



# Knights of Columbus Arizona State Council 2018-2019

## MEMBERSHIP MEMO 2018-2019

Wow. How did we get here? Brother Knights, this is our call to duty. We all took an Oath to live out the tenants of Charity, Unity, and Fraternity. We cannot defend our Faith or live the tenants of Knighthood year after year unless we continually ask others to join in the cause. Membership Recruitment is elegantly simple, if we don't ask, they won't join us. Many of you have already answered this call, and that is a beautiful thing. Now the challenge is to get more among our ranks to do the same.

We have big Membership Shoes to fill and we need a plan to get it done. Growth of the Order is the responsibility of every Knight, and that will not change. District Deputies number one charge is to grow membership in their District. The highest honor a District Deputy can achieve is to start a New Council. The plan we have put into place will help at least three District Deputies start New Councils. Ten District Deputies will achieve Star District, and fifty Councils will achieve some level of Star Council. Bottom line, we have the opportunity to make an impact from day one by "Stepping into the Breach" as Knights.

The State Council has an aggressive, strategic, and easy to follow Membership Plan for the upcoming Fraternal Year. The plan is aggressive in the sense that it is structured to provide a fast-moving train from day one. It is strategic in the sense that it is basic and all encompassing. It is easy for the fact that it is simply a different way to look at the same concept. As the old cliché goes, we are "changing the Membership Recruitment Paradigm."

We will have a few new tools to work with this year. A State Membership Team has been created to help "cover" the State Council's Jurisdiction. Welcome and needed changes are the new "Faith In Action" Program Model and the New Star Council Requirements. After 50 years, the Knights are making major change! The Membership Team is excited to embrace this change and run with it! I would say it is extremely exciting that we get to lead that change. Another change is a New State Website that will make files, forms, spreadsheets, videos, and any resources you need for Membership Recruitment available with a click from your desk or your smartphone.

Starting July 1<sup>st</sup>...eMembership. Catholic Men will be able to join the Knights of Columbus online. A successful pilot program just concluded in Arizona, so we have a head start on the use of this great new tool. The new "Shepherd Program" will be made available to all Councils in Arizona. The program is designed to retain new members as soon as their Admission Degree concludes. I want to thank Sir Knight AJ Fifer for his work over the past two years to refine and develop this program. The "AMMP it Up" philosophy will also be a big part of what we do this year in Membership Recruitment.

Of course, we will have some Incentive Programs to make things a bit more fun. Incentives will be awarded at Council Level, and for individual achievement. We have chosen some very nice awards. Church Drives, eMembership, and getting a "Fast Start" on your Council's Supreme Membership Goals will all be part of the fun.

My Brother Knights, that is the key to our success. We should have fun being a Knight and bringing others onto the team. I am excited at the prospect of helping to lead the Knights through change, and it is my sincere hope that many of you out there feel the same.

Vivat Jesus

Kenneth White, AZ Membership Director 2018-2019

# Arizona Knights of Columbus Membership Team 2018-2019

**State Membership Director**  
Kenneth White 480-720-9314  
[membership@kofc-az.org](mailto:membership@kofc-az.org)

## **State Chairmen Team**

**Ceremonial Chairman**  
Skip Hopler 602-677-2029  
[ehopler@cox.net](mailto:ehopler@cox.net)

**Council Reactivation Chairman**  
Stan Schroeder 480-239-6452  
[stankofc@gmail.com](mailto:stankofc@gmail.com)

**Council Retention Chairman**  
Kevin McCarthy 602-684-8125  
[kevin@kmccarthy.net](mailto:kevin@kmccarthy.net)

**Membership Retention Chairman**  
Len Rheaume 602-738-5607  
[lrheaume@msn.com](mailto:lrheaume@msn.com)

**New Council Development Chairman**  
Chet Yancy 602-309-1246  
[cryancy@aol.com](mailto:cryancy@aol.com)

**eMembership Chairman**  
Larry Becker 480-760-5122  
[azlarry@cox.net](mailto:azlarry@cox.net)

**Round Table Chairman**  
Bobby Nielsen 520-349-0728  
[Nielsen200@comcast.net](mailto:Nielsen200@comcast.net)

## **Phoenix AZ Region**

Kenneth White 480-720-9314  
[membership@kofc-az.org](mailto:membership@kofc-az.org)  
[kennethallenwhite@yahoo.com](mailto:kennethallenwhite@yahoo.com)

Chet Yancy 602-309-1246  
[cryancy@aol.com](mailto:cryancy@aol.com)

John Scopollite 480-497-2860  
[John-scope@msn.com](mailto:John-scope@msn.com)

Angel Chavez (HD) 480-277-9366  
[angel.chavez@kofc.org](mailto:angel.chavez@kofc.org)

Gonzalo Ortiz (HD) 602-316-2886  
[goceceliaortiz@yahoo.com](mailto:goceceliaortiz@yahoo.com)

## **Northern AZ Region**

Pete Kloeber 928-890-7500  
[pkloeber@earthlink.net](mailto:pkloeber@earthlink.net)

John Spadaccini 617-372-3021  
[john.spadaccini@gmail.com](mailto:john.spadaccini@gmail.com)

Gary Johnson 775-313-2856  
[gcjohnson103@hotmail.com](mailto:gcjohnson103@hotmail.com)

Joe Padilla 505-264-3266  
[joeplugasu@msn.com](mailto:joeplugasu@msn.com)

## **Southern AZ Region**

Mario Vassallo 520-481-1250  
[azkofcmario@gmail.com](mailto:azkofcmario@gmail.com)

Albert Ustazewski 928-269-2027  
[albertg7@yahoo.com](mailto:albertg7@yahoo.com)

Luis Leyva (HD) 520-313-0141  
[leyva.azkofcd2@gmail.com](mailto:leyva.azkofcd2@gmail.com)

Gary Ward 520-327-1504  
[kylx47@yahoo.com](mailto:kylx47@yahoo.com)

George Sabin (HD) 520-205-1054  
Need email

Larry Powers 702-827-8135  
[lapowers1@msn.com](mailto:lapowers1@msn.com)

Matt Young 928-366-3007  
[unitmatt@aol.com](mailto:unitmatt@aol.com)

**HD=Hispanic Development**

## **Mission**

1000 in One.

We will Recruit at least 1000 New Members into the Arizona Knights of Columbus in one Fraternal Year.

## **Vision**

To create and implement a new Membership Game Plan and Membership Team that will redefine the Arizona Knights of Columbus recruiting efforts and be the foundation for a sustainable membership growth strategy that will lead to the way to 25,000 Knights in Arizona.

## **2018-2019**

### **Supreme Circle of Honor Membership Goals for Arizona**

Intake: 950  
Star Councils: 30  
Council Growth: 2 NCD (English or Spanish)  
Reactivation: 3

### **Supreme Pinnacle Award Goals**

Hispanic Council Growth: 2 NCD  
Reactivation: 1  
110% Intake: 1045  
Round Tables: 25

### **Arizona State Council Circle of Honor Membership Goals**

Intake: 1000  
Fast Start Goal: 750 by 12/31/18  
Star Councils: 50  
Star Districts: 10  
All-Star Districts: 3  
Council Growth: 5 NCD (English or Spanish)  
Reactivation: 5

### **Arizona State Council Membership Strategies**

Increase Communication via Email, Phone, Twitter, attending Council Meetings

Build Statewide Membership Team

Re-Branding of State Website

Promoting eMembership

Shepherd Program

AMMP Program

Incentives

### **Strategy One: Increasing Communication**

**Email:** Please take advantage of this great tool! You have every email address you need with regards to Membership in Arizona. You will also be receiving monthly updates via email This is your Chain of Command, please use it!

**Phone:** Most of us have phone numbers, it is okay to call!

**Twitter:** @KofCMembership is the Twitter Handle to follow. Look for pictures and messages about Knights in Action!

**Meeting Attendance:** The State Membership team will be hitting the road and increasing the windshield time among the Councils in the State. The purpose of these visits will be to provide support, training, and monitoring of the progress of the Shepherd Program.

### **Strategy Two: Build a State Membership Team**

The main function of the State Membership Team is to mentor, coach and provide whatever level of support the District Deputies in their Region need. The Team is bi-lingual in each Region, and all are experienced and successful Servant Leaders. The Team in your Region should be your first "GO-TO" Resource for any needs regarding Membership and Recruiting.

### **Strategy Three: Re-Branding of State Website**

The State KofC Website has been re-modeled and will go live on Sunday July 1. Membership information, updates, and the Monthly Newsletter will be posted on Page 3 of the new website.

### **Strategy Four: Promoting eMembership**

The eMembership Program goes live in July 2018. Please take advantage of this great new recruiting tool. This tool is a great way to penetrate remote areas for New Council Development. You can be an online Knight, and help when and where you can.

### **Strategy Five: Shepherd Program**

The Shepherd Program is an effective way to Coach, Train, Involve, and welcome new Knights into your Council. The Shepherd Program will be a main focus of the Membership Teams efforts.

### **Strategy Six: AMMP Philosophy**

**A=Altar Support M=Membership M=Marketing P=Programs (Faith In Action)**

Councils must have support from the Altar to be successful in becoming the right arm of their Parish. You must engage your Priest. Councils that actively recruit at every opportunity and build their Membership will improve their Marketing and Programs by taking action.

### **Strategy Seven: Incentive Programs**

Councils who implement Faith in Action Programs will grow and be successful for years to come.

## **Strategy One: Increase Communication**

We are just trying to make our new brothers feel like part of the council. We want and need our new brothers to become active in the works of the order for our order to continue to succeed. Each of us can make a difference as to whether or not these new members remain a member of our order, and we have a duty to do all we can to help our brothers.

### **Email**

Emails will go out to District Deputies concerning numerous topics. Some will be scheduled, most will be as needed. Emails will be informative, concise, and motivational. It will be made clear that any documents or calendar information will be regularly updated on the New State Website.

### **Phone**

Most of us have phones, so we are going to use them! The Membership Team will be making calls to their Regions District Deputies throughout the year. Calls will be to schedule meetings, training, invites to Council Business Meetings and just to touch base if a council seems to be struggling with Recruiting. If you get a message, please do the courtesy of responding.

### **Twitter and Instagram**

Twitter and Instagram are the leading social media sites for two demographics the Knights are targeting their Recruiting efforts on:

*@KofCMembership*-Twitter is the leading social media platform for adults 40 and over.

Instagram is the leading social media platform for 18-24 year old young adults.

We will use both to spread our recruiting message in AZ!

### **Attend Council Meetings**

The Regional Membership Team will make every effort to be out in the Field attending monthly Council business meetings to offer Training and Support. The team is comprised of current and past successful District Deputies who are experienced at growing The Order.

## **Strategy Two: Build a Regional Membership Team**

The main function of the State Membership Team is to mentor, coach and provide whatever level of support the District Deputies in their Region need. The Team is bi-lingual in each Region, and all are experienced and successful Servant Leaders. The Team in your Region should be your first "GO-TO" Resource for any needs regarding Membership and Recruiting.

North Region Team  
South Region Team  
Phoenix Region Team

Team Rosters are attached.

## **Strategy Three: Re-Branding of State Website**

Rollout of new site will be July 1<sup>st</sup> at noon  
State Deputy will be using the website as a main communication tool.

## **Strategy Four: Promote eMembership**

Most effective way to do this at the Council Level is to appoint an eMembership Chairman. Councils will be encouraged to create this position. It is a great way to get a Millennial vested in the Knights. We also have a new incentive that might drive people to recruit this way.

## Intake

Member Count – Over 1,900 Men Have Joined Online  
Month-by-Month Breakdown – 384 Members per Month  
Weekly Averages – 90 New Members per Week  
State Performance – Goal is 10-15% of Monthly Membership Intake

## Sources

35% have been referred by members or councils.  
20% have been referred by agents.  
30% have come as a result of our marketing programs.  
15% have come from "other" – cause unknown.  
Average age of Online Members is 43.  
65% of men who joined online have expressed an interest in joining a local council.  
17% have converted to a local council.

## Registration Refresher

Street Address  \*

Country  \*

State  \*

City  \*

Zip/Postal Code  \*

I am interested in joining a local council. ⓘ

Preferred Council #    
*If Known*

I am a former member of the Knights of Columbus. ⓘ

I have or previously held Insurance with the Knights of Columbus. ⓘ

Parish Name  \*

Parish City  \*

State  \*

How did you hear about us?  \*

## Officers Online

You can now find, track and transfer Online Members in Officers Online.  
You can **assign** online members as **member-prospects** to a specific local council based on where they live, or where they attend Church.  
If the council **accepts** that member's application for transfer, they can **complete the transfer process without submitting a Form 100**. All you have to do enter the member's first degree date in Officers Online.

***For Online Officer Training refer to eMembership PowerPoint  
Email request for presentation to : Membership@kofc-az.org***

## **Strategy Five: Shepherd Program**

### **OVERVIEW**

The Shepherd Program is implemented to help new knights feel welcome in our council, meet the members, develop the interests in and to become involved with our activities. All of which generates enthusiasm and improves retention.

Each new member of the council will be assigned a Shepherd to mentor the new brother on their journey. This mentoring phase may vary but typically will last around three months. Members will be graduated from the Shepherd program when they are comfortable with the council and are involved with an activity. Once you have been assigned a new brother to Shepherd, you must make monthly progress updates by filling out the quick questionnaire at : <http://.....>

### **MILESTONES**

- Along the way, the Shepherd will track milestones such as the ones listed below:
- Meet with our council's insurance representative.
- Attend three (3) council meeting
- Participate in three (3) council events
- Complete their second and third-degree exemplification
- Recruit one (1) new member

### **STEPS TO STRENGTHEN INVOLVEMENT**

The Shepherd will work with the new brother to strengthen their relationship to their new brothers by doing the following:

- Contact the new member a few days before each upcoming monthly meeting to remind them of the time and date of the meeting.
- They will try to ensure their new brother's attendance.
- Sit with the new member and introduce them to the other members especially the officers.
- Invite the new brother to join in conversations to help them feel a part of the group.
- Answer any questions they may have regarding the Knights of Columbus or our activities church and ministry involvement.
- Mentor and encourage each member to become involved in our events like the pancake breakfast, Lenten fish fry, stadium fundraiser, etc. throughout the season.

### **CONCLUSION**

We are just trying to make our new brothers feel like part of the council. We want and need our new brothers to become active in the works of the order for our order to continue to succeed. Each of us can make a difference as to whether or not these new members remain a member of our order, and we have a duty to do all we can to help our brothers.

Shepherd Program Guide and Forms are available via email request:

AJ Fifer  
[skajfifer@gmail.com](mailto:skajfifer@gmail.com)

## **Strategy Six: AMMP Philosophy**

**A**=Altar Support **M**=Membership **M**=Marketing **P**=Programs

### **Altar Support**

Support from the Parish Priest is crucial to building a successful council. Councils should appoint their Priest as the Council Chaplain if at all possible. This is the best way to engage your Priest. If this is not possible, then regular meetings with the Priest to determine his needs and what he expects from the Knights should be happening. Altar Support can also come in a variety of other ways:

Bulleting Announcements  
Altar Announcement  
Ministry Participation

### **Membership**

Always Be Recruiting (ABR!). Never miss an opportunity to talk about the Knights to strangers! Strangers can become Brothers. Membership growth is the key to everything that can make a council successful and sustainable.



## Strategy Six: AMMP Philosophy (Cont'd)

### Marketing

Taking action and doing things is the best Marketing Tool there is. People who see Knights in Action will want to join in! The new Faith In Action Program Model has many simple activities that can reap huge benefits and integrate a council into their Parish very easily and by practicing our Faith at the same time. We are looking for Servant Leaders in the Catholic Community. This is a great message to spread. A council will not have quality programs without marketing.

### Programs

The new Faith in Action Program Model is Awesome!

#### FAITH ACTIVITIES

**RSVP** – Support for individual seminarians and postulants. Provides financial support and emotional support and, most importantly, prayer for vocations. Participating councils receive a \$100 refund for every \$500 donated to an individual. The maximum is \$400 per individual in one year.

**Into the Breach** – Council starts reflection and study groups using the guide printed in the book. Into the Breach should be a resource and reflection piece for all councils striving to deepen their spirituality and formation.

**Marian Icon Prayer Program** – The Marian icons make their pilgrimage through each jurisdiction. Councils can coordinate with their state chair to host the icon for a prayer service at their parish, spreading devotion to Our Lady.

**CIS Domestic Church Kiosk & Series** – For \$150, councils can order the first set of books and receive a free kiosk to display the most popular CIS resources aimed at helping us to live out the Church's mission and vision for our families. Each set contains 225 books, or 15 copies of each.

**Rosary Program** – The Rosary program encourages councils to schedule rosary prayer services in their parishes and to promote devotion to the rosary in our homes and among our members. Rosary kits with rosary rings, prayer cards, and leader books are available for councils to order.

**NEW Spiritual Reflection Program (MANDATED)** – Under the guidance of their chaplain, each council plan opportunities for prayer and reflection together as a fraternity. Councils can attend a retreat or day of reflection together or perhaps organize their own event for the men of their parish.

**NEW Holy Hour** – Councils work with their pastors to organize regular holy hours of Eucharistic adoration. KofC holy hours could be particularly prepared for men, complete with preaching, a communal rosary, and prayers to St. Joseph and Fr. McGivney.

**NEW Sacramental Gifts** – Councils are present for the most important sacramental events in the lives of families. Through special gifts and prayers, a council can support the family at these times and build a closer relationship with the parish community.

#### FAMILY ACTIVITIES

**Food for Families** – Councils donate and support community food pantries, community food banks, and soup kitchens. The Supreme Council will refund \$100 for every \$500 donated, or for every 1,000 pounds of food that a council contributes - up to a maximum of \$500 per council per fraternal year.

**Family of the Month/Year** – Promoting and supporting the development of strong and vibrant families, councils establish a committee to select a "Family of the Month" each month. Recognizing families that strive to model traditional Christian family values.

**Keep Christ in Christmas** - (Posada, Poster Contest, Creche Blessing/Tree Lighting, etc) – A collection of Knights of Columbus activities that promote the season of Advent and Christmas in their proper context, centered on the nativity of Jesus. Through a variety of activities, councils promote the "true spirit" of Christmas in our homes, schools and communities, and they evangelize society through their faithful acts and celebrations.

**Family Fully Alive** - The Family Fully Alive program provides monthly themes, reflections, meditations and family projects to help each family place God and the Catholic faith at the center of its life. Used as a devotional for all families throughout the liturgical year.

## Strategy Six: AMMP Philosophy (Cont'd)

### FAMILY ACTIVITIES (Cont'd)

**Family Week** – Designed for councils to work with their parishes to plan a special week in celebration of family life through activities that strengthen parish community and unite Catholic family life. Programs can include a Mass, family picnic, prayer activities for the home and a service project for the community.

**Consecration to the Holy Family (MANDATED)** – Councils invite families of their parish to offer the prayer of Consecration to the Holy Family through which families invoke the protection of the Holy Family. A traditional recommendation is that this take place on the feast of the Holy Family, typically the first Sunday after Christmas.

**NEW Family Prayer Night** – Opportunity for families of council members, as well as other Catholic families, to come together for prayer, dinner, and fellowship once a month. The location can rotate as needed, where the host family leads the prayer and all bring a dish to share.

**NEW Good Friday Family Promotion** – Councils should lead the promotion of attendance at Good Friday liturgy and education of parish families about the importance of the collection for Christians in the Holy Land.

### COMMUNITY ACTIVITIES

**Coats for Kids** - Councils across North America can purchase new winter coats for children of low-income families at a discount and to distribute them to families in need in their local communities. Coats purchased at a cost of US\$220 per case of 12 coats.

**Global Wheelchair Mission** – Councils are encouraged to donate at least \$150 for a wheelchair. Through partnerships, councils can purchase a case of at least 100 wheelchairs for their own donation sites.

**Habitat for Humanity** – Councils asked to donate a minimum of \$1,000 or 200 service hours to a Habitat for Humanity affiliate project in their community.

**Disaster Response** – Knights of Columbus are encouraged to help prepare and participate in community response. Councils should work with their parishes and diocese to ensure a proper plan before a disaster occurs. In the aftermath of a disaster, councils coordinate with regional and state leadership for a consolidated KofC effort to bring financial and relief resources to the affected areas.

**Free Throw Championship** - Free Throw Championship for boys and girls between the ages of 9 and 14. Councils can sponsor a competition by ordering a Free Throw Championship Kit, or volunteer to host/or support the district, regional and state level championships.

**Catholic Citizenship Essay Contest** - Open to all Catholic students — in public, private, or parochial schools — in grades 8, 9, 10, 11 and 12 during the current school year, this is a creative way to encourage young people to become citizens grounded in their faith. This year's theme is "Going to the Peripheries."

**Soccer Challenge** – Designed for players to demonstrate their skills in the penalty kick, the competition is open to all children ages 9-14. Winners progress to the district, regional, state, and international levels. A Soccer Challenge kit is available for organizing councils.

**NEW Homeless Assistance (MANDATED)** – Councils are encouraged to organize or participate in a program that addresses the needs of those who are homeless in their community with the intention to provide them dignity, hope and love. Activities include cooking soup kitchen meals, volunteering or operating a food pantry, and participating in mission trip as a parish

## The Plan

The Membership team will be working from day one to put these strategies in place. It is new for us, but should be simple to implement. With a little hard work, and a bit of heart we can do it. A Key Component to this years Membership Recruiting success is the "Fast Start" Incentive. We have set an aggressive fast start goal, and Councils and District Deputies should be motivated not only for seeing their council succeed, but also being properly recognized for a job well done.

### "Fast Start" Council Incentive

**Contest Period:** July 1, 2018 to September 29, 2018

**Contest Rules:** Councils and District Deputies achieving the incentive levels below by September 29, 2018 will be awarded the corresponding incentives. *Form 100's for all New Members must be submitted to [fraternalservices@kofc.org](mailto:fraternalservices@kofc.org) and [azknights@q.com](mailto:azknights@q.com) to qualify.*

#### Level 1

**Councils at 50%** of Yearly Supreme Membership Goal receive:

\$50 Visa Gift Card for the Council  
KofC T-Shirt for Grand Knight, Membership Director and Program Director  
Star Recruiter Pin for each Sponsor

**District Deputies** with one council in their District achieving Level 1 will receive:

\$50 Visa Gift Card  
KofC T-Shirt

#### Level 2

**Councils at 75%** of Yearly Supreme Membership Goal receive:

\$75 Visa Gift Card for the Council  
KofC T-Shirt for Grand Knight, Membership Director and Program Director  
Star Recruiter Pin for each Sponsor

**District Deputies** with one council in their District achieving Level 2 will receive:

\$75 Visa Gift Card  
KofC T-Shirt

#### Level 3

**Councils at 100%** of Yearly Supreme Membership Goal receive:

\$100 Visa Gift Card for the Council  
KofC T-Shirt for Grand Knight, Membership Director and Program Director  
Star Recruiter Pin for each Sponsor

**District Deputies** with one council in their District achieving Level 3 will receive:

\$100 Visa Gift Card  
KofC T-Shirt

#### Level 4

**Councils at 125%+** of Yearly Supreme Membership Goal receive:

\$125 Visa Gift Card for the Council  
KofC T-Shirt for Grand Knight, Membership Director and Program Director  
Star Recruiter Pin for each Sponsor

**District Deputies** with one council in their District achieving Level 4 will receive:

\$125 Visa Gift Card  
KofC T-Shirt

### **"Fast Start" Recruiter Incentive**

**Contest Period:** July 1, 2018 to December 31, 2018

**Contest Rules:** The incentives below will be awarded to the Sponsoring Knight for each New Member recruited from July 1, 2018 thru December 31, 2018. *Form 100's must be submitted to [fraternalservices@kofc.org](mailto:fraternalservices@kofc.org) and [azknights@q.com](mailto:azknights@q.com) to qualify for the Pin and Tee. All Form100's received after December 31, 2018 will be ineligible.*

**Star Recruiter Pin  
Knights of Columbus T-Shirt**

### **Star Recruiter Council Incentive**

**Contest Period:** July 1, 2018 to May 1, 2019

**Contest Rules:** Contest winner will be announced at the 2019 Arizona State Council Convention. The Council with the highest percentage of Membership Growth during the contest period will receive:

**Grand Knight 2019 State Convention VIP Package  
Star Recruiter Council Plaque  
Knights of Columbus T-Shirt**

### **Star Recruiter Incentive**

**Contest Period:** July 1, 2018 to May 1, 2019

**Contest Rules:** Contest winner will be announced at the 2019 Arizona State Council Convention. The Knight who recruits the most New Members during the contest period will receive:

**2019 State Convention VIP Package  
\$150 Visa Gift Card  
Star Recruiter Plaque  
Knights of Columbus T-Shirt**

### **eMembership Star Recruiter Council Incentive**

**Contest Period:** July 1, 2018 to May 1, 2019

**Contest Rules:** Contest winner will be announced at the 2019 Arizona State Council Convention. The Council who recruits and transfers the most new eMembers into their Council will receive:

**\$200 Visa Gift Card  
Star eMembership Recruiting Council Plaque  
Knights of Columbus T-Shirt**

## **3-in3 Church Recruiting Drive Incentive**

### **Three new Members (or more) added to your Council in three days!**

**Summary:** The procedure outlined below is just one example of how to host a successful Knights of Columbus Church Recruiting Drive. It can be done at Parishes with an existing Council, or Parishes wanting to start a Council or Roundtable. The best part is that it takes just a few hours over the course of three days. Three days and little effort yields a great return. Spending a Saturday and Sunday at each Mass never hurts to build relationships and culture within the council either. This method is a great way for councils to get active in front of their Parish for a whole weekend. Supreme suggests a Church Recruitment Drive be done each Spring and Fall. To take advantage of our Weather here in Arizona, we should be doing them once a quarter. Hopefully the incentives below will motivate more councils in the Arizona Jurisdiction to host a Church Recruiting Drive.

Ideally this type of drive should be done the Saturday and Sunday before the Council's monthly business meeting. This allows for proper vetting and balloting of each recruit prior to the Admissions Degree held on the third day of the drive. If this schedule is not possible, then prior to the Admission Degree the Grand Knight can call a special meeting, and with a quorum present can ballot in the new Candidates.

The "3-in-3" Church Drive Incentive Program is designed to motivate councils to get out and recruit. The concept is effective, easy, and fun for any council to do. The process is one practiced by Supremes' Hispanic Development Coordinator, Marty Yzaguirre. He has trained and developed many old and new councils using this drive format. Having done several of these drives with Marty allowed me to witness how effective this method is. One last note, the program does not require being a Knight to participate on the Drive Team. You are encouraged to involve your wives and families in the process however you see fit.

### **Supplies Needed:**

6-Foot Folding Tables with a table cloth

Chairs for Candidates filling out paper work

Table Top Signs

Blue or Black Pens

Prayer Cards

KofC Brochures-suggested to have at least 3 different flyers and all eMembership material available

Council Signage, Banner, or Sidewalk Signage (All of the Above)

Form100's and KC Interest Cards

Pop Up Shade (If necessary)

Knights of Columbus Council Members to work each Mass (For smaller communities, it is recommended that at a minimum there should be four Council Members present. The goal should be to have two Knights positioned at each Entry/Exit point and two Knights manning the Booth)

District Deputy!

### **Weekend Procedure:**

1. Schedule a weekend and weeknight with your Parish Priest to Host a Church Drive. Altar Support is huge.
2. Request permission to have a speaker from the Council (or the Priest) address the Parish after the weekend Masses to explain what is happening outside and promote the Knights. The speaker should keep his remarks to three minutes or less.
3. Booth set-up should be in a high traffic area and be manned by at least two Knights, always.
4. Council Members should be placed at main Entry/Exit points before and after each Mass to pass out Prayer Cards and Brochures.
5. Before Mass, Prayer cards are to be passed out to all entering the Church.
6. After Mass, Brochures should be passed out to all eligible Men who will accept one. If they have questions or want to fill out an Interest Card or Form100, please escort them to the Booth and introduce them.
7. When Candidates approach the Booth, ask open ended questions, listen to the Candidates carefully, and have more information to provide. Identify his needs and motivations. Lead the conversation towards how the Knights can meet those needs and fuel their motivation. If the discussion should result in the Candidate filling out an Interest Card or Form100, once filled out, inform him that he will be contacted that evening regarding the Information/Degree Night to be held in the next few days.

### **Weeknight Procedure:**

1. The Council will hold an "Information/Degree Night" and will invite the Candidates to participate. Ideally, this night should be held on the Monday Night following the drive. If your Council's Monthly Meeting occurs the week after the drive, then that meeting will be fine for your purposes. Remember, Degree Ceremonials can count as a Monthly Business Meeting, or be worked into the agenda.
2. The Grand Knight will call the "Special" Meeting to order and give an opening statement.
3. The Recruits will be asked to speak briefly about themselves and then be excused from the Chamber.
4. The Membership Director will use the Form100's to "Ballot" the Recruits before the Council.
5. Candidates will be invited back into the meeting and asked to stay and participate in an Admission Degree Ceremony. Candidates who choose not to stay for the Admission Degree Ceremony will be excused and scheduled to attend a Degree at a later date.

### **Weeknight Procedure: (Cont'd)**

**6.** A live Degree, or DVD Degree Presentation will then be presented to the remaining Candidates. If the Council does not have an Admission Degree Team, there is most likely a Council in their District who does. It is a great gesture to invite another Council's Degree Team to perform the Ceremony, and it provides a great opportunity for the District's Councils to come together in support of one another. Of course, if this is not an option, the Supreme Admission Degree DVD is strongly encouraged. If that is not an option, then get the Candidates to the next available Admission Degree in the area. **PLEASE NOTE:** To qualify for the "3-in-3" Incentive, the Degree Ceremony must be held within 3 business days of the Sunday the Church Drive is held.

**\*7.** Within 24-Hours of the Degree, the Financial Secretary of the Council should submit the all Form100's and the Form450 Degree Report to Fraternal Services and the Arizona State Council Executive Secretary.

Submit forms to: [fraternalservices@kofc.org](mailto:fraternalservices@kofc.org) and [azknights@q.com](mailto:azknights@q.com)

**Conclusion:** As mentioned in the Summary, this process works and has proven to be successful. It is a great way to offer a Statewide Incentive for our Councils here in Arizona. In one Arizona District, the average number of New Members brought into the Knights using this method is currently seven. It could be higher in others. That is a solid number, and worth what little effort and fun the councils have getting it done. With one drive like this, a Council in Mesa doubled their Supreme Membership Goal. They went on to reach 300% to plan in Membership and saved their Council from membership disaster. Currently their meetings are well attended, and they have established themselves as a "Council of Action." The drive helped to re-ignite the spirit, and up the energy level of their Council. Should your Council choose to do it, please reach out for help if it is needed.

### **"3-in-3" Church Drive Incentives:**

**Contest Period:** July 1, 2018 to May 1, 2018

**Contest Rules:** \*Form 100's and the Form 450 must be submitted within 24 hours of the Degree. Failure to submit these forms in the time frame specified will disqualify the Council and Sponsor from eligibility for incentives. Councils who Sponsor a "3-in-3" Church Drive that brings in three (or more) new Council Members will receive the following:

**\$50 Visa Gift Card** for the Council

**Knights of Columbus Tees** for the Grand Knight, Membership Director, and Program Director

**Star Recruiter Pin** for each Sponsor (the Sponsor MUST ATTEND the Degree with his Candidate)

*\*Forms should be emailed to: [fraternalservices@kofc.org](mailto:fraternalservices@kofc.org) and [azknights@q.com](mailto:azknights@q.com).*

### **Recommended Recruiting Videos for Church Drives and Recruiting Meetings:**



**"An Invitation"**



**"Answering the Call"**

# Some words of Wisdom...

**"Get busy livin' or get busy dyin."**

*Paroled Shawshank State Prison Inmate*

**"Don't complain if you don't have a solution."**

*Knights of Columbus PDD, PGK*

**"If you ain't first, your last."**

*NASCAR Driver Ricky Bobby*

**"We all volunteered, and we didn't volunteer to do nothing!"**

*USMC Veteran*

**"Luck is the Residue of Design"**

*Branch Rickey-Past Owner of Dodgers*