

Arizona State Council Knights of Columbus



2018 State Organization Meeting
June 29,30 – July 1 2018
Phoenix, Arizona

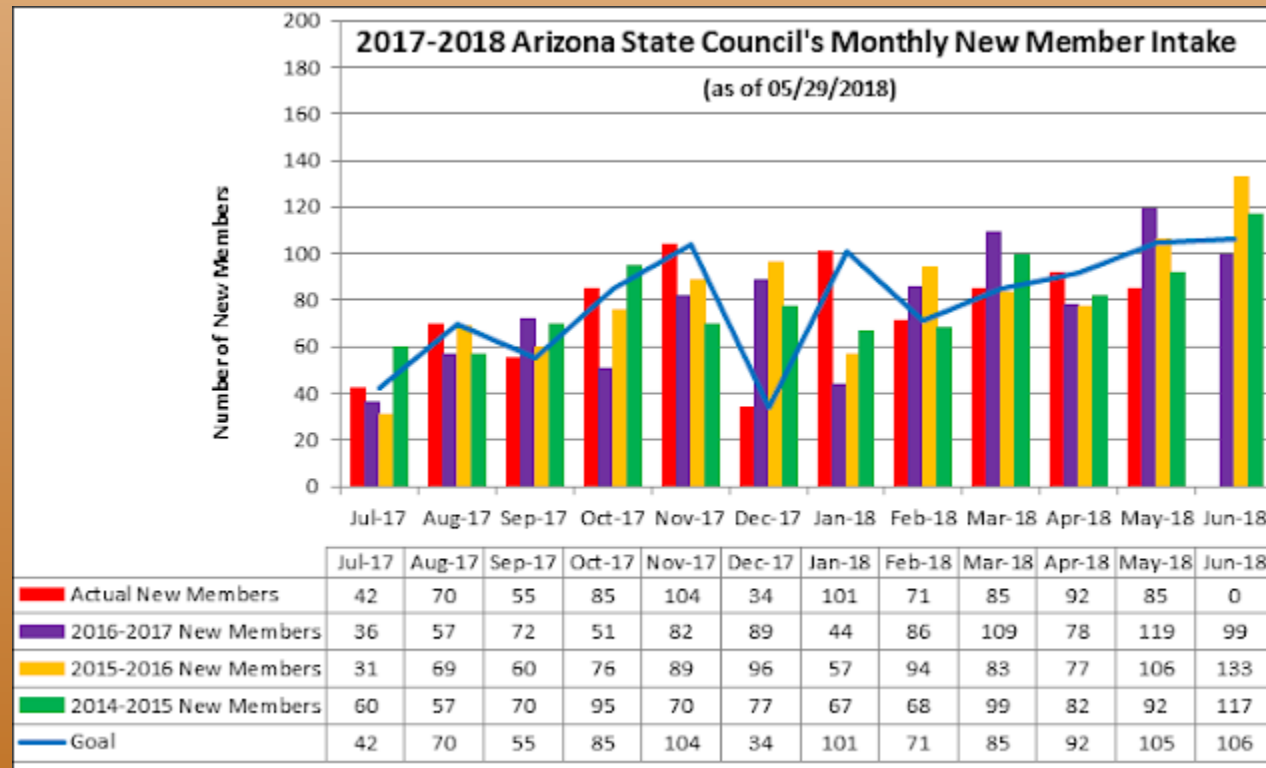


MEMBERSHIP

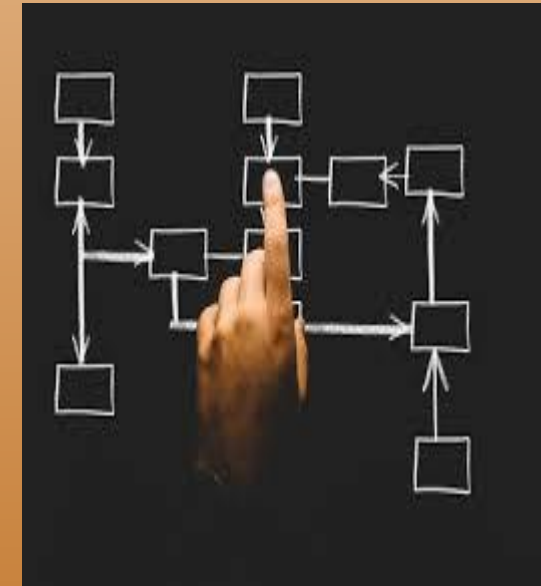


2017-2018 YEAR END SUMMARY

State Warden Elect/State Membership Director–Kevin McCarthy



MEMBERSHIP 2018-2019

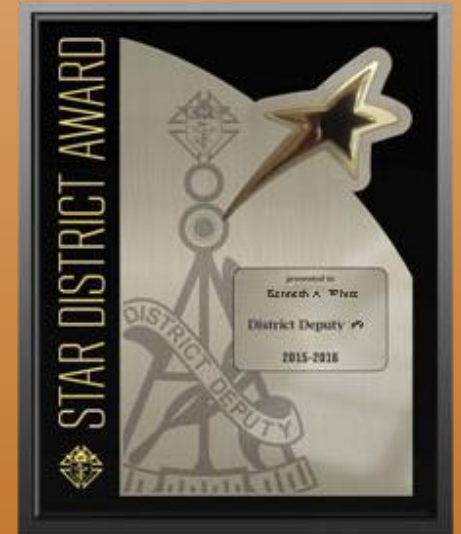
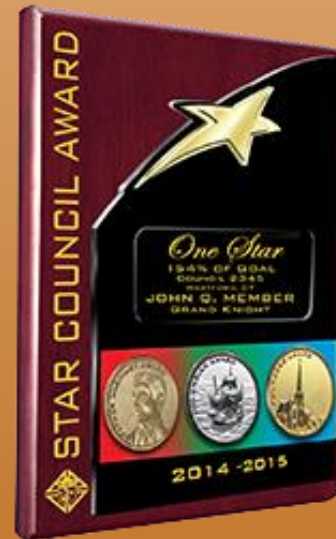


State Membership Director

Kenneth White

membership@kofc-az.org or kennethallenwhite@yahoo.com

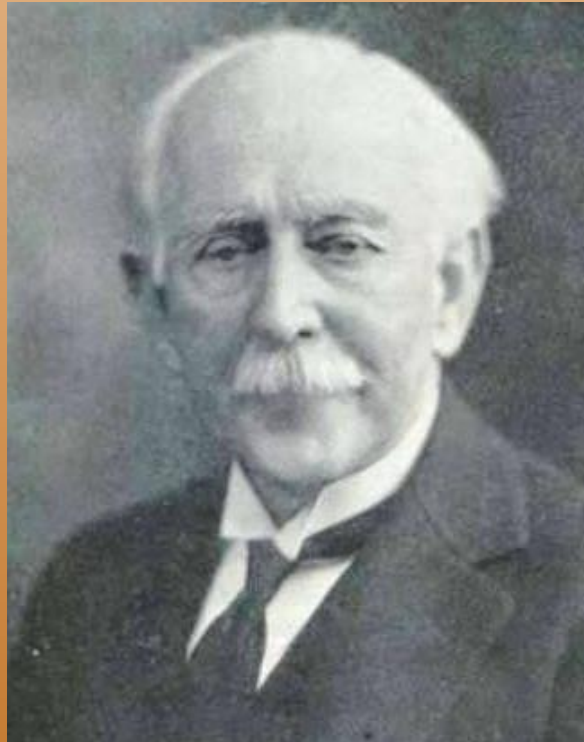
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My Purpose in both Fraternities...



To bind men together in a brotherhood based upon eternal and immutable principles, with a bond as strong as right itself and as lasting as humanity; to know no North, no South, no East, no West, but to know man as man, to teach that true men the world over should stand together and contend for supremacy of good over evil; to teach, not politics, but morals; to foster, not partisanship, but the recognition of true merit wherever found; to have no narrower limits within which to work together for the elevation of man than the outlines of the world: these were the thoughts and hopes uppermost in the minds of the founders of the Alpha Tau Omega Fraternity.

*Dr. Otis Allan Glazebrook
1880*

STATE MEMBERSHIP CHAIRMEN



Ceremonial Chairman

Skip Hople 602-677-2029

ehopler@cox.net

Council Reactivation Chairman

Stan Schroeder 480-239-6452

stankofc@gmail.com

Council Retention Chairman

Kevin McCarthy 602-684-8125

kevin@kmccarthy.net

Membership Retention Chairman

Len Rheume 602-738-5607

lrheume@msn.com

New Council Development Chairman

Chet Yancy 602-309-1246

cryancy@aol.com

eMembership Chairman

Larry Becker 480-760-5122

azlarry@cox.net

Round Table Chairman

Bobby Nielsen 520-349-0728

Nielsen200@comcast.net

STATE MEMBERSHIP TEAM



Phoenix AZ Region

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STATE MEMBERSHIP TEAM



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Need email

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Larry Powers 702-827-8135
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Luis Leyva (HD) 520-313-0141
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Matt Young 928-366-3007
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Gary Ward 520-327-1504
kylx47@yahoo.com

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There is no "I" in Team!

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LEARNING

KNOWLEDGE

EXPERIENCE

COMPETENCE

SKILLS

ABILITY

TRAINING

GROWTH



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Supreme Circle of Honor Membership Goals

Intake: 950

Star Councils: 30

Council Growth: 2 NCD (English or Spanish)

Reactivation: 3



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Arizona State Council 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

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Arizona State Council Membership Goals for this meeting:

Challenge
Empower
Inspire





Mission: 1000 in One.



Fraternal Year 2018-2019

JANUARY							FEBRUARY							MARCH							APRIL						
1	2	3	4	5	6	7	1	2	3	4	1	2	3	4	1	2	3	4	5	6	7	8					
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	9	10	11	12	13	14	15
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	16	17	18	19	20	21	22
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	23	24	25	26	27	28	29
29	30	31	26	27	28	26	27	28	29	30	31	29	30	31	30												
MAY							JUNE							JULY							AUGUST						
1	2	3	4	5	6	1	2	3	1	2	3	4	5	6	7	8	1	2	3	4	5						
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
28	29	30	31	25	26	27	28	29	30	23	24	25	26	27	28	29	27	28	29	30	31	27	28	29	30	31	
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	1	2	3	4	5	6	7	8		
8	9	10	11	12	13	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	
14	15	16	17	18	19	20	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
24	25	26	27	28	29	30	29	30	31	26	27	28	29	30	24	25	26	27	28	29	30	31					

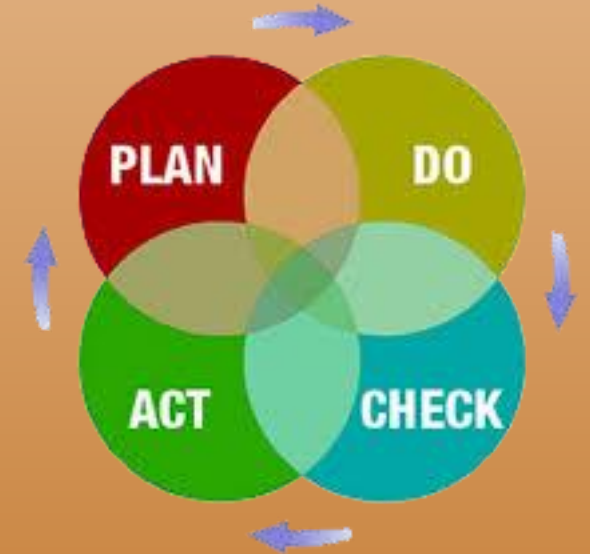
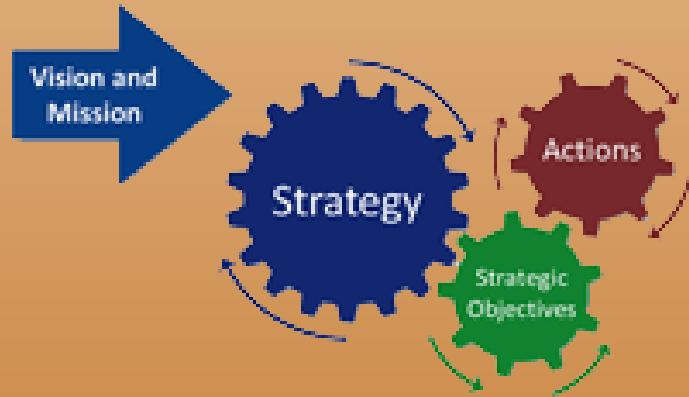


Vision: To create and implement a new Membership Game Plan and Membership Team that will redefine the Arizona Knights of Columbus recruiting efforts and be the foundation for a sustainable membership growth strategy that will lead to the way to 25,000 Knights in Arizona.

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7 Membership Strategies for 2018-2019



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Strategy One: Increase Communication



twitter



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Strategy Two: Build a Membership Team



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Strategy Three:

Arizona State Council
Knights of Columbus
14175 W Indian School Rd. Suite B4-626
Goodyear, AZ 85395
azknights@q.com

ARIZONA
K of C
STAR RECRUITER 2017-2018

E-MEMBERSHIP CALENDAR DEGREE INFORMATION MEMBERSHIP KNIGHTS IN ACTION INSURANCE PROGRAMS STATE OFFICERS 4TH DEGREE

PAGES - MENU
Home
Organization Meeting
Become a Knight
State Forms
District Deputies
Council Information
State By-Laws
Council Events
Past State Deputies
Holy Family Prayer Program
Links

LABELS

STATE DEPUTY MESSAGE - JUNE 2018

6/01/2020 12:00:00 AM No comments

June 1, 2018 Brothers, I hope each of you had a relaxing Memorial Day Weekend. To those members of our Patriotic Degree that participated in Color Corps callouts at the Catholic Cemeteries throughout the State I say thank you. I have always found it very rewarding and humbling to be part of the Mass and events to honor not only members of our Armed Forces who gave of themselves for us to enjoy the freedoms we hold precious, but also those that served and were able to return home. As we begin our final month of this Fraternal...

READ MORE

MEMBERSHIP MEMO - 6/2618

6/30/2018 11:44:00 AM No comments

Month	New Members
1-2018	100
2-2018	100
3-2018	100
4-2018	100
5-2018	100
6-2018	100
7-2018	100
8-2018	100
9-2018	100
10-2018	100
11-2018	100
12-2018	100
1-2019	100
2-2019	100
3-2019	100
4-2019	100
5-2019	100
6-2019	100
7-2019	100
8-2019	100
9-2019	100
10-2019	100
11-2019	100
12-2019	100
1-2020	100
2-2020	100
3-2020	100
4-2020	100
5-2020	100
6-2020	100

We gained 13 more members today. Our June intake is now 113. We now have 947 new Brother Knights so far this year, and need 3 to hit our Gross intake target. We lost 0 members today and still need 26 to reach our Net intake goal. 12 Councils appear to be Star-Eligible, including SP-7 reports and Safe Environment. 5 more have met membership and...

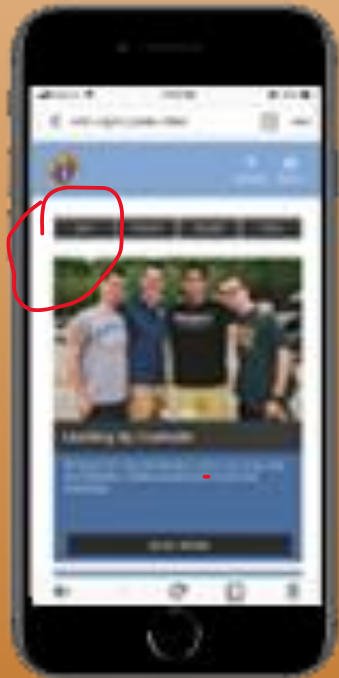
READ MORE

2018 ORGANIZATION MEETING

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Strategy Four:



The desktop website features a blue header with the Knights of Columbus logo and navigation links: Today's Knights, Domestic Church, Our Faith - CIS, Insure With Us, Engaged In Service, Liberty - Life - Family, News, and Store. A secondary navigation bar includes links for SIGN IN, INSURANCE AGENT, COUNCIL ASSEMBLY, DONATE, and FOR MEMBERS. The main content area includes a search bar, social media icons, and a navigation bar with buttons for Join Us, Insure With Us, Invest With Us, and Give Through Us. The 'Join Us' button is circled in red. Below the navigation bar, there are sections for ASSOCIATED SITES (Venerable Michael McGinley, SAINT JOHN PAUL II - NATIONAL SHRINE, Knights of Columbus Museum, FATHERS FOR GOOD, COLUMBIA The Online Edition, K of C CHAPLAINS), a main banner for 'Leading by Example' with a 'READ MORE' button, and a sidebar with 'FIND AN AGENT', 'FIND A COUNCIL OR ASSEMBLY', 'UPDATE CONTACT INFORMATION', 'DISASTER ALERT: MARYLAND', and 'BUILDING THE DOMESTIC CHURCH'.

eMEMBERSHIP



eMEMBERSHIP



Supreme eMembership Results 2017-2018

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

Avg Age-43

65% of men who joined online have expressed an interest in joining a local council.

17% have converted to a local council.



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Strategy Five:



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Strategy Six: AMMP Philosophy



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Strategy Seven: Incentives



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"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 and 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



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"Fast Start" Council Incentive (Cont'd)

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 and azknights@q.com to qualify.*

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



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"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 and 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



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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**



MEMBERSHIP



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**



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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



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"3-in-3" Church Drive Incentives:

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

Contest Rules: 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

Knights of Columbus T-Shirts for the Grand Knight, Membership Director, and Program Director
Star Recruiter Pin for each Sponsor (the Sponsor MUST ATTEND the Degree with his Candidate)

***Please Note:** Form 100's and the Form 450 must be submitted within 24 hours of the Degree. Forms should be emailed to: fraternalservices@kofc.org and azknights@q.com. Failure to submit these forms in the time frame specified will disqualify the Council and Sponsors from eligibility for incentives.



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Recommended Recruiting Videos for Church Drives and Recruiting Meetings:



"An Invitation"



"Answering the Call"

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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

“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

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VIVAT JESUS!