

South Carolina State Council

Knights of Columbus



Membership and Retention Guidelines

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Table of Contents

Cover	1
Table of Contents	2
Purpose	3
Philosophy	4
Membership	5
Responsibilities	5
Supreme Webinars	8
Programs	9
Membership Action Plans	9
Star Council Award	9
Recruiting	9
Online Membership	9
Top 10 Recruiting Rules	12
Why Recruit?	13
Asking	14
Membership Drives	15
Mentoring	17
Retention	18
Membership Engagement	18
Membership Engagement Rules	20
Affiliate Member Initiative	21
Bill Process for Non-Payment of dues	22
Appendix A – Affiliate Member Initiative Guidelines (Available on our State Website)	
Appendix B – Retention Guidelines	23
Appendix C – Council Attendance Roster (Available on our State Website)	25

Purpose

These guidelines are issued from the State Deputy and State Council to provide the councils in South Carolina the procedures, expectations, and philosophy for executing successful Membership programs.



We are the “Great Lighthouse of Charity” in South Carolina. The light that shines from the top is the “Light of Christ”. This light shines strong in South Carolina through our charitable works and programs. The foundation of this great lighthouse is built on recruiting.

Philosophy

Membership and Membership Engagement are the cornerstones in the foundation of every council.

It is our works that define us as Knights of Columbus. As Knights of Columbus, we have a rich tradition of charitable works and putting our catholic faith into practice. This tradition started in 1882 with the Venerable Father Michael J. McGivney and that very first group of inspired men. This great legacy has been built by each generation of Knights. As a result, this legacy belongs to every council and every brother knight. It is our responsibility to build onto this rich inheritance through our work as Knights so that we can pass it on to those who follow us.

In order to conduct successful works in our Faith in Action service areas of Faith, Family, Community, and Life, our councils need catholic gentlemen in their ranks ready to help make a difference. Men who are ready to put their catholic faith into practice. It is through the recruiting part of membership, that such men are inspired to join our councils. Effective council programs raise our visibility in our parishes and communities. Effective recruiting programs provide these men the opportunity to join us.

Membership

Membership has two parts: Programs – the works that define who we are as knights. Recruiting – inspiring eligible catholic gentlemen to join us.

Responsibilities

State Membership Director (SMD):

- 1) Provide membership coordination and support for the councils.
- 2) Share successful council programs with all councils.
- 3) Help councils expand/improve their current programs.
- 4) Share successful recruiting programs and ideas with all councils.
- 5) Publish and distribute the state membership newsletter *Palmetto Push* to the councils monthly through the District Deputies.
- 6) Serve as a resource for the Grand Knights.
- 7) Execute membership tasks as directed by the State Deputy.

State Membership Engagement-Retention Director (SMERD):

- 1) Develop ideas and programs that build fraternity in the councils
- 2) Promote ways to get members to engage with their councils.
- 3) Publish Membership Engagement newsletter.
- 4) Process Form 100s as needed.
- 5) Serve as a resource for GKs and DDs in their Membership Engagement -Retention efforts.

Regional Membership Director (RMD):

- 1) Serve as a liaison between Council Membership Directors and SMD.
- 2) Work with the councils in their region for recruiting success.
- 3) Serve as a resource for the Council Membership Directors.

On-Line Membership Director (OMD):

- 1) When a Supreme new on-line member notification is received, the OMD reviews the location of the new member and forwards the notification to the local GK or DD as appropriate.
- 2) The OMD sends the new member an e-mail letter welcoming him and letting him know that a representative of the local council will be contacting him.
- 3) The OMD will keep a list of new on-line members with when he contacted them and notified the local GK or DD.
- 4) The local GK or DD will confirm back to the OMD when the new on-line member was contacted and if he decided to become a council member.

District Deputy:

- 1) Promote recruiting and programs within your district.
- 2) Ensure each council has scheduled Church Delta Membership Drives and Exemplification Degrees.
- 3) Encourage Grand Knights to send the SMD information about successful programs their councils have conducted.
- 4) Pro-actively encourage your Grand Knights to watch Supreme Webinars and take their on-line training to help build the foundation of knowledge for successful council management.

Grand Knight:

- 1) Appoint a council Membership Director.
- 2) Appoint a Membership Engagement Committee (perhaps Trustees)
- 3) Plan and organize his council's programs in the areas of Faith, Family, Community and Life.
- 4) Execute the council's recruiting plan.
- 5) Share successful council programs and recruiting programs with the State Membership Director.
- 6) Watch Supreme Webinars and Grand Knight training. Complete the follow-up certificate test. Present a copy of the certificates to your District Deputy.

Council Membership Director:

- 1) Actively seek new program opportunities for the council.
- 2) Plan and coordinate the council's recruiting activities.
- 3) Coordinate the council's Exemplification Degree with the candidates.
- 4) Coordinate the candidates and the Admissions Committee.
- 5) Execute membership tasks as directed by the Grand Knight.
- 6) Contact your Regional Membership Director.

Council Member Engagement Committee:

- 1) Responsible for keeping council attendance roster current
- 2) Help GK and other officers plan events that build fraternity among members. These can be socials, team building events or even charitable activities.

Supreme Webinars

To help our council and district leadership build a common foundation of knowledge and understanding for council management, Supreme offers free on-line live Webinars. These are based on a wide range of topics. You can also upload any one you missed and complete it based on your schedule. These webinars are available through the Supreme website or via e-mail registration. Registration e-mails will be sent to Grand Knights and District Deputies after Supreme receives your council's Form 185 (Report of Chosen Officers).

Programs

Each council's programs are conducted under the guidelines from the Supreme Council and the State Council. These programs fall into the service areas of Faith, Family, Community, and Life. Completed programs are recorded on the Supreme form SP7 for the Columbian Award. *Use this form to plan what the minimum type and number of programs a council should conduct each year.* Successful planning means successful programs. Every activity large or small that a council is involved with is a program. A program can be classified under several of the service areas. For example, a rosary prayer service can be a church program, council program, family program or culture of life program.

Each council is encouraged to share their successful programs and recruiting activities with the SMD each month. By sharing our success, councils work together to support each other.

Councils can learn about programs they have never tried before and get ideas on how to improve programs they are already involved with. The *Palmetto Push* is published monthly by the SMD and features successful programs from the Grand Knights.

Membership Action Plans – what a council needs for success

- 1) Council has appointed a Membership Director.
- 2) Each council has *scheduled* Exemplifications per the State Ceremonial guidelines.
- 3) Each council should have 2 recruiting drives (1 in the Fall and 1 in the Spring) *scheduled*. These should follow the Church Delta Drive Guidelines.
- 4) Does the council use the newest Supreme membership brochures and informational pamphlets?
- 5) Each council should have viable plans for their recruiting drives including details of who/what /when and where.
- 6) Each council has a goal of Star Council.
- 7) Each council should have a viable admissions committee or some other screening process for new candidates.

Star Council Award

Earning a Star Council Award is the highest honor a council can achieve in the fraternal year. It is a standard of excellence that every knight throughout the order understands. It means a council has met and exceeded high standards in 3 areas; *Safeguarding our Families* through our insurance programs, *Spreading the Kingdom of God* through our charitable works and *Sustaining these Works* through recruiting new members. It is the ultimate recognition of the work and effort by your council's members.

Online Membership

The Supreme Council's Online Membership allows catholic gentlemen to join the order through the Supreme website after they affirm they are

practical catholic men and over 18 years old. They fill out demographic information and pay dues to Supreme.

This is a streamlined method to allow men to join who are hesitant to join because of travel or other commitments.

The Online member will have access to a special Online Membership portal from which they will direct communications from Supreme based on Lead with Faith, Protect your Family, Serve Others and Defend your Values. These communications will acclimate the online members to the rich history of our order and will help them grow in faith. This will eventually set the stage for the online member to join an active council.

Online members are members of the Knights of Columbus and will receive an online membership card from Supreme. They can attend a local council's meetings. They cannot vote in a council meeting and cannot observe degree work until they join a council by going through the current Exemplification of Charity, Unity and Fraternity.

Online members are assigned to the state online roster under council 98039. The State Online Membership Director will notify a local council that a new online member from their area has joined. The council will then reach out to the online member welcoming him to the order and inviting him to attend a council meeting and activities. Find out his desire to join but *do not* overwhelm the online member with e-mails and phone calls trying to recruit him. Remember, everyone has their sense of timing.

Once an online member wishes to join a local council, he can go through the Exemplification Degree and will transfer via Form 100 from Council 98039 to the local council. The council receives credit for a new member. Invite them to council charitable activities and to all social activities.

Recruiting

Recruiting new members is the life force of a council. It gives the council new ideas, new energy, new expertise, new connections and more help in conducting their programs.

Eligible catholic gentlemen are *inspired* to join the Knights of Columbus. It is sometimes hard to know the exact source of the inspiration. The common source is often the example of our members in service to their faith and community.

While some prospects will contact us about joining, ***the most common way men join is by being asked.*** Our members should always look for men who may be interested in joining the council. New member growth means we are giving the gift of membership to other catholic gentlemen. This gift will help them grow in our common faith and become better Catholics for it.

Recruiting Rules

The following list of recruiting rules is in no particular order, but each is tried and true.



South Carolina Top Recruiting Rules



Golden Rule: *Everything a council does is a recruiting opportunity!*

Rule 1) **Be visible in your parish and community**

Nametags at Mass, bulletin board at church, church bulletin, recognition for church programs

Rule 2) **Schedule and plan your Delta Church Membership Drives**

Check with Pastor, plan out who, what, where, when and **get a member to speak in front of the parish at mass**

Rule 3) **Schedule your Exemplification Degrees!**

Point of focus for degree team and recruiters

Rule 4) **Every prospect has his own sense of timing**

Between family, business and other charitable obligations, some men wait until timing is better

Rule 5) **Unity of Message**

The Knights of Columbus is catholic men's fraternal, family, charity organization.

Rule 6) **Look professional**

Membership table with table top display, current membership flyers, members are dressed neat

Rule 7) **Find your closers**

Find those members who like talking to people, can talk about the council and enjoy recruiting

Rule 8) **Don't forget the wife!** 8A) **Don't forget about Father!**

The younger the family, the more you need to talk to the wife....wife's support critical. Ask your pastor who he'd recommend to become a knight.

Rule 9) **Be Positive**

No one wants to join a negative

Rule 10) **Ask!**

We need to take the initiative...asking at the right time is the key to yes

Rule 10A) Ask a prospect to a council activity - especially a social with his wife and family. Just because he is not a member yet, doesn't mean he can't participate.

Rule 10B) Let your recruiters recruit! Do not expect someone who recruits multiple members, mentor them through degrees and development as a knight. Let them focus on recruiting.

Rule 10C) Recruit during the summer! Do not lose 25% of your fraternal year during the summer months. The Laws of Attrition work 24/7 and 365. So should your recruiting efforts!

Why Recruit?

We recruit for the long-term health and welfare of our councils and the sustainment of our charitable works. We recruit for our survival. If we are not actively recruiting new members, then the Laws of Attrition will take their toll.

The Laws of Attrition are:

- 1) Men move away
- 2) Men fade away
- 3) Men Pass away

No one in your council is immune from the Laws of Attrition. Sooner or later, we all succumb to one of them. If your council is not successfully recruiting new members, who will replace the brothers who run your programs or provide the “hands on deck” that bring these programs to life? Who will be in your council’s leadership pipeline gaining experience, knowledge and understanding of how your council runs?

Without successful recruiting efforts, who will be your council’s future leadership? Your council needs brothers who have earned the trust and respect of your council by their experience in the council’s programs. Without recruiting, your council will have neither trusted, experienced leadership for the future or the “hands on deck” to sustain your council’s current programs.

Awards are not the reason we recruit. Honors like the Star Council Award are the result of successful recruiting programs.

We recruit for the good of our parish and our catholic faith. Men who are active Knights are active Catholics who their faith into practice. This action is often in direct support of our pastor, our parish and our community. This strengthens them as individuals and our family of faith.

Asking

Everything a council does is a recruiting opportunity. Whether it is helping at the church or conducting an Operation Hope program in the community, you never know when you will run into an eligible catholic gentleman or his wife. Our Supreme Knight has charged us to make membership in the Knights of Columbus available to every catholic gentleman.

After a prospect has been asked to join, he will say yes, no or let me think about it.

If yes:

- 1) Give him a Form 100 and ask him to fill it out then.
- 2) Explain the form to him and confirm he is a practical catholic.
- 3) Make sure the candidate understands the next step in the council process (i.e. contact from the admission committee) and when the next Exemplification Degree is scheduled.
- 4) Give the Form 100 to the GK or MD to process.

The key is to start building your relationship with the candidate. It is recommended that the proposer follow-up with the candidate to make sure he has been contacted by the council and attends the candidate's Exemplification Degree.

If maybe:

- 1) Ask he has any questions about the KoC.
- 2) Give him a Form 100 and other membership information.
- 3) Suggest he check out the Supreme, State and Council websites.

- 4) Get his name and contact information so someone can follow-up with the prospect.
- 5) Invite him to a council function. A social program is great as he can attend with his wife.

If no:

- 1) Ask if he has any questions or concerns about joining.
- 2) *Do not press too hard. Everyone has their own sense of timing.*
- 3) Let him know that when he is ready, we will need his help.
- 4) Invite him to a council function. A social program is great as he can attend with his wife.
- 5) Follow-up with him as appropriate.

It is strongly recommended that candidates go through the Exemplification Degree *within 30 days* of turning in the Form 100. Based on the council's schedule, that may not always be possible. In that case, look for another Exemplification Degree in the district and coordinate as needed.

At the very least, invite the candidate to a council function (other than a meeting) that is scheduled before the next degree. **DO NOT** let candidates hang around waiting for an Exemplification Degree without getting them involved.

Supreme has now set up the **Exemplification Degree ON DEMAND**. This means you can have a prospect view the ceremony on-line anytime and anywhere. Please sign in the Supreme website for the details.

Delta Church Recruiting Drives

Recruiting drives provide a great opportunity to raise a council's visibility in the parish by telling parishioners who we are and what we do as Knights of Columbus. They give us a structured opportunity to have conversations with prospective members in the parish.

- 1) *Schedule the recruiting drives well in advance.* Coordinate them with your Pastor and church secretary. Order Delta Drive Kits, submit bulletin announcements, organize your recruiting teams, agree on attire. Engage your insurance agent and District Deputy. Review the Delta Church Drive Power Point slides on the state website.
- 2) *A member of the council should speak to the parish at each mass that weekend.* Although an endorsement from your Pastor is always appreciated, it is not the same as when one of your members talks about the Knights of Columbus. **Speak from the heart and try not to read a script.**
- 3) *Prepare a professional looking recruiting table.* This table should be covered, featuring current Supreme membership brochures, Form 100s and a council specific recruiting board. Order Holy Family prayer cards to give to families as they enter Mass..
- 4) *Identify your council's "closers"* and schedule them as needed. All members staffing the recruiting table should be friendly, positive and enthusiastic. Their appearance should be similar and they should wear their name badges. Everyone involved should know when the next Exemplification Degree is scheduled.
- 5) *Keep a list of prospects with contact information* so it is easier to follow-up.
- 6) It is highly recommended that the recruiting drive is complimented with some kind of social program so that the prospect's family can be included. This can be doughnuts and coffee after mass, a council social or even the council picnic.

Now you have a new member, now what?

The 3 most important things with a brand-new member sitting in his 1st meeting:

- 1) ***Make him feel welcome and among friends.*** He should receive a council new member welcome packet that contains a council roster, a contact list of officers (including names of spouses), the council budget and annual schedule. Other items can include a contact list for council program directors and committees.
- 2) ***Introduce him during the meeting*** and ask him to say a few words about himself. Make sure he is not left alone but engaged by other members.
- 3) ***Get him involved at his 1st meeting.*** Do not let a new member leave the meeting without asking him to participate in an upcoming program or activity.

Remember to see success from the prospect's point of view:

Reach out to ME

Engage ME as a friend

Communicate with ME early and often

Relate to MY perspective

Understand MY availability and offer me choices

Include MY family *and* yours

Thank ME regularly and ask ME to invite a friend

Mentoring

Although “mentoring” is really part of Membership Engagement, mentoring new members is very helpful in getting new members involved and engaged with our works. It can be something simple like developing a “Buddy System”.

A more experienced member helps the new member to understand our activities, answer questions, encourage him and especially help the new member move through our ceremonials. Do not expect “the guy that recruited the new member” to be his mentor. If the recruiter and new member are already close friends, this will naturally occur. If not, develop a list of members who are interested in helping a new member.

Let your Recruiters Recruit!

Retention

There are 2 parts to Retention: Membership Engagement and the Billing procedure for dues and non-payment of dues.

Member Engagement

Let us remember the Knights of Columbus is a fraternal order of catholic brothers. Member Engagement *is about fraternity*. It starts the moment a candidate signs the Form 100.

Member Engagement is about building the bonds of brotherhood between members of your council and those in the order.

As a fraternal order, “**We are our brother’s keeper**”. This means that each council must keep in contact with each of their members, especially those ill or in distress.

It is the council’s responsibility to develop programs that keep its members connected. It is through the council’s Member Engagement programs that members form the bonds of brotherhood, stay informed and stay involved.

Members connected are members committed. Committed members make our councils’ programs a reality.

Member Engagement Programs

While any program a council conducts can be a Member Engagement program since it gives members the opportunity to participate, there are a few specific Member Engagement programs that are encouraged.

- 1) **Welcome the new member.** At the new member’s first meeting, ask each new members to stand up and say a few words about themselves, their family, and their work. Make sure to get the new member to commit to a council program at their first meeting.

It is also important that older members greet and talk to the new member before everyone departs.

2) New Member information. At the first meeting, the new members should be given a list of council officers with their contact information (including wife's name), their position and a summary of their responsibility. Include program directors. Also include the council budget and a council calendar or schedule of upcoming programs.

3) Tracking meeting attendance. If a member is out of sight, he is often out of mind. A simple attendance roster for tracking meeting attendance will quickly highlight which members have not been to a meeting in any given 2-month period. Encourage your members to attend at least 1 meeting per quarter or have some other contact with the council each month. See Appendix C for a sample council roster attendance. This is done using your roster in Excel.

Member Engagement/Retention Committee

Every council should have a Membership Engagement/Retention Committee. Anyone can serve on this committee but sometimes it is made up from the council's Trustees. As Past Grand Knights, they typically know many of the members and understand the importance of keeping your council members engaged with the council.

This committee keeps up with keeping members engaged with the council and works on the Retention (out processing of no longer active members) via the Retention process in Appendix B. This includes reviewing the list non-paying dues members for their eligibility for either the Affiliate Member Initiative or Retention out-processing.

This is a very important but often overlooked committee. Their focus is keeping members involved and engaged in the council's activities.

Membership Engagement Rules

The following list of Engagement rules is in no particular order, but each is tried and true.



South Carolina Top Membership Engagement Rules



Golden Rule: *Everything a council does is a Membership Engagement opportunity!*

Rule 1) **Own 1 thing**

Ask you members to commit to at least 1 program/event each year.

Rule 2) **A brother connected is a brother committed**

Every brother needs communication, friendship and faith.

Rule 3) **Engagement is about fraternity**

Fraternity is the glue that hold councils together.

Rule 4) **Include the family and wives**

Building bonds between our families is critical for fraternity.

Rule 5) **Eyeball to Eyeball beats e-mail to e-mail**

Emails are great for passing information but eyeball to eyeball gets commitments.

Rule 6) **Fulfill the expectations of your members**

Men join because they want to do things – find out what they expect.

Rule 7) **Show that you care**

Recognize achievements.

Rule 8) **Engagement is commitment to Charity, Unity and Fraternity**

Members engaged are putting our principles into action.

Rule 9)

Rule 10)

After 18 months of no contact or activity with the council, a member can be eligible for the Affiliate Membership Initiative.

Affiliate Member Initiative (AMI)

The AMI was created by Supreme so that councils can stay focused on volunteer services and charitable works. Members who are unable to remain active with their councils may become eligible for the AMI.

Eligibility

Please refer to the attached AMI Guidelines for the exact requirements listed in Section 1 of the guidelines. Please note however:

Other members may be designated for Affiliate Member status if they have not responded to council engagement efforts for the **most recent 18 months or longer.**

Specifically, all of the following engagement methods must have been attempted and failed:

- Regular dues notices were sent and dues not paid, and
- Emails were sent and ignored or bounced, and
- Postal Mail was sent and ignored or returned undeliverable, and
- Phone calls were made and ignored or number not in service, and
- **The member has not been seen at Mass, meetings or events.**

In case there is any question, records should be kept of sent /ignored e-mails, returned/ignored mail and phone calls made.

Billing process for Non-Payment of Dues

This is the process for removing a brother knight from the order for non-payment of dues.

With the addition of the AMI, the time frame for a Financial Secretary to initiate the Retention process remains the same. However, if the member meets the AMI eligibility, *after 18 months of no contact* the member can be transferred to the AMI.

If the member is seen at mass or other activities but seems to have left the council (ie non-responsive to e-mails, phone calls and not attending council events) then the Retention committee or other council officer should meet with the member and ask him:

1) Does he want to stay engaged with the council? If yes, get him to pay his dues and re-engage with the council. Many councils will waive the total in dues owed if the member will pay just 1 year.

2) Does he want to stay a knight? If he wants to stay a Knight but for some reason cannot commit to the council, let him know the council will place him in the AMI. Please remind him he is always welcome to participate in any council activity. Once he joins the AMI, he can get rejoin the council by simply transferring in via a Form 100.

If during this meeting, the member asks to leave the order, please document the meeting, and proceed to drop him from the council roles per the current Retention process.

Retention process is listed in Appendix B.

Recruiting and Membership Engagement are the foundation of every council. Active programs in both areas are vital to the health of the council, the vitality of the State Council and the charitable work of the order.

Vivat Jesus!

Appendix A: Affiliate Member Initiative

The entire Supreme AMI PDF is on our state website and available for download. It covers the entire AMI program.

Appendix B: Retention Out Processing

Interim Member Billing Procedures

These revised billing procedures are needed because the AMI significantly changes the handling of members who are delinquent in their payment of dues. Financial Secretaries should use the Member Management and Member Billing applications, located in the secure Officers Online area of www.kofc.org, to perform the tasks listed in this section.

1. The Financial Secretary forwards the membership bill “First Notice” 15 days before the billing period to each member.
2. If payment is not received in 30 days, the Financial Secretary will forward the membership bill “Second Notice”.
3. If payment is not received within 30 days from the date the “Second Notice” was sent, do not update billing status to Knight Alert.

The Financial Secretary will instead provide the names, addresses, telephone numbers, email address, amounts due, and proposer information for each member in arrears to an Engagement Committee that should include a Chairman and two additional members.

4. The Engagement Committee Chairman shall assign committee members to contact the members in arrears. Committee members should use various methods, including internet search engines, to locate members whose contact information is out of date.

If a member is found to be experiencing financial difficulty, the Engagement Committee Chairman should recommend to the Grand Knight and Trustees that forgiveness of dues or other suitable financial arrangements be made to assist this member.

If a member has disengaged himself from council activities or become dissatisfied with his Knights of Columbus membership, the committee member should remind the Brother of the many valuable benefits available to all members and the particular fraternal benefits of working with local council Brothers. A supply of membership benefit reference materials should be readily available for committee members to share as needed.

5. Within 30 days of receiving the list of members in arrears, the Engagement Committee Chairman shall submit to the Grand Knight and Trustees a report including the reasons for nonpayment and their recommended actions for each listed member.

6. Within 15 days of receiving the Engagement Committee report, the Grand Knight shall meet with the Financial Secretary and Trustees to decide on a course of action for each member. These actions may include, but are not limited to:

- Issuing a “Final Notice” to members who wish to remain in the council and gave no reason for nonpayment. The Financial Secretary can regenerate another “Second Notice” from Member Billing to serve as this “Final Notice.”

- Waiving the dues for members in financial distress.
- Reducing the dues or allowing alternate payment plans for members in financial distress.
- Processing the withdrawal of members who request to leave the Order.

7. No further billing actions are required.

NOTE: Suspension transactions are reserved for Summary Suspension for Cause and Board

Appendix C: Sample Council Attendance Roster

You add a letter to clarify the type of participation. Missing for 2 consecutive months, contact the member to see if they are well. You can copy and paste the correct columns into this format which is on the State Website.

Council Attendance Roster

A for activity & M for Meeting

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Council Number	First Name	Last Name	Suffix		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1234	John	Able			A/M	M	M	A	M							
1234	John	Baker			M			M	M							
1234	John	Charlie			M	A/M	A	M	M							
1234	John	Delta			M											

