annuity program that enables a member and his spouse to provide for retirement through tax-deferred savings is also available. The K of C insurance program is rated AAA (Superior) by Standard & Poor's and A++ (Superior) by A.M Best. To help promote the program, be sure to introduce your council's insurance agent at all council meetings and functions. Also, ask the agent to conduct frequent Fraternal Benefit Nights for members and their families.

The Order also offers other fraternal benefits for Knights and their families who participate in the insurance program. The Orphan Fraternal Benefit endows an \$80 monthly allotment for orphans of eligible families, and up to \$7,000 in college scholarships. The Family Fraternal Benefit pays — for eligible families — \$1,500 for the child who dies before the age of 61 days; pays \$70 for the child who is stillborn at least 20 weeks after conception; and offers guaranteed-issue insurance up to \$5,000 for any otherwise uninsurable child under age 18. The Fraternal Benefits brochure (#2761) fully explains the Orphan and Family fraternal benefits.

The Order's Member/Spouse Fraternal Benefit provide free accidental death coverage for all members in good standing (who belong to a council in good standing) and their spouses, regardless of whether they participate in the Order's insurance program. The Member/Spouse Benefit brochure (#2773) provides a complete explanation of this program.

Here are some additional benefits available to Knights of Columbus members:

- Scholarships and fellowships for members and their families as well as for seminarians. See the *Financial Aid to Education* booklet (#951) for more information on the Order's full line of scholarships.
- Every Knight has the opportunity to join the Fourth Degree, the Order's patriotic arm.
- Each new or readmitted member receives a K of C rosary blessed by the supreme chaplain.
- Each Knight receives a free subscription to *Columbia* magazine.
- A daily Mass is said at St. Mary's Church in New Haven, Conn., for deceased members, their spouses and the Columbian Squires.

When talking to a man about joining the Order, the most important benefit of membership to tell him about is how being a Knight of Columbus has helped you better yourself, better your community and better the world. Tell him about what the fraternal bond between you and your brother Knights means, the pride you take in being a part of an organization that is making a difference in the Church, community and the world, and how it has helped you grow closer to your faith and your family.

Husband and Wife Teams can Increase Your Council's Building Efforts.

Increase your chances of success in recruiting new members by showing the wives of prospects that membership in the Knights of Columbus benefits the whole family by including recruiters' wives in the recruitment process during open houses, in-house open houses, church drives, or even one-on-one visits to a prospect's home.

Wife-recruiters can describe how they have benefited by their husband's membership. They should cover scholarships available to family members, the receiving of *Columbia* each month, the opportunity to buy low-cost insurance and other fraternal benefits offered to members and their families.

Wives should discuss the benefits offered by the local council. These might include the opportunity to attend council socials and other functions, membership in the council's ladies' auxiliary or another similar group, and the chance to volunteer for worthwhile service projects. She can also relate her personal experiences such as the pride taken in her husband's work and honors he receives as a Knight, and the friendships she formed with other council families.

Use husband-wife-recruiting teams to tell the whole story of what membership in the K of C has to offer families.

Conduct a Church Drive

Your parish is probably the best location for finding potential Knights. Through holding a church drive, you have the opportunity to reach a large audience of qualified men who are committed to their faith. Like any project, the success of your Church Drive will depend on detailed planning and execution by your council as well as your commitment and example as a council leader.

Start by obtaining your pastor's approval to hold a membership drive at all Masses on the target weekend. Prepare an announcement for the parish bulletin and ask that it be run during the two weekends before the drive.

Order quantities of Prospect Cards (#921A), Membership Documents (#100), posters and flyers such as "As Knights we not only act on faith..." flyer (#4497), "Our Future Knights..." flyer (#9116), "The Potential of a Man..." flyer (#4496), "What this organization stands for..." booklet (#4547), "Make a Difference" recruiting poster (#4498), Fraternal Membership folder (#4494), "Did You Know?" flyer (#1267), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), etc., from the Supply Department.

Distribute flyers and Prospect Cards to men as they enter the church. Leave sharpened pencils in each pew for men to use when completing Prospect Cards.

On the day of the event, post teams of two to three Knights at each church door before each Mass to distribute flyers and prospect cards. On the day of the event, post teams of two to three Knights at each church door before each Mass to distribute flyers and prospect cards.

Arrange for the pastor, grand knight or membership director to make a brief announcement before Mass, explaining the Order and encouraging men to complete the Prospect Cards and turn them in as they leave the church. Read a letter of support (if available from the state council or local bishop) or use a Sample Pulpit Announcement (#2678) available from the Supreme Council Supply Department.

Have Knights in position at church exits to answer questions from prospects, collect Prospect Cards and assist interested men in completing membership documents. Restock tables and supplies for each Mass.

After the event, deliver membership documents and completed Prospect Cards to the membership director for follow-up. Men who signed membership documents should be immediately informed of the date and time of their meeting with the Admission Committee and the next First Degree exemplification.

Follow these steps to ensure that your council's Church Drive is successful.

Membership Invitation Program

Bringing a new member into the Knights of Columbus can be just a matter of asking him to join. An efficient way of asking a large group of men to consider signing a Membership Document (#100) is to hold a membership invitation program.

Utilize your prospect list of names, addresses and telephone numbers of potential Knights to compose a listing of potential members to receive the invitations.

Next, order a supply of Membership Invitations (#2599). The invitation bears the Order's emblem and an elegantly printed request to join the Order. It also includes a space for the grand knight's signature. The invitations come with envelopes and are available from the Supreme Council Supply Department free of charge when ordered in reasonable quantities. Please use a Requisition Form (#1) when ordering.

A key to the success of this program is to keep it on a personal level. Have council officers write a brief personal note in each invitation urging the man to really think about joining the Order. Let him know in these notes that by being a part of the Knights of Columbus he can make a difference in the community and in his parish.

Get a group of members and wives together to address the invitations to each prospect and his family. The grand knight should personally sign each invitation before it is mailed to the prospects. After a week, telephone each prospect to see if he received the invitation and if he is interested in learning more about the Order. If so, arrange for a visit to his home.

As another option, rather than home visits host an informal social at your council home, parish hall, or local hall for the potential members. Invite the

potential Knights and their wives to the event. This social should include a buffet or light meal, a brief talk on the Knights of Columbus, and time for current Knights and their wives to speak with the potential members and their spouses.

During the visit/social have recruiters (possibly husband and wife teams) review promotional materials with the prospects and their wives. Make sure recruiting teams bring videos, the "Did You Know?" flyer (#1267), the Family Fraternal Benefits flyer (#2761), the Member/Spouse Fraternal Benefit flyer (#2773), *Columbia* magazine, council newsletters and other items of interest.

After explaining the Order and the benefits of belonging, the recruiters should ask the prospect to join, and assist him in completing the Membership Document (#100).

The proposer must then follow through with the recruit by escorting him to the Admission Committee meeting, his First Degree exemplification and his first few council meetings.

Informational Nights Teach Prospects About the Order

The more that a potential member and his family know about the magnificent things the Knights of Columbus does and what the Order has to offer to them, the more inclined a qualified prospect will be to join. An informational night/open house at your meeting place or parish hall is a great opportunity to let men know how the Knights can help them better themselves and better the world. Use these steps in conducting your event:

- Appoint a committee to organize your informational night for prospective members and their families.
- Set a date and time. Publicize the event in the local newspaper, online, on radio and cable television, and in your parish bulletin.
- Order quantities of promotional materials including the "Open House" poster (#9430).

- Send open house invitations to prospects and their families.
- Follow up the invitations with a telephone call, confirming that the invitation was received and the prospective family will attend.
- Arrange a display of council scrapbooks, awards, programs and activities.
- Assign each prospect attending to a recruiter who will act as a host throughout the event.
- Make sure that the prospects have transportation to the First Degree.
- Notify the prospects of future meetings, events and Second and Third degree exemplifications.
- Plan the program:



#9430

- Have a welcoming committee greet guests.
- Introduce the council officers and other members.
- Have the grand knight and/or membership director explain the goals and organizational structure of the Order and your council.
- Ask your insurance agent to cover the full line of benefits available to members and their families.
- Show promotional productions such as *Experience of a Lifetime*, *Founding to Future*, or *The Life and Legacy of Father McGivney*.
- Consider having light refreshments at the end of the program.

Once He's Joined, Keep Him Involved

Proposing a new member is a terrific achievement. But, turning over a completed Membership Document (#100) to the grand knight is not the end of the job. A proposer needs to maintain a personal relationship with the new

Knight to see that he is integrated and stays involved in council activities. There are several steps proposers can take to ensure this.

- After signing up a prospect, explain to him that the council's Admission Committee will examine his qualifications for membership. Accompany the prospective member to the Admission Committee meeting. Introduce him to the members present.
- Once the prospect has been accepted by the council, escort him to his First Degree and remain with him throughout the event. Introduce him to his fellow council members after the exemplification.
- Take the newly initiated member and his family under your wing. See that he learns council procedures (such as meeting times, committee assignments, etc.) and meets other council members. Accompany your recruit to his Second and Third degree exemplifications and stay with him throughout the day.
- Introduce him and his family at council events. Encourage him to involve his family in council-sponsored activities.
- Always make it a point to contact the new member before each council meeting and bring him to a meeting if necessary. If the new member becomes inactive in council activities, try to find out why. Call and ask to visit with him. Explain your concern about his absence and offer support or assistance. If the Knight becomes in danger of being suspended, his proposer should work with the retention committee to find out the reasons for his lapsed interest and to work to conserve his membership. With a little personal effort you can help guarantee that your recruit become not only an active member of the Knights of Columbus, but a member for life.

WHAT YOUR COUNCIL NEEDS FOR A BLITZ

To make your BLITZ a success you will need the right tools. Here is a quick guide to what every council needs to have on hand for their recruitment BLITZ:

Prospect Cards (#921A):

These 3”X 5” cards help councils collect the contact information on prospects in a very unobtrusive manner. They serve as a great recruitment tools to place in pews before Mass, having prospects complete them and then they can be collected after Mass.



#921A

Did You Know? flyers: (#1267):

This flyer details 24 interesting facts about the Knights of Columbus. From the creation of the \$20 million “Knights of Columbus Vicarius Christi” Fund for the Holy Father, to providing the entire budget of the Natural Family Planning offices of the United States and Canadian bishops, the Knights of Columbus is the epitome of charity and being a member is being a part of all that the Knights do.



#1267

Membership Documents: (#100):

This is what it is all about: getting those prospects to sign up and join you as brother Knights. Next stop — the First Degree, and then your prospects and their families can start being active within the council and in the Order as a whole.



Form #100

“The Greatness of a Man” flyer (#4496):

This flyer gives a quick overview of the Knights of Columbus, explaining how the Order was created to unite men in their faith and help them in times of need, as well as how the Order offers many opportunities for men to grow in service to their faith, community, family and youth.



#4496

Please also refer to pages 20 and 21 of this guide for a complete listing of materials. As always, feel free to customize your order to obtain those flyers that you feel will best attract prospects in your area.

Focus On Former And Inactive Insurance Members

Former and inactive insurance members are men who once thought enough of our Order to join it. Because of their knowledge of the Order, these men are perfect recruitment prospects. During the “Experience of a Lifetime” campaign, focus on these former and inactive members in all monthly recruitment efforts. Listings of former members and inactive insurance members are available (in zip/postal order) from the Supreme Council Department of Fraternal Services. These listings can be obtained either as printed labels or on a computer diskette. Once you obtain your listing, review it for updated information like changes in address and Catholicity.

Here are some ideas on how to recruit former members:

- Appoint a special committee specifically to recruit former members.
- Obtain lists of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain K of C insurance policies) from the Department of Fraternal Services. Check with financial secretary for additional names and most recent addresses.
- Review list to determine former members known to be in area and still eligible for membership.

“ The Knights of Columbus is a great opportunity for you to meet other devout Christian men, go out in the neighborhoods and help your community benefit. ”

- Prepare information to present to former members, highlighting changes, new programs, activities, member benefits and council achievements.
- Order your recruitment materials. *(Please refer to page 20 of this guide for a suggested list of recruitment materials.)*
- Contact each former member by phone to arrange a personal visit or invite them to a reception for former members.
- If conducting personal visits, follow procedure for recruitment teams, tailoring presentation to highlight new changes and new benefits, etc.
- Refer to the Membership Procedures section of the *Grand Knight’s Handbook (#915)* for proper procedures for recruiting former members.
- Ask every former member visited or those at the reception to sign a Membership Document (#100) to renew their membership.

NOTE: Reactivating inactive insurance members qualifies council for both membership and insurance additions toward Father McGivney Award and Founders’ Award quotas.

NOTE: Reinstatements, readmissions or reapplications qualify council for membership additions for Father McGivney Award.



ORGANIZING THE

B



When your council wants to maximize its recruiting efforts and build enthusiasm among your members to recruit, you need to call for the BLITZ! The membership BLITZ is an all-out effort to canvass a local parish on one weekend and then initiate the new members two weeks later. Follow these five plan phases to help your BLITZ be a success:

Phase 1: The Preparation Phase

This phase begins with the council obtaining the pastor's permission to conduct a BLITZ during a specific time that is targeted and to get the event advertised in the bulletin. This is also a great time to get the priest on board with the council as a membership recruitment assistant. The next portion of this phase is to order recruitment materials from the Supreme Council Supply Department, allowing 4 to 5 weeks for materials to be shipped to the council. After the materials are ordered, the council needs to begin lining up members to assist with the BLITZ. Utilize the professional skills of your council's field agent in executing your BLITZ.

Phase 2: The Execution Phase

Before Mass, set up an information table at the church doors. Have plenty of Prospect Cards and pencils on hand to distribute to each man as he enters the church. With the pastor's permission, arrange for a membership recruitment announcement to be made before or after Mass by either the priest or the council's grand knight. After Mass, have Knights on hand to answer questions and to collect Prospect Referral Cards as men leave with their families.

Phase 3: The Follow-Up Phase

Within 48 hours, personal contact must be made with every prospect that you collected during the second phase. Be sure to inform these prospects that you will be conducting an informational seminar and give them the date, location and time. Offer transportation if that is a limitation, and be sure to invite the prospect's family so they can see the benefits that they receive as a family member of the Knights of Columbus.



Phase 4: The Orientation Phase

Organization is the key to this phase's success. To be appealing to prospects, your informational session needs to be focused, organized and move along at a steady pace. Have plenty of Knights of Columbus and council-related recruitment brochures on hand for prospects and their families. Request that your council's chaplain start the event with a prayer and some words about the Order and its mission. Show one of the informative videos available from the Supreme Council. Have your grand knight or another officer make the requirements for membership known and then offer each prospect a Membership Document (**#100**) to fill out before the event's conclusion. Have council members available to answer questions and help prospects complete these forms. Conclude the event with some light refreshments and personally inform the candidates of the date of the next First Degree.

Phase 5: The First Degree

Hold frequent First Degree exemplifications. During the BLITZ efforts a candidate should not have to wait longer than two weeks after your informational session for the First Degree. Contact the candidates and remind them of the degree date. Make sure they have transportation. Prior to your degree, order new member 125th Degree Certificates (**#268, 269, 270**) from the Supreme Council Supply Department to recognize your new Knights during this milestone of the Order. After the degree is over, don't let the new Knights leave without planning to attend both the Second and Third degrees and having the Shining Armor Award explained to them.

Recruit 18-Year-Olds

For your council to remain strong and continue to grow and serve the Church and community, you need to recruit enthusiastic members with fresh ideas and energy. To help rejuvenate your council, focus on recruiting young men turning 18-years-old — especially those graduating from the Columbian Squires program. Let these young men know that the Knights of Columbus is not just for their fathers and grandfathers, but that it also has many things to offer them. Here are some ideas on how to recruit 18-year-olds:

- Identify 18-year-old prospects — sons and grandsons of members, Squires, parishioners and seniors at the local high school.
- Conduct an invitation program aimed directly at 18-year-old men; explain activities and events (council teams, the opportunity to serve the community, the fraternal bond that membership officers, etc.) that would interest them.
- Conduct a council informational night or open house especially for Squires and 18-year-olds. Inform them of programs and activities that will appeal to them the most — athletics, Free Throw Championship, and community service projects.
- Conduct awareness programs about membership in the Knights of Columbus for Squires and their fathers.
- Create a special incentive for fathers who recruit their 18-year-old sons into the Order during the year.
- Conduct First Degrees throughout the year aimed at initiating 18-year-olds into the council, thereby encouraging them to join with their friends.
- Arrange for birthday cards to be sent to all sons of current members, Squires and any 18-year-olds from the local parishes and high schools, and invite them to join the Knights.



“ When we volunteer,
we are exposed to stories
where people
tell us how they have lived,
stories perhaps we
would not hear if not
exposed to other
ways of life. ”

A NATURAL PROGRESSION — SQUIRES TO KNIGHTS

Does your council need young, enthusiastic members who are familiar with the tenets of the Order, dedicated to serving the Church and community, and have excellent leadership skills? If the answer is yes, then look no further than your local Columbian Squires circle as a potential site from which to recruit these young men.

The 25,000 Squires in more than 1,300 circles sponsored by Knights of Columbus councils and assemblies are learning the skills and attitudes they'll need to better themselves and the world. By the time Squires turn 18, they have learned and used the skills of leadership, recruitment, fund-raising and programming. When the time comes for these young men to move from their Squires circle into a Knights of Columbus council, they already have years of experience in Columbianism.

Every year, nearly 5,000 Squires will turn 18-years-old, making them eligible to become Knights. It should go without saying that every Squire should be invited to join the Order; it's a natural progression. Just as we want to continue to grow in the Knights of Columbus, growing the Columbian Squires is a vital aspect of our future.

If your council sponsors a circle, ask any graduating Squire to consider joining your council. If your council does not yet sponsor a circle, think about starting one as an investment in the young Catholic men in your community and the future of your own council.

For more information on starting a circle, order the Squires information kit online at www.kofc.org; in the "For Officers" section, click "Forms" and "Council," and submit the Columbian Squires Inquiry Kit Order Form (#2935). This form is also in the *Council Report Forms Booklet* (#1436).



“The Knights of Columbus has changed my life. I started to think about the way I was living my life, and now I try and do more and give more.”

“IN SOLIDARITY WITH OUR PRIESTS” Program Outline

July/August: Father Michael J. McGivney

Get your campaign off to a fast start by holding a First Degree to honor Father McGivney during July and August. This will help your council become “recruitment active” early in the calendar year and the campaign kickoff, while leaving enough time to get a good start on your fraternal year recruitment quotas.

September/October: Chaplains

During these months, hold a degree in honor of the men who follow in the footsteps of our first Chaplain Father Michael J. McGivney. The chaplain is the spiritual guide closest to the Knights of Columbus council. As part of this degree acknowledge your honoree’s accomplishments and years of service as a priest, a member and as a chaplain. Possible honorees include Supreme Chaplain Bishop William E. Lori, your council’s chaplain, former chaplains, diocesan chaplains, and state chaplains.

November/December: Parish Pastors

Parish priests give us the sacraments of our salvation. Knights of Columbus councils are parish-based, and the bond between pastor and council is characterized by solidarity. Honorees for degrees during this period should include pastors, assistant pastors, and retired pastors.

January/February: All Clergy

Hold a degree in honor of any and all other priests whose ministries serve to inspire and teach us as members of the Knights of Columbus. Potential honorees include diocesan administrators, hospital chaplains, military chaplains, missionaries, priests in social service, chaplains, instructors, administrators and any other priests.

March/April: Pope Benedict XVI

The Easter season is the perfect time to show our love and support to our spiritual father Pope Benedict XVI by sponsoring a degree in his honor. Tie your degree honoring the pope in with the

Mass in honor of our clergy and clergy appreciation event on or near Founder’s Day that all councils are urged to conduct. New Knights recruited during the clergy appreciation Mass and event could be brought into the Order at the First Degree in honor of the Holy Father a week or two later. This serves the dual purpose of making sure that you have recruits for your First Degree and that your recruits receive their degree immediately.

May/June: Bishops

Recognize the bishops as leaders of the local clergy by holding a degree exemplification in their honor. Possible honorees for this degree include the bishop of your diocese, bishops in your state/province, retired bishops, and auxiliary bishops.

Present your degree honorees with the “In Solidarity With Our Priests” clergy appreciation certificate (#4362) or the First Degree honoree certificate (#271).

The 24-Hour Knight

Today’s young man faces many commitments. From his duty to his family to his obligation to his work place, there are constant calls on his time. How many times have your council’s recruiters heard the reply: “I don’t have much time to give to the Knights, so why should I join?” It’s a common concern among many prospects that they just don’t have the time to be a part of the Order. Imagine if you were able to tell a man that if he could just give 24 hours a year to the Knights of Columbus he could make a positive difference in his community and Church. Below is an illustration of just how little time it takes to be an active part of the Knights of Columbus. Even with this minimal commitment, he can be an important part of a council and reap the benefits of what membership has to offer him and his family. When talking to a prospect about joining our Order, try breaking down the time commitment in this way:

- 12 hours a year reading the weekly parish bulletin, the state and local council newsletters, *Columbia* magazine, and surfing the state council and Supreme Council Web sites.
- 2 hours a year volunteering at the council's annual drive for people with intellectual disabilities.
- 2 hours a year attending, with his family, two council corporate Communion or prayer services at the parish.
- 2 hours a year on a council-sponsored Church, community, council, family or youth project of his choosing.
- 2 hours a year attending one council meeting. (If it's a well-run, interesting meeting he might even come back for a second.)
- 4 hours a year enjoying (again, with his entire family) a council social function such as a dinner, dance, picnic, etc.

When you present the time commitment of joining the Knights of Columbus in this way, it doesn't seem very intimidating at all. Once a man

becomes a member and sees how rewarding being a member is, he'll want to dedicate more of his time to the Order.

If your council doesn't conduct some of the types of programs mentioned above, consider implementing them or similar ones. If your council doesn't have a newsletter consider starting one — there is no better way to keep your members informed and active.

There are 8,760 hours in a year. By giving the Knights of Columbus 24 of those hours (less than .3 percent [3 tenths of one percent]), a man can be a better Catholic, a better father, a better husband and a better person. Think of the difference the Knights of Columbus can make in our communities if these men join us. We only have to let each qualified prospect know that he has the time to join and make a difference in his community and the Church in just 24 hours.

“When you have a group of guys that work together to accomplish an end, it just works. It gives you that common sense of purpose.”



SHINING ARMOR AWARD

Recruiting members into the Order is just the start of your council's successful membership growth. Your council will also need to retain these new members. One of the best ways to do this is to get new Knights active in the Order's Shining Armor Award program.

To qualify for this award, newly recruited Knights, during the first year of membership must:

- Attend at least three business meetings
- Actively participate in three service activities
- Meet with council's insurance representative
- Recruit at least one new member
- Receive their Second and Third degrees

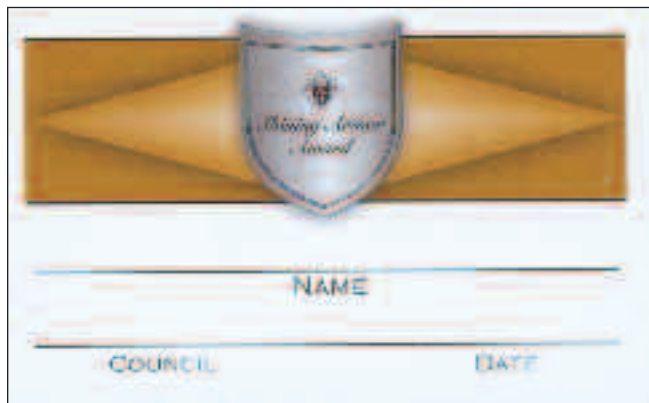


#4297

Present new Knights with the Shining Armor Qualification Card (#4292). This card lists the award qualifications along with spaces for the grand knight to verify their completion.

After the First Degree, consider having the council's insurance representative introduce the "Shining Armor Award" program and suggest that the new Knights schedule a meeting with him to get that qualification met as soon as possible. They'll soon be well on their way to becoming Knights in Shining Armor.

Once started, these new Knight will quickly move on to achieving the award, and becoming active and dedicated members of your council.



#4242



#4293



GO FOR THE FOURTH

The Fourth Degree of the Knights of Columbus is committed to the preservation of the Church, the Order, and the many nations where Knights serve. It should be a natural progression for First, Second and Third degree Knights to aspire to join the Fourth Degree.

Membership in the Fourth Degree allows a Knight to display pride in his country, while continuing to serve his community and Church.



Promote Fourth Degree membership to all members of your council. Assign a liaison from your council to your assigned assembly. The liaison serves as a means of promoting the Fourth Degree to prospective council members and can also answer any questions about the Fourth Degree at council meetings. If members are aware and informed of the Fourth Degree they are more likely to join this most visible part of the Order.

To qualify for the Fourth Degree a member must:

- Be 18-years old or older
- Be a citizen of the country in which he resides
- Have been a member of the Order for at least 12 months
- Be a member in good standing within a council.

Use these materials to help recruit members into the Fourth Degree:

The "Introductory Flyer to the Fourth Degree" (# 4544) explains the role and mission of the Fourth Degree of the Knights of Columbus to both members and non members alike. It clearly and concisely shows how the Fourth Degree supports our Faith, our Order and the Countries in which we exist.



The "A Message for Knights who Want More" (# 4135) shows current Knights that the title of "Sir Knight" is truly an honor and that by joining the Fourth Degree it will strengthen their faith and their commitment to the Order.



The "Fourth Degree Poster" (# 4545-04) suitable for posting in council halls or on church bulletin boards.



**For more information
on the Fourth Degree, contact:
The Supreme Master • 1 Columbus Plaza
• New Haven, CT 06510**

CALL IN YOUR 'PROFESSIONAL' KNIGHTS OF COLUMBUS AGENT

The Knights of Columbus insurance program is operated for members and their families and relies on council-agent teamwork for its success while providing the financial backbone for all the Order's good works.



Your council needs to work as closely as possible with its field agent. Start by appointing an insurance promotion chairman (if possible the field agent) to ensure a smooth council-field agent relationship. New officers need to get to know their field agent. Call on him to be a part of your recruitment team or to help train recruiters. Remember, he is a professionally trained salesman — utilize him!

Work with your agent to schedule fraternal benefit nights throughout the year. These are opportunities for him to describe how the Order's insurance products can help build funds for college tuition, retirement or mortgage protection. Each field agent has a free Fraternal Benefits Night kit available to him from the Supreme Council Supply Department.



Use these steps to help promote the insurance program:

- Introduce your agent at all meetings he attends. Let him know your meeting schedule so that he can arrange to attend as many as possible.
- Refer all members' questions about insurance to your agent.
- Make sure your agent has a column in your council bulletin; include his name, address, telephone number and e-mail address.
- Forward copies of every Membership Document (#100) for new and reactivated members to the general agent immediately after each First Degree.
- Encourage a good working relationship between the financial secretary and the field agent.
- Include the field agent in all council mailings and e-mails.
- Include the field agent in program planning so that the insurance program can be represented whenever appropriate.

BE A STAR

Stars (Star Council award winners) aren't born — they're made. To achieve this illustrious award your council needs to develop, implement and stick to a comprehensive action plan for membership recruitment between July and June. Follow these steps to help ensure that your council reaches Star Council status:

- Contact your council's insurance representative to develop a plan to promote the Order's insurance program, including an activity during each of the remaining months of the fraternal year.
- Make sure that the Service Program Personnel Report (#365) is filed at the Supreme Council, thereby ensuring that all key appointments will receive information on a timely basis.
- Keep your council current with Supreme and state council assessments.
- File your council's Annual Survey of Fraternal Activity Report (#1728) by January 31.

- Submit the Columbian Award Application (SP-7), for council service programs conducted throughout the fraternal year, to the Supreme Council by June 30.

For more information on attaining Star Council status order the “Shoot for the Stars” flyer (#4069) or see the “Awards” section of the *Surge with Service manual* (#962).



#4069



“ Unless you try to do something beyond what you have already mastered, you will never grow. ”

Ronald E. Osborn



SUPREME COUNCIL AUDIOVISUAL LIBRARY

To order any of the items mentioned in this leadership guide or listed in the Supply Catalog, use a Requisition Form (#1).

When completing a Requisition Form, be sure to include the council, assembly or circle number, and that the return address written on the form is printed legibly. Send promotional and gift items, and printer orders on separate Requisition Forms.

Forward all Requisition Forms to the
**Knights of Columbus, Supply Department,
78 Meadow Street
New Haven, CT 06510-3326
or fax to 1-800-266-6340.**

Please note that only orders that are to be charged to a council, assembly, circle or agent are accepted by fax. Do not mail in orders that have been faxed.

The Department of Fraternal Services offers a library of recruitment and promotional videos. These videos are available for a small shipping charge (\$3 for one or two videos and \$5 for three to five videos). The Audiovisuals flyer (#1539) includes a listing of all videos available as well as video order forms. Videos can also be ordered by calling the Department of Fraternal Services at (203) 752-4270. **Videos should be ordered at least four weeks in advance.**



#1539

Experience of A Lifetime (11 minutes) examines the Knights of Columbus through a series of interviews with Knights of different ages and backgrounds.

Sign 'Em Up (16 minutes) features members of the Order's "Very Important Proposer's" (VIP) Club sharing recruiting tips. The emphasis is on personal contact with prospects.

Nobody Asked Me (13 minutes) centers on the answer most often heard when a prospect is asked why he never joined the K of C: "Nobody asked me." Recruitment techniques and recruiter responsibilities are explained.

Two-On-One: Ten Steps to Recruiting Success (12 minutes) highlights the techniques of highly successful team recruiting.

Membership Recruitment Flip Chart (12 minutes) gives an overview of the Order's history, structure, activities and insurance program. It's especially appropriate for use during a recruitment meeting at a prospect's home.

SUPREME COUNCIL RECRUITMENT MATERIALS AVAILABLE



The “Greatness of a Man” flyer (#4496) is a conveniently sized tri-fold flyer that shows prospective Knights what the Order does for the Church, the community, for youth and families. It invites prospects to assist in our mission of making the world a better place.

The “Faith-based Recruitment” flyer (#4497) explains how prospects and their families can use their membership in the Order to strengthen both their personal faith and the Church.

The “Knights of Columbus Overview” booklet (# 4495) provides an informational look at the Knights of Columbus’ mission. This 8-page booklet is best used when meeting with parish priests, explaining the Order in hopes of either starting a new council or getting the pastor on board before a recruitment drive is conducted at his parish.

There is no future for your council or the Order without the recruitment of new members. They bring a fresh and vibrant vision for where the Knights should journey in the decades to come. Studies show that today’s youth want to make a difference for the better in the world. With this in mind, the “Our Order’s Future” flyer (#9116) explains how every council can tap into the 18-35-year-old prospect market. This age group is the future; we need to be as the service vehicle for which they are looking.

The “Make a Difference” recruitment poster (#4498) is perfect for hanging in the church hall or on bulletin boards at church entrances. It asks prospects, if they are the kind of men that can make a difference.

“How To ...” Booklet (#2769) is a step-by-step manual for planning successful membership recruitment programs.

We have a fraternal folder (#4494) that councils can use to assemble these items for presentation to prospects. It provides a consistent look that complements all of our newly designed membership materials.

The “Man That is Moved to Action” poster (#4500) urges men to join a new council that is forming in their area.

The “Experience of a Lifetime” degree certificate (#2920) can be given to each man who receives a degree during the campaign.

The “Experience of a Lifetime” degree honoree certificate (#2919) can be presented to the honoree of each degree during the campaign.

The Member/Spouse Fraternal Benefit brochure (#2773) and the Fraternal Benefits brochure (#2761) offer descriptions of the benefits K of C membership offers to men and their families.

SUPREME COUNCIL RECRUITMENT MATERIALS AVAILABLE (Cont.)

The “Community Recruitment” flyer (#4553) details how being a Knight is a great way to aid your community.

The “Targeting 18-Year-Old Prospects” flyer (#9116) contains tips on recruiting young men into the Order.

The “Open House” poster (#9430) invites prospects to your event and includes space for personalized information.

The “Recruitment Flip Chart” (#889) is a way to easily present information on the Order to a prospect and his family during a home visit. A three-ring binder (889A) to hold the flip chart is available for \$8 each.

Prospect Referral Cards (#921) give members who are not comfortable with recruiting a chance to list three men they think would benefit from Knights of Columbus membership for follow-up by your council recruiters.

Membership Invitations (#2599) can be sent to prospects asking them to consider joining our

Order.

The “What the Organization Stands For” (#4547) flyer is easy to carry and highlights the mission and values of the Order.

The “Families Come First” flyer (#4552) highlights how a Knights membership strengthens a man’s family life.

The “Consider Yourself Asked” 8 x 10 inch poster (#4564) is easy to post on any council or church bulletin board.

The “Emergency Personnel” flyer (#4582) details the benefits of membership for those qualified emergency personnel who give of themselves every day.

For a complete listing of all fraternal and insurance promotional materials available from the Supreme Council Supply Department, consult the Supply Catalog (#1264).



“ Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending. ”

Leadership and Management Skills

Effective leadership skills are not something people are born with, but are skills that are learned and developed. This section of your leadership manual is designed to be a basic reference and teaching guide for you and your fellow council officers. It outlines the basic skills needed to make you more successful in your personal, work and Order-related endeavors. Please share the information in this and all sections of this guide with your council members.

Time Management

One trait that all successful leaders share is the ability to manage their time efficiently. The ability to move steadily through tasks, set priorities and meet deadlines are tremendous advantages to leaders. Here are some tips to follow in organizing your time.

Identifying items that cause you to “lose” time:

- Telephone calls
- Personal visitors
- Meetings
- Tasks you should have delegated
- Procrastination and indecision
- Acting with incomplete information
- Dealing with team members
- Crisis management
- Unclear communication
- Inadequate technical knowledge
- Unclear objectives and priorities
- Lack of planning
- Stress and fatigue
- Inability to say No
- Desk management and personal disorganization

Once you have analyzed and pinpointed the items that consume your time, look at better ways to manage your time. Here are some strategies to consider:

1. Have clear objectives.

Setting and continually revising clear and concise objectives will help you achieve your goals. Your

success will often depend on your ability to plan and implement to achieve your objective. Your daily work should be geared toward achieving your overall goal. A list of items to accomplish each day will go a long way to help you meet your overall goal.

2. Examine how you use your time.

Make an effort to stay focused on important tasks that will help you realize your ultimate goal rather than continually reacting to what might appear to be urgent situations, but in reality are non-priorities causing you to waste time.

3. Plan to succeed.

Success begins with a plan. Knowing what you want to achieve isn't enough — you need to have a plan in place on how to achieve it. Review your plan daily and revise it as goals are met. List your priorities.

4. Review your plan.

Problems will happen. Having a plan in place will help you to spot challenges early and resolve them efficiently. Measure your progress toward meeting your goal. Also always, when the opportunity presents itself, take the initiative. Here are some quick steps you can take to manage your time more effectively:

- Always work from a daily list. This is the best and quickest way to organize yourself.
- Organize your daily list by priority. Rank each task starting with what absolutely must get done and moving down to what you'd like to accomplish.
- Don't leave e-mail sitting in your In Box.
- Don't multitask. Focus on one task at a time in order of priority.
- Know when you work best. Try to figure out at what point of the day you are at your best and schedule your most important work for that time.

- Make it easy to get started. Finishing projects is easy; getting them started is hard. Break your projects down into portions that are not overwhelming and can be accomplished on a schedule you can keep. Then get going on them.
- Dare to be slow. Sometimes a slow response time is more effective in managing your time. If you're working on your top priority, don't take the time to immediately answer incoming e-mail or phone calls. Finish the priority task and then move on.

Steps for Concise Writing

When preparing correspondence, articles for your newsletter, and other written communications, keep this advice in mind to guarantee a concise and professional writing style:

- Do not use slang or jargon.
- Avoid abbreviations. If you use an abbreviation make sure it is properly explained [example: Knights of Columbus (K of C)].
- Keep away from using symbols (such as ampersands [&]) .
- Stay away from clichés (example: Water under the bridge, etc.). If you do use them, do so sparingly.
- Use dashes to emphasize a statement.
- Double check the spelling of peoples' names.
- Numbers should be expressed as words when the number is less than 10 or when it is used to start a sentence (example: Ten years ago, my brother and I...). The number 10, or anything greater than 10, should be expressed as a figure (example: My brother has 13 Matchbox cars.)
- Place quotation marks around directly quoted speech or text and around titles of publications.
- Use short sentences.
- Proofread everything twice and then have someone else check it.

The most important thing to remember when writing is to check it thoroughly when finished. Use both the grammar and spell check on your computer, paying very close attention to every word highlighted. Do not place total faith on your computer though. Instead, you should have both a dictionary and thesaurus (printed or online) on hand to double-check everything your computer's editing tools highlight, as these tools are not always reliable.

When checking your writing, make sure it is clear and concise. Review it to be sure that it cannot be misinterpreted and that your message is clearly conveyed.

Cut down the number of words used. If you can use 10 words instead of 20 do so. Your readers' time is valuable so don't waste it with unnecessary phrases.

Organize your writing in a way that is logical moving from point "a" to point "b" to point "c." Use relevant facts to support your points and leave out information that is irrelevant. If you are asking readers to take a certain action, clearly spell out what is expected of them.

Getting Things Done

One of the most important aspects of the leadership training your council leaders receive is learning to accept responsibility for getting things done in the council. Whether it be filing paperwork on a timely basis or implementing a fund-raiser, the abilities to get work started, delegate tasks and follow through on commitments are skills these men will find useful throughout their lives. Here are some points to stress to council members:

Be Assertive: Don't wait for someone else to get things started. See what needs to be done and do it.

Ask for Advice: If you need advice, ask for it. This not only gets questions answered, it also encourages group involvement.

Offer Assistance: If you have unique knowledge or skill needed to get a job done, make them available.

Get Things Done: Be lively, resolute and determined. Work to make sure things accomplished in a timely and satisfactory manner.

Don't Take On Too Much: Over committing your time and resources will result in tasks not being done or getting completed in a sloppy manner. Don't be afraid to turn down additional work.

Tell your members when they are faced with a problem that the best thing to do is follow a step-by-step approach to solve it. First determine what the problem is. Second, check resources and collect pertinent information. Third, list potential ideas and solutions. Fourth, weigh each idea or solution and decide which is best and most practical. Finally, design a course of action using the idea or solution. Set up a timetable, assign tasks and determine what resources should be used.

Look at the Past to Plan for the Future

Take a look at the past to help plan for the future.

You and your fellow Knights can learn some valuable lessons by looking at your council's performance during the last fraternal year. This can also help you plan for the new fraternal year.

Set aside a meeting to take an honest and objective look at the council's performance. Examine all major council programs for Church, community, council, family and youth, and for membership recruitment. Here are some questions to ask:

- What were the program's goals?
- Were these goals met?
- If some goals were not met, why not?
- What parts of the program worked?
- What parts of the program didn't work?

- How much time was spent planning the program? How well were these plans executed?
- How many members participated? Are all of the council's members joining in, or are the same handful participating each time?

Besides looking at programs, also examine the way the council operates. Consider these questions:

- Was the council paperwork filed on time? If not, why?
- Were recruiting efforts successful? What worked? What didn't?
- Are members attending the meetings? If not, why? What can be done to improve attendance?

A council evaluation is a time to examine strengths and weaknesses, not to assign blame for past mistakes.

Compare the council's achievements with the Star Council Award requirements (listed in the *Surge... With Service program* manual (#962) This will show the council's standing in regards to Supreme Council programs and requirements.

After determining councils strengths and weaknesses, start planning for the fraternal year. Strive to meet the Star Council Award requirements as a way of keeping the circle on track. Also, set recruitment goals early. Work to meet the goals of the "Experience of a Lifetime" membership recruitment campaign. Establish specific goals for raising funds, charitable donations and other activities.

In planning activities look at a complete year's calendar. To what holiday celebrations do you want to tie council activities. Consult community and parish calendars to make sure council programs don't conflict with other major activities. When planning council activities always keep in mind both parish and community needs.

Start the fraternal year off by planning some summertime activities during the next few months. Use your council's summer social programs to show prospective members that the Knights of Columbus not only serves the Church and community, but that it's also a fun organization. Emphasize the social aspects of your council, but also invite prospects to your community and spiritual programs so they have a complete idea of what a council does. Make certain that the council First Degree team gets together and practices.

Good Leaders Communicate

One of the first skills capable leaders need to develop is how to communicate effectively. You and your fellow council officers will need to speak during council and committee meetings, when recruiting one-on-one or in a class in school, when explaining the Order to a community or parish organization, or as a delegate or officer at a state convention. Here are some tips on becoming a better communicator.

Fine Tune Speaking Skills: Speaking, whether it is to a group or an individual, is a skill that can be improved through practice. Reading a speech aloud in front of a mirror is a good way to become comfortable with the script before appearing in front of an audience to present it. Record it on a tape recorder and listen to the speech — adjust the tone inflection and pacing as needed.

Make Relevant Points: Use only information that's relevant and up-to-date. Nothing shortens an audience's attention span quicker than listening to numerous facts that have no bearing on the topic being discussed. Also, always be on time when appearing to speak and never go over the amount of time allotted for a presentation.

Remember to Smile: Keep a positive attitude, even when you don't agree with what's being said. Keep your emotions in check and think logically and clearly. When summarizing, don't add your own opinions.

Keep Text Brief and Clear: When writing, stick to the subject that is being covered. Don't confuse readers by adding unnecessary phrases and information.

Check Facts: Before putting anything on paper or saying it, check all of the facts to make sure they are accurate and up-to-date.

Simplicity is the Key: Avoid using confusing or unfamiliar wording when writing. Also, leave out complicated explanations that aren't necessary.

Be a Good Listener: Pay attention to what is being said by others and be courteous when they are speaking. If you get confused, never be afraid to politely ask a question. Also, always take notes that you can refer back to after the presentation.



“To achieve the impossible, one must think the absurd; to look where everyone else has looked, but to see what no else has seen.”

Appendix B

WHERE TO OBTAIN FIRST DEGREE CEREMONIAL ITEMS

Supreme Council – Ceremonials Department

1 Columbus Plaza

New Haven, CT 06510-3326

(203) 752-4346

(203) 752-4113 Fax

First Degree Ceremonials Set Requisitioned on Form #532 includes;

- Five Serialized First Degree Ceremonial Books
- Five K of C Songbooks Original Set – No Charge
- Replacement Set - \$50.00
- Damaged or worn ceremonial books will be replaced with a new set of books at no charge if all books are returned.
- Ten Candidates Kits (Original Team Formation Only)

Supreme Council – Supply Department

76 Meadow St.

New Haven, CT 06519-1759

(203) 772-2130 – ask for Supply

(800) 266-6340 – (U.S. & Canada) Fax

- Ceremonial Items are ordered of Form #1 and must have authorized signature to charge to the council statement.
 - Music #1 - CD - \$8.00
 - Candidate Kits – Item #531 - \$3.50
 - (Rosary, “How to Pray the Rosary,” Lapel Pin (PG107), Booklet – “These Men They Call Knights,” and various other items.
 - First Degree New Member Certificate – Item #268 - 25¢ each
 - First Degree Honoree Scroll – Item #271
 - Council Officer Jewels
 - *Knights of Columbus Promotional Gift Catalog*
 - Complete Set of 15 Officers Jewels– Item PG-130- \$200.00
 - (Jewels may be purchased individually.)
 - Ceremonial Baldrics – Item # 30126 (M-L), 30127 (XL-XXL), 30128 (XXXL)
 - \$25.00 U.S.
 - \$30.00 Canada
 - Minimum needed to conduct a degree is six.

All other ceremonial items and equipment are supplied by, and to be ordered from, the listed suppliers. For a list of other required First Degree ceremonial items refer to the First Degree Ceremonial Book Rev. 06/05, page 7.

Lynch & Kelly, Inc.
Official Ceremonial Supplier
23 Devereux St. – P.O. Box 342
Utica, NY 13503
USA
(888) 548-3890 Toll Free
(315) 792-4624 Fax
www.lynchkelly.com

The English Company
Official Supplier
Box 1492
Yorktown Heights, NY 10598
USA
(800) 444-5632 Toll Free
(914) 962-7430 Fax
www.kofcsupplies.com

Enterprises Roger Sauvé Inc.
Official Supplier – Canada
6546 Saint-Hubert
Montréal, Québec H2S 2M3
Canada
(514) 270-1211 Phone
(514) 270-8990 Fax
<http://roger-sauve.com>



“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

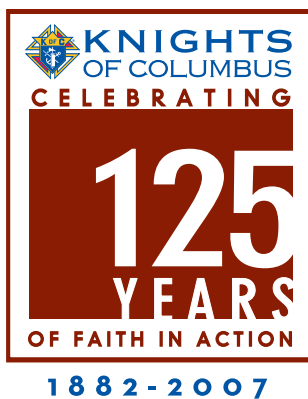
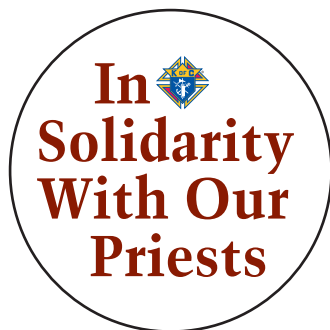
Vince Lombardi

“Do not go where the path may lead, go instead where there is no path and leave a trail.”

Ralph Waldo Emerson



KNIGHTS OF COLUMBUS



KNIGHTS OF COLUMBUS

1 COLUMBUS PLAZA ♦ NEW HAVEN, CT ♦ 06510-3326

1-800-345-KOFC or www.kofc.org