



Membership
and
Recruitment
Retention
Manual





Times may change, but the challenges facing people remain the same. A need for food, shelter, warm clothing, financial security and aid for widows and orphans — these were all challenges that faced the members of Father Michael J. McGivney's parish. To help meet these challenges, Father McGivney brought together a group of Catholic men and formed the Knights of Columbus.

Today our society still faces the same challenges that confronted people in 1882. While making great strides to overcome these challenges, Knights of Columbus councils will never waiver in their commitment of continuing Father McGivney's vision of service to people in need in our parishes and communities.

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Just as Father McGivney personally asked the men of his parish to assist him in meeting the needs of his parishioners, so too must members of your council ask every eligible Catholic man to join their council and assist with meeting people's needs. As Supreme Knight Carl Anderson reminded us, "It is our moral obligation to invite every eligible Catholic man to join the Knights of Columbus."

This *Membership Recruitment and Retention Manual* will assist your council in implementing a membership program that will: increase your council's manpower to assist parish and community members by providing for those in need — CHARITY; provide the opportunity for eligible Catholic men to work together and accomplish great deeds that they could not accomplish alone — UNITY; and provide the opportunity to build the bonds of friendship with council members that will last a lifetime — FRATERNITY.

This manual highlights successful recruitment and retention strategies. What's important is that your council takes the basic information contained in this manual and adapts it to work for your council. By implementing successful recruitment and retention strategies, your council continues the vision of our founder and assists people in need while at the same time strengthening the bonds that unite your members.

Star Council Award

Councils that excel in membership recruitment, insurance promotion and charitable service outreach may be eligible for the Star Council Award, which recognizes the efforts that councils put forth in continuing Father McGivney's mission. In order for your council to earn the Star Council Award, it must:

- ❑ Earn the Father McGivney Award for excellence in council membership growth.
 - Conduct frequent church drives. Visit kofc.org/drive for additional information on how to conduct a church drive.

- Schedule monthly Admission (First Degree) Ceremonials.
- Invite prospective members to volunteer in one of your council's service programs. After the program, invite the prospective member to join your council.

The information contained in this manual offers solid ideas on how to earn the Father McGivney Award.

- ❑ Earn the Founders' Award for excellence in the promotion of our insurance and fraternal benefits.
 - Conduct Fraternal Benefits Nights.
 - Ensure that completed *Membership Documents* (#100) are promptly delivered to your council's insurance agent.
 - Invite your council's insurance agent to speak at council meetings.

The information contained in this manual offers solid ideas on how to earn the Founders' Award.

- ❑ Earn the Columbian Award for well-rounded council programs.
 - Your council should conduct at least four major programs in each of the Surge . . . with Service categories of Church, Community, Council, Culture of Life, Family and Youth. As an alternative, you may complete one Featured Program in each category to fulfill requirements.
 - Complete the *Columbian Award Application* (#SP-7) and submit by June 30.

Please see the *Surge . . . with Service* (#962) manual for ideas on how to earn the Columbian Award.

- ❑ Submit the *Service Program Personnel Report* (#365) by Aug. 1.

Using the Member Management Application in the secure Officers Online section of the Knights of Columbus website is the easiest way to submit this information.

- ❑ Submit the *Annual Survey of Fraternal Activity* (#1728) due by Jan. 31.

This survey accounts for your council's charitable giving of money and volunteer time. Complete the form electronically by visiting kofc.org/forms.

- ❑ Remain current with assessments from the Supreme Council headquarters.

By excelling in membership growth, your council can be recognized with multiple stars on the Star Council Award. Earn the Star Council Award and attain 200 percent, 300 percent, 400 percent, etc. of your council's membership to earn multiple stars.

For additional information on how your council can earn the Star Council Award, see Appendix A or visit kofc.org/star.

Implementing Membership Recruitment and Retention Strategy

Begin implementing the membership recruitment strategy immediately after your election of officers. Your council's newly elected grand knight has the very important duty of appointing both the membership and program directors.

The new membership director should work with the grand knight to appoint the retention committee chairman and the Knights that will serve on the Admission Committee. (See Appendix D for Standing Council Committees).

Once the directors and committee chairs are appointed, complete and submit the *Service Program Personnel Report* (#365) through Member Management no later than Aug. 1. The report can also be found on the Knights of Columbus website at kofc.org/forms and in the *Council Report Forms Booklet* (#1436). Submitting this report allows the appointed directors and chairmen to begin receiving important information

published by the Supreme Council headquarters and your state council. The Member Management Application is also used to report changes to committee chairmen during the year or by submitting a new Service Program Personnel Report (#365) with only the changed information.

Keys to Recruiting Success

Share with members of your council the *10 Keys to Membership Recruiting Success* (#10233) and keep these tips in mind when recruiting a potential member:

- ❑ Talk about your positive experiences as a member and share your enthusiasm for your council.
 - Convey a sense of enthusiasm, excitement and pride when talking about the great things your council accomplishes and the people your council helps.
- ❑ Make a good impression with the right attitude and body language.
 - Maintain a positive attitude, smile often, avoid being negative, and always look the prospective member in the eye when talking with him.
- ❑ Talk to the prospective member and his wife about the ways membership can benefit his family.
 - Highlight how participation in your council's charitable endeavors can help a man grow in his faith. Point out that many of your council's activities and programs, including the insurance program and other benefits, are open to the member's entire immediate family.
- ❑ Show unity when conducting a charitable service project.
 - When members, their families and other volunteers wear Knights of Columbus-branded apparel while conducting a charitable project, it identifies your council to the community and entices prospective members to inquire about joining your council.
- ❑ Ask men to join your council.
 - Family, friends, co-workers and fellow parishioners represent

- recruitment opportunities — ask if they would like to join your council.
- Approach recruiting in a different way.
 - Ask a prospective member "Would you be interested in learning more about membership in our local Knights of Columbus council?"
- What to say when the answer is "I don't have time."
 - Be prepared with a simple answer. Tell them the amount of time they put in is completely up to them, and remind them of your council's family-oriented activities.
- Promote your council's spirituality.
 - Emphasize your council's involvement in the spiritual life of your parish.
- Involve young people.
 - Ask young men to join your council. Use targeted advertising, especially social media, to reach younger prospective members.
- Follow-up with all prospective members in a timely manner.
 - It is essential that follow-up communication, by personal contact, occurs within a few days at the most.

Planning Membership Recruitment and Retention Strategy

Once your council's directors and chairmen are appointed, the grand knight should call an organizational meeting. Invite your financial secretary; council chaplain; program and membership directors, with their respective committee chairmen; and other council officers to the meeting. Hold the meeting immediately after the appointment of the committee chairmen and before Aug. 1. Set the groundwork for the entire fraternal year, planning your membership and insurance goals, budget, and calendar for social and service program events.

The membership portion of the organizational meeting should focus on the following:

- Reviewing the membership recruitment activities that were conducted in the past year.
 - Analyze the reasons for the success or failure of each project.
- Deciding on successful recruitment strategies to repeat in the current fraternal year and new strategies to implement.
- Setting a budget for each activity.
- Setting tentative dates for each activity, keeping in mind the parish calendar.
- Preparing the list of agreed upon activities to present to the council for approval.
- Alerting the public relations chairman of activity dates to ensure that the council's initiatives and events are communicated to the parish and community in a timely manner.

It is important to keep in mind the requirements for earning the Star Council Award. Your council needs to earn the Father McGivney Award for membership recruitment and the Founders' Award for insurance promotion to be eligible to earn the Star Council Award. Additional information on earning the Star Council Award is provided in Appendix A, or by visiting the Knights of Columbus Fraternal Training Portal or kofc.org/star.

Ordering Supplies

The Supreme Council headquarters has many materials available to help your council promote and conduct its membership recruitment and retention activities. Council supplies can be ordered through knightsgear.com, the Order's website for all Knights of Columbus-related gift and clothing needs. Here are some tips to ensure that your order is processed and shipped in time for your membership activities:

- All council supplies must be ordered by your council's grand

The Supreme Council headquarters has many certificates available for presentation to members in recognition of their accomplishments or outstanding service. Visit knightsgear.com for a complete list of certificates.

knight or financial secretary. To order council supplies and have the order charged against the council's account, each grand knight or financial secretary must first log in to Officers Online. Once logged in, officers may access the link to knightsgear.com.

- ❑ When ordering council supplies through knightsgear.com, there is no longer a need to complete a *Requisition Form (#1)*.
- ❑ Order materials at least four weeks in advance of your activity date. Materials that are needed sooner will be shipped in an expedited manner, however, extra shipping charges will be applied to the order.

Keeping Membership Personnel Motivated

The membership director and each committee chairman are responsible for keeping the membership personnel motivated. It is natural to appreciate recognition for a job well-done. Here are some suggestions to keep morale high:

- ❑ Be sure that each Knight gets full credit and recognition for his work. An occasional personal written note may mean a great deal to the recipient.
- ❑ Make use of current membership campaign awards and incentives.
- ❑ Listen to the suggestions of your council members and acknowledge good advice. Tell your brother Knight that you appreciate his interest and will consider his idea.
- ❑ Be prepared to listen when a member has a question or problem. Guide him, but get him to do most of the thinking. This indicates respect for his judgment, giving him confidence and a feeling of importance.
- ❑ Accept responsibility for your mistakes. This shows your team that you know that you are human and fallible.

Organizing the Recruitment Committee

The first and perhaps most important step in setting up a successful membership program is organizing your membership committees. The key is to ensure that these important positions are filled and appointees

are dedicated and enthusiastic Knights. The process of organizing a recruitment committee is as follows:

- ❑ The grand knight appoints a membership director to oversee all membership programs and recruitment activities.
- ❑ Upon recommendation of the membership director, the grand knight appoints a recruitment committee of three or more Knights. He should select successful recruiters or sales-oriented members.
- ❑ The 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. It is recommended that the deputy grand knight serve on the retention 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 year's schedule of monthly Admission (First Degree) Ceremonials.
- ❑ Identify and schedule recruitment methods that best suit your council's needs and goals (church drives, open houses, team recruiting, etc).
- ❑ Set membership goals (exceed quota, earn Star Council, break the previous recruitment record, etc.). Get the ENTIRE council involved. Those who don't recruit directly can identify and suggest prospective members.

Proven Membership Recruitment Strategies

In a survey, members were asked why they waited so long to join the Knights of Columbus. All too often the answer was "nobody ever asked me."

With the right recruitment strategy in place, your council will ensure that

every eligible Catholic man in your parish has the opportunity to join your council. A direct result of recruiting is your council's ability to increase its charitable impact in your parish and community.

While this manual contains only a few examples of recruitment activities, it is meant to inspire your council into action. By recruiting new members, your council is continuing Father McGivney's vision and commitment of providing assistance to people in your parish and community.

VIP Club (Very Important Proposer)

The VIP Club not only publicly honors recruiters, but also inspires everyone to do their part in the ongoing recruitment drives.

Membership in the VIP Club is automatic when:

- You recruit two or more members and complete section 5 of the *Membership Document* (#100) with your name and membership number.
 - The Department of Fraternal Services maintains VIP Club records and only provides year-to-date and life-to-date totals.
- VIP Club members are eligible to earn recognition certificates, special lapel pins and Knights of Columbus-branded merchandise.
 - Higher levels of the VIP Club are attained with the more prospective members you recruit.

Your responsibilities as proposer don't end with the signed *Membership Document* (#100):

- You should accompany the prospect to the Admission Committee meeting and Admission (First Degree) Ceremonial.
- At the new member's first council meeting, introduce him to his brother Knights and make him feel welcome.
- If you notice that he stops volunteering for charitable outreach programs or attending meetings, make personal contact with him.

Building a Prospect List

Your council's membership committee should have a continuously updated list of potential members. Consider these steps for building and maintaining a prospective member list:

- Ask your pastor for the parish roster.
- Add all local priests who are not Knights.
- Add all ushers, parish council members, choir members and lectors.
- Form a welcoming committee to greet and recruit new men and families of the parish.
- Recruit 18-year-old Columbian Squires and high school or college graduates.
- Regularly advertise in your parish bulletin, inviting potential members to contact the membership committee.

Obtain a list of former members and inactive insurance members in your area from the Supreme Council Membership Growth Department.¹

Admission Committee Guidelines

Use of an Admission Committee is essential to ensure that your council and the candidate understand one another's expectations. Follow these guidelines to ensure a properly functioning Admission Committee:

- The grand knight must appoint seven members to serve on the Admission Committee.
 - It is recommended that the chancellor serve on this Committee.
- The committee should meet on an ad hoc basis.
 - This ensures that candidates do not wait extended periods of time to be welcomed into your council.
- Ask the candidate to complete the *Member/Prospect Interest Survey* (#1842), and use the *Admission Committee Inquiries Guide* (#390) to screen the candidate.

¹ Reactivating inactive insurance members qualifies for both membership and insurance additions toward the Father McGivney and Founders' awards quotas. Reinstatements, readmissions or reapplications qualify for membership additions for the Father McGivney Award.

- ❑ Immediately forward the *Admission Committee Report* (#283) to the grand knight.
 - Reading of the application and balloting should take place at the next council meeting.
- ❑ Advise the candidate of the date for the Admission (First Degree) Ceremonial.
 - If the candidate has a conflict with the date/time of the scheduled Admission (First Degree) Ceremonial, utilize the First Degree Video Production, located in the secure Officers Online section of the Knights of Columbus website, to welcome the candidate into your council.

Planning Frequent Admission (First Degree) Ceremonials

It is essential that prospective members are welcomed into your council in a timely manner. Scheduling at least one Admission (First Degree) Ceremonial per month ensures that recruiters know the schedule and that prospective members won't be kept waiting. Here are some suggestions to help organize your council's ceremonial:

- ❑ Your council should have its own ceremonial team. Please refer to Appendix B for more information on forming a team. Until the team is certified by the district deputy, use the First Degree Ceremonial Production, available on Officers Online or through the Ceremonials Department, to welcome members into your council.
- ❑ Publicize the ceremonial schedule at council meetings, in your council's newsletter and on your council's website.
- ❑ Ensure that you have a supply of *Candidate's Kits* (#531), which include a rosary, a copy of *These Men They Call Knights* (#937) and a *Knights of Columbus lapel pin* (PG-107).
- ❑ Contact the prospective member in advance to confirm his attendance and advise him of the recommended attire.

- ❑ Arrange for the prospective member's proposer or a member of the recruitment committee to escort him to the ceremonial.
- ❑ Present your new members with certificates, available through knightsgear.com, at the conclusion of the ceremonial.
- ❑ Publish the names of your new members in your council's newsletter and on your council's website.

Recruiting Former Members

Former Knights are men who are familiar with the Knights of Columbus. They left the Order for various reasons but represent a pool of prospects your council should not overlook in striving for membership growth.

- ❑ Appoint a special “Welcome Back, Brother” or “Operation Re-Member” committee specifically to recruit former members. Past grand knights familiar with circumstances of earlier departures are especially suited to serve on this committee.
- ❑ Obtain a list 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 your financial secretary for additional names and recent addresses.
- ❑ Review the list to determine former members known to be residing in the area who are still eligible for membership.
- ❑ Prepare a presentation for former members, highlighting changes; new programs, activities and benefits; and recent council achievements.
- ❑ Contact each former member to arrange a personal visit, or invite them to a reception for former members.
- ❑ If planning a “Welcome Back” or former-member reception, use the open house procedures. Be sure to invite your council chaplain and insurance agent to speak at the event.

Ask every former member visited or those at your reception to sign a *Membership Document* (#100) to renew their membership.

Church Recruitment Drives

A church recruitment drive is the easiest way for your council to ask qualified Catholic men to join your council. A successful church recruitment drive is dependent on careful planning and collaboration with your parish priest.

A church recruitment drive is meant to compile a list of prospective members' contact information. **It is imperative that your council follows up with the prospective member within a few days and invites him and his family to learn more about the charitable activities your council conducts in the parish and community.**

Here are the steps for your council to follow in conducting a church drive:

- Contact your pastor and obtain his permission to conduct a church recruitment drive at all Masses on a particular weekend.
- Provide an announcement for inclusion in your parish bulletin during each of the two weeks before the drive. For a sample announcement, please see Appendix E or kofc.org/drive.
- Prepare a council display which highlights your council's charitable programs and member benefits, then place it in the main entry of the church.
- Before each Mass, post teams of two or three Knights at each entry to hand out council informational flyers and *Prospect Cards* (#921A).
- Leave pens or sharpened pencils in each pew for men to complete the *Prospect Card* (#921A).
- Arrange for your pastor, grand knight or membership director to make a brief announcement prior to or after Mass, explaining the Knights of Columbus and the charitable works conducted by your council. For a sample pulpit announcement, please see Appendix E or kofc.org/drive. Encourage men to complete the *Prospect Card* (#921A) and hand it to Knights as they leave church.
- After each Mass, post teams of Knights at each exit to answer

questions from prospective members, assist with *Membership Documents* (#100) and collect completed *Prospect Cards* (#921A).

- Deliver all completed *Membership Documents* (#100) and *Prospect Cards* (#921A) to the membership director.
- Assign recruiting teams for personal follow-ups with prospective members. Team members should invite prospects and their families to participate in a charitable service program; inform prospects of the dates for the Admission Committee interview; and invite prospects to the Admission (First Degree) Ceremonial, which should be held within one week of the church recruitment drive.

Council Open House

An open house provides an opportunity to introduce your council to a broad range of prospective members at one event. The objective of the open house is to showcase your council's charitable service programs, social and fraternal activities, and membership benefits.

Here are the steps for your council to follow to conduct an open house:

- The membership director should appoint a committee to organize and conduct the open house.
- Plan activities that children can participate in while the prospective members and their wives learn about the benefits of membership in your council.
- Publicize the date and time in local newspapers and church bulletins, and on local radio.
- Send open house invitations to prospective members.
- Make a display highlighting your council's charitable activities, awards and other council activities, then post it at the entrance to your meeting place.

The open house program:

- Welcome committee greets guests. Direct children to the planned activities.

- Opening prayer by your council's chaplain.
- Grand knight or membership director should explain your council's charitable programs, and its social and fraternal activities.
- Your council's field agent should explain benefits of membership.
- A question and answer session.
- Conclude with refreshments or light buffet.

At the conclusion of the program, recruiters should ask prospective members to join and assist them in completing a *Membership Document* (#100). Prospects should also be informed of the dates for the Admission Committee screening and Admission (First Degree) Ceremonial.

Team Recruiting

Recruiting in teams of two brings twice the enthusiasm and knowledge of your council to the recruiting process. Here are the steps for your council to follow when conducting team recruiting:

- Organize two-man teams from the membership committee and additional members of your council.
- Divide your council's prospective member list among the teams.
- Schedule a visit with each prospective member and his wife.
- Invite the prospective member and his family to participate in a scheduled council charitable program.
- Ask the prospective member to join your council. Assist him in completing the *Membership Document* (#100) and accompany him to the Admission Committee screening and Admission (First Degree) Ceremonial.

Insurance Promotion

One of the primary reasons Father McGivney founded the Knights of Columbus was to provide financial security to families after the death of a spouse whose job was the main or only source of income. Knights of Columbus Insurance is among the most highly-rated insurance companies

in North America and continues to provide protection “by brother Knights and for brother Knights.” Scheduling frequent fraternal benefits nights provides members with the opportunity to learn about Knights of Columbus Insurance products and to discuss their insurance needs with a field agent. This will also set your council on the path to earning the Founders' Award. Here are the steps for your council to follow for promoting Knights of Columbus Insurance products and hosting a fraternal benefits night:

- Send copies of all completed *Membership Documents* (#100) to your council's general agent immediately after the Admission (First Degree) Ceremonial.
- Invite your council's field agent to speak at all council meetings.
- Ask your council's field agent to write an article for your council's newsletter.
- Have your field agent appointed as Insurance Promotion Chairman by your council's grand knight.

To host a fraternal benefits night:

- At the request of the grand knight, your council's field agent should schedule and conduct the fraternal benefits night. The agent is in charge of this event.
- To enhance the educational experience of the evening, the agent may invite presenters such as accountants, lawyers or bankers to offer professional insight on the value of life insurance and annuities.
- Provide the meeting space.
- Plan activities for children during the presentations.
- Provide gifts or door prizes.
- Serve light refreshments.

Member Retention

The task of member retention begins as soon as the Admission (First Degree) Ceremonial is conferred upon a new member. From the start, new members should be encouraged to be active and to participate in the Formation (Second Degree) and Knighthood (Third Degree) Ceremonials. To inspire both new and current First Degree members, that have been inactive more than one year, to be active in your council, promote the Shining Armor Award.

To earn the Shining Armor Award, Knights must:

- Be involved in at least three council service programs.
- Attend at least three business meetings.
- Receive their Second and Third Degrees.
- Meet with your council's insurance representative.
- Recruit at least one new member.

Additional information on the Shining Armor Award can be found on the Knights of Columbus website, kofc.org.

Your council must ensure that each Knight has the ability to earn the Shining Armor Award. Here are some steps to take to ensure your members succeed:

- Set the service program calendar early in the fraternal year and publicize it to the membership.
 - Regularly review service programs to determine if they were successful.
 - Send out a *Member/Prospect Interest Survey* (#1842) annually to determine the interests of your members.
 - Utilize the suggestions of members for new service programs or to improve current service programs.

Membership retention is every member's responsibility. Personal follow-up is the most productive form of retention. If you notice your friend, neighbor or co-worker is not as involved in your council as he once was, a phone call, handwritten note or personal visit is recommended.

- Ask different members to take leadership roles in service programs and your council.
- Make council meetings productive.
 - Utilize members' time efficiently on meeting nights.
 - Present information in a clear and concise manner.
 - Hold officer meetings to limit lengthy discussion in council meetings.
 - Follow a meeting agenda.
- Provide a schedule of Formation (Second Degree) and Knighthood (Third Degree) Ceremonials.
 - Encourage First Degree members to advance to higher degrees.
 - Council members of higher degrees should accompany members to the Formation (Second Degree) and Knighthood (Third Degree) Ceremonials.
 - Ask members to take leadership roles in your council.
- Host fraternal benefits nights.
 - Invite the field agent to council meetings and allow him to speak.
 - Ask the field agent to contribute an article to your council's newsletter or Web page.
 - Ensure that the financial secretary forwards *Membership Documents* (#100) to the general agent immediately after Admission (First Degree) Ceremonials.
- Schedule monthly Admission (First Degree) Ceremonials.
- Your council's financial secretary should provide your retention committee with a list of brother Knights in danger of being suspended. Contact these members and discuss their reasons for being inactive. Urge them to become active again in an upcoming charitable or fraternal activity.
 - The Supreme Council has established the *Proper Billing Procedures Including Use of the "Notice of Intent to Suspend"* (#1845A). Please be sure to follow these procedures in an effort to retain members in danger of being suspended.

Through implementing the points above, your council will keep all members involved and active.

For more information on membership recruitment and retention, visit the Knights of Columbus website, kofc.org, or the Knights of Columbus Fraternal Training Portal.

Appendix A

Star Council Award

In order for your council to earn the Star Council Award, it must:

- Earn the Father McGivney Award for membership growth.
- Earn the Founders' Award for insurance growth.
- Earn the Columbian Award for well-rounded council programs.
- Submit the *Columbian Award Application* (#SP-7).
- Submit the *Service Program Personnel Report* (#365).
- Submit the *Annual Survey of Fraternal Activity* (#1728).
- Remain current with assessments from the Supreme Council headquarters.

The Father McGivney Award recognizes excellence in membership growth. Each year, your council is assigned a membership quota from the Supreme Council. For the award, growth is considered to be net increase over losses through suspension or withdrawal. Deaths do not count against your quota, and transfers in or out of your council do not count for or against your quota. Your council quota can be found under the Membership tab in Officers Online, which is updated daily. Eligibility for the Father McGivney Award is automatically determined by the Supreme Council and there is no application.

The Founders' Award recognizes excellence in your council's promotion of our insurance products. Each year, your council is assigned an insurance quota from the Supreme Council. For the award, growth is considered to be net gain above losses through suspensions and withdrawals and transfers from insurance to associated membership. Deaths do not count against your quota, and transfers in or out of your council do not count for or

against your quota. Your council quota can be found under the Membership tab in Officers Online, which is updated daily. There is no application for the Founders' Award, as eligibility is automatically determined by the Supreme Council.

The Columbian Award recognizes your council's charitable service activities and programs. In order to earn the Columbian Award, your council must complete at least four major programs or activities in each of the six "Surge . . . with Service" program categories (Church, Community, Council, Culture of Life, Family and Youth).

As an alternative, the Supreme Council has designated select programs as "Featured Programs" in each of the Service Program categories. When your council successfully conducts a Featured Program, it automatically fulfills all four activity requirements for that Service Program category.

To be eligible for this award, two forms must be submitted and accepted:

- Service Program Personnel Report* (#365), due Aug. 1.
- Columbian Award Application* (#SP-7), due June 30.

Appendix B

Certified Council Ceremonial Team

Your grand knight is directly responsible for the formation or continuation of your council's First Degree Ceremonial team. When your council has its own team, it has greater opportunities to welcome more members into your council.

A First Degree Ceremonial team can be formed with four members and your council's financial secretary. Your council chair officers may assume team roles, but the opportunity to do so should be open to all members of your council.

Although the Admission (First Degree) Ceremonial may be conducted by reading the parts, it is preferred that your team memorizes the necessary text. Once team members have memorized their parts and are able to deliver the Admission (First Degree) Ceremonial in an inspiring manner, they should be fully certified (along with backup members) by the district deputy.

First Degree Ceremonial Guidelines

- ❑ The financial secretary or grand knight must order *Candidates Kits* (#531) by logging into the Officers Online section of the Knights of Columbus website and clicking the link to KnightsGear. Each candidate kit consists of a rosary, a prayer card, a blank membership card, a *Knights of Columbus pin* (#PG-107), a copy of the booklet *These Men They Call Knights* (#937) and information on the Shining Armor Award.
- ❑ The grand knight is in charge of this degree, which may be conferred prior to, during, following or separately from a regular council meeting. The degree team officers need not be current chair officers. Degree team officers may wear the Supreme Council Ceremonial baldric over a dark-colored business suit with the council jewel of office. Ceremonial baldrics are available from the following official fraternal suppliers: Lynch and Kelly, Inc.; Les Entreprises Roger Sauvé; and The English Company.
- ❑ Reading degree parts is allowed, as is the use of the Narration CD and the *First Degree Video Production*. However, memorization is the preferred method of delivery. A team may exemplify a degree before being certified by the district deputy. When team members are ready for certification, the grand knight should request the district deputy to certify them on a mutually agreed date and time.
- ❑ The financial secretary and the warden should be the custodians of the books, CD and DVD. The warden should have the council chamber arranged as shown on Diagram A, page 6, in the *First Degree Ceremonial Book* (#2080).

- ❑ Your council should host an Admission (First Degree) Ceremonial on a monthly basis. A candidate need not travel far or wait extended periods of time to join your council. If your council's ceremonial team is not available or the candidate has a conflict with the date/time of the scheduled ceremonial, use the First Degree Video Production to advance the candidate.

Appendix C

Qualifications for Membership

The qualifications for membership in the Knights of Columbus are contained in Section 101 of the Laws of the Order. They are as follows: “Only practical Catholics in union with the Holy See shall be eligible to and entitled to continue membership in the Order. An applicant for membership shall not be less than 18 years of age on his last birthday.”

There are no other qualifications.

Practical Catholic — Guidelines have been established to assist the Admission Committee in determining the practical Catholicity of an applicant or member. The main components of the requirement may be described as follows:

- ❑ A practical Catholic accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accordance with the precepts of the Catholic Church, and is in good standing in the Catholic Church.
- ❑ A practical Catholic strives to have a greater knowledge of the teaching of Christ and his Church, and to accept, respect and defend the Church's authority (vested in the supreme pontiff, and the hierarchy and clergy united with him) to teach, govern and sanctify the faithful.

If questions regarding the practical Catholicity of an applicant or member arise, the pastor of the applicant or member should be consulted before any action is taken.

- ❑ A practical Catholic gives material and moral support to the Church and her works on all levels, promoting the programs of the parish and diocese and coming to the aid of the missions, the needy and the underprivileged; supports and advances the just causes of minority groups; endeavors to eliminate unjust discrimination, prejudice, etc.; and supports the Church in her defense of marriage and family life.

Appendix D

Standing Council Committees

Admission Committee — Ensures that the applicant understands the Order and that the council understands what the candidate expects from his membership.

A properly functioning Admission Committee:

- ❑ Is comprised of seven members who are appointed by the grand knight. The chancellor is recommended to serve on this committee.
- ❑ Requests the candidates to complete the *Member/Prospect Interest Survey* (#1842).
- ❑ Forwards the *Admission Committee Report* (#283) to the grand knight. The report is read at a council meeting and followed by candidate balloting.
- ❑ Informs the candidates of the date for the next Admission (First Degree) Ceremonial.
- ❑ Asks new members, after First Degree Ceremonial, to consider joining in the committees and activities that match their interests.

Recruitment Committee — Constantly keeps a fresh list of potential candidates for membership in your council.

A properly functioning recruitment committee:

- ❑ Is comprised of three or more members appointed by the grand knight in collaboration with the membership director.
- ❑ Identifies and schedules recruitment drives, which should include

Church recruitment drives, open houses and team recruiting initiatives.

Retention Committee — Keeps the members of your council interested and participating in council activities.

A properly functioning retention committee:

- ❑ Is comprised of the deputy grand knight, council trustees and any other members who are appointed by the grand knight.
- ❑ Recognizes each member's accomplishments.
- ❑ Ensures new members are introduced to the council membership and made to feel welcome.
- ❑ Communicates with members to remind them of meetings and activities.

Appendix E — Sample Announcements

Sample Pulpit Announcement

It is my pleasure to introduce to you members of ___ (council name) _____ of the Knights of Columbus. You may already know some of the Knights from our council here or from some of our 15,000 councils worldwide. The nearly 2 million members of the Knights of Columbus form the largest Catholic fraternal group in existence. As Knights, we serve our parish and community while working each day to create a better world through charity. If you are looking to live out your faith in the spirit of charity by helping others, our Knights of Columbus council welcomes you to join them.

Knights and their families have the opportunity to become involved in our council's charitable, faith-based and social programs.

Over the past decade, men like you have enabled the charitable donations of the Knights of Columbus to reach more than \$1.5 billion dollars, and individual Knights have donated more than 690 million volunteer hours to charity.

Since its founding in 1882 by the Venerable Servant of God Father Michael McGivney, the first principle of the Order has been charity. Our council and those around the world actively assist the Church and our neighbors in need.

We were also founded to protect the livelihood of Catholic families, and that commitment means we continue to provide our members and their families with top quality life insurance and annuity products. No life insurer in North America has a higher rating than the Knights of Columbus.

Today, we would like to offer you the opportunity to join us in our work for God and neighbor. Our council has undertaken many activities that benefit our parish, such as: (list council activities).

As a member of our council, you will strengthen your faith and become a better Catholic, husband and father. Through your support of our parish and community, you will form friendships with fellow Knights that can last a lifetime.

As much good as our council has done over the past year, we could do even more with your help. We invite you to join our council today and help us be the difference in our parish and community.

Sample Bulletin Announcement

If you're interested in helping those in need, serving our parish, growing in faith or obtaining exclusive access to top-rated insurance protection for your family, then the Knights of Columbus is the organization for you.

____ (Council Name) ____ will conduct a membership drive after each Mass on ____ (Insert Dates) _____. Please consider joining our council. For more information, visit kofc.org, ____ (Council web address) ____ or contact ____ (Insert Membership Director Name) ____ at ____ (Insert email address or telephone number) ____.

Sample Endorsement From Priests

I'd like to take a moment to encourage the men of our parish to consider joining ____ (Name of Council and Number) ____ of the Knights of Columbus, here in our parish. Membership in this Catholic fraternal organization will give you the opportunity to strengthen our parish and give back to our community; exclusive access to a top-rated insurance program to protect your family; and the ability to grow in your faith. These are just some of the reasons to join our council here in ____ (Name of Parish) ____.

Following Mass there will be members of ____ (Council Name) ____ at the church exits. Please take the time to speak with them, learn more about this wonderful organization and become a member.

