

Membership Engagement Engaging Current and Potential Members



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Introductions

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What is the Purpose of this Session?

- Define our identity as College Knights
- Explain the role and necessity of a fraternal culture in our councils
- Share practical ideas and tools for strengthening fraternity, growing membership, and developing/projecting a healthy culture





Part I: Fraternity in the Knights



Interests of College Students

Community:

- Being respected and valued
- Creating genuine and masculine friendships
- Being a part of something bigger than themselves
- Making a difference
- Receiving support from upperclassmen
- Having fun!

Enrichment:

- Academic advancement
- Self-knowledge
- Character growth
- Service to others
- Leadership formation
- Spiritual development



Knights of Columbus - The Catholic Fraternity

The KofC Advantage:

- College KofC is not a singular experience!
 - Fulfills many of the interests of college men
 - Flexible time commitment for general members
 - Students may share their unique interests with the council
- Lasts beyond college
 - Parish councils
 - Career opportunities
 - Supreme Office
 - Field Agent



What are the Challenges?

- Competing for students' time and interest with other groups
- Tainted notions about what it means to be a fraternity
- Focusing on just one aspect of our order, avoiding the others
- Public views about us vs. our true identity (College Knights can sound like an oxymoron)



Responding to these Challenges

- Rooting ourselves in brotherhood
 - Not us relating to each other, but a brotherhood in Christ
- Living authentically
- “Why don’t men ‘Play the Man’? Why don’t they offer their strength to a world desperately in need of it?”
- Be honest with them



What is a Fraternity? A Brotherhood

- A definition of “fraternity” or brotherhood: The bonding of men of various backgrounds, beliefs, places, and eras around a singular set of life-directing commitments within a common experience
- Big ideas for a College Council:
 - The people are what make a fraternity!
 - Diverse membership – different backgrounds, interests
 - Catholic faith as shared beliefs



Personal Challenge

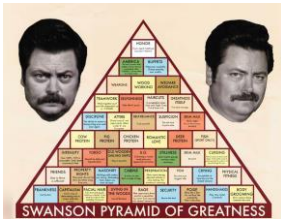
- Normal College Life
 - Party Culture
 - Meaningless relationships
 - Feel-Good mentality
 - Fake friendships
- The life of a College Knight
 - Prayer
 - Brotherhood
 - Meaningful relationships
 - Service



Personal Success

- You and your councils are in the best position to serve Catholic men
- Inviting other Catholic men involved in Bible studies, with FOCUS, events at the Newman Center, or just Catholics on campus into a brotherhood
- The friendships we make matter far more than our events





Part II: Building Blocks of a KofC Fraternity



First Thing, Who is Responsible for Culture?

- Grand Knight defines the culture of the council:
 - Responsible for vision, objectives, values, and motivation
 - "Culture lies in the shadow of a leader"
 - Show up to everything... yes, EVERYTHING
- Brother Knights:
 - Shape this environment as members through their interactions
 - Are the ones who achieve the desired outcomes



Authentic Friendships - Basis of Brotherhood

- Intentional
- Laugh
- Think
- Love
- The Church needs good men, now more than ever



Sacraments / Fellowship
Achieving the end goal of raising Holy men



How can this be lived?

- Authentic friendships are attractive
- Be bought in — Don't do things half hearted
- Bring your interests to the table
 - Sports
 - Music
 - Art
- Be interested in other brothers' hobbies



Recruitment Strategies

- First impressions make all the difference
- Encounter the culture and identity of the KofC
 - Form students' opinions over the long-run
 - Recruit early, recruit often



Strategies for initial exchanges (one-on-one)

- Lend a hand for freshmen move-in day,
- Attend welcome events in "armor" — KofC gear!
- Greet students arriving at the Catholic Center,
- Present at school activity fairs

Be visible, engaged in the Catholic community

- Be prepared to talk about your council and know the Order's history!



Recruitment Drives

Recruitment drives should be:

1. Once per semester – in the first few weeks
2. A week long
3. Begin with a pulpit/bulletin announcement
 - Invite men to an informational meeting
4. Include several events throughout the week
 - Faith, Service, Fraternal
 - These events can be small or large
5. Finish with a First Degree
 - Follow the degree with a meal or fun event



First Degree & Integrating New Members

Ceremony basics:

- Admits members and provides the common experience
- Keep goals in mind: formation and sharing an experience
- Involve the entire council
- Use your own degree team whenever possible
- Make sure to have an after-party!
 - This offers an opportunity to build fraternity from the very beginning



Programming to Build Brotherhood

Growing fraternity:

- Masculine activities: BBQs, Men's Fellowship Nights, Hiking, Campfires, Bowling, Paintball, Movie Nights, Walking Rosary, Fantasy Football, Super Bowl Party, etc.
- Make sure you are praying together as a council!

Ask your brothers to share their talents!



Branding and Projected Image

We want to do good while looking good!

- Apparel/accessories: t-shirts, polos, hats, water bottles, stickers
- Be visible on campus - Armor Day

Don't be afraid to brag!

- Post on social media before/after events
- Let people know what's going on
- Post flyers and calendars



Council Branding and Communications

Basic strategies for branding:

- Know what you want to say and how to say it
- Simple, easy-to-read and visually appealing delivery
- Use posters, handouts, Facebook, Instagram, Twitter, email
- Use services like Mail Chimp and GroupMe to communicate with your members



What about inactive members?

- College Rosters can get pretty big
- Four year turnover rate
 - Unique to college councils
 - Quotas can get pretty big
 - Per capita can get expensive



Solutions for inactive members

- How to fix it
- Interact with members
 - Regular communications
 - Interesting events
 - Interact with graduating seniors
 - Encourage them to transfer to a parish council
 - If they don't want to transfer, get updated contact info
 - Keep in contact with the College Councils Department
 - college@kofc.org



Alumni Relations

- Track graduation dates in Member Management
- KofC graduation stoles or cords
- Meet with your graduating seniors
 - End of the year dinner to honor seniors
 - Exit interviews
 - Get updated contact info
 - Form 100
- Keep in touch with your alumni members to keep them engaged
 - Regular email communications
 - Newsletter on council activities
- Host an event during homecoming weekend



Conclusion

- We need fraternity!
- Focus on culture
- Invest in your membership
- Many free and easy-to-use resources are available to build the visible image of a council
- Recruit and retain!



Questions?



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