



KNIGHTLINE

KNIGHTS OF COLUMBUS *In Service to One. In Service to All.*

NEWS FOR KNIGHTS OF COLUMBUS LEADERS ♦ 1 COLUMBUS PLAZA, NEW HAVEN, CT 06510-3326, USA

With Pope Retiring, Knights of Columbus Asks Members and the Faithful to Pray

The Knights of Columbus is asking members and all Catholics to pray for the pope and the Church in anticipation of Pope Benedict XVI's resignation, scheduled for the end of this month.

The prayer, written by Knights of Columbus Supreme Chaplain Archbishop William Lori of Baltimore, reads:

“O Lord Jesus Christ, Supreme Pastor of Your Church, we thank you for the ministry of Pope Benedict XVI and the selfless care with which he has led us as Successor of Peter, and Your Vicar on earth.

Good Shepherd, who founded Your Church on the rock of Peter's faith and have never left Your flock untended, look with love upon us now, and sustain Your Church in faith, hope, and charity.

Grant, Lord Jesus, in Your boundless love for us, a new Pope for Your Church who will please You by his holiness and lead us faithfully to You, who are the same yesterday, today, and forever.

Amen.”

“Until we have a new pope, we encourage all members of the Knights of Columbus, their families and all Catholics to say this prayer daily for Pope Benedict, for the Church and for our future pope,” said Supreme Knight Carl Anderson.

The Knights of Columbus has worked closely with the Vatican during the Pontificate of Pope Benedict. In December of 2012, at St. Peter's Basilica, the pope addressed attendees of a conference co-sponsored by the Knights of Columbus and the Pontifical Commission for Latin America. Shortly after the conference, Pope Benedict met privately with Supreme Knight Anderson. Anderson serves on several Vatican committees and has worked both with Pope Benedict XVI and with his predecessor Blessed John Paul II.

“In these remaining days of his papacy, our thoughts and prayers are with Pope Benedict XVI, who has worked so hard in leading the Church and has always been such a good friend to the Knights of Columbus. We wish him all the best in his retirement. In addition, we pray for all those cardinals who will take part in the conclave and for his successor, that God may inspire them as they carry out the mission with which they are entrusted,” Supreme Knight Anderson said.

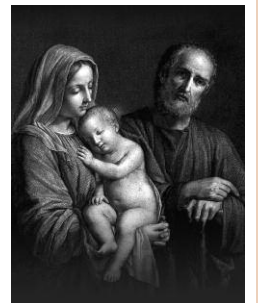
The Knights are asking people to record their pledge to pray at PrayerfortheChurch.com. The names of those who have made the pledge online will be brought to the Installation Mass for the new pope. Prayer cards are also available and information on ordering can be found at kofc.org.



Pope Benedict XVI met numerous times with Supreme Knight Carl Anderson to receive the Order's annual Vicarius Christi Fund donation and to discuss the Order's initiatives.

Year of Faith Prayer Cards Available

To help Catholic parents educate their children in prayer during the Year of Faith, *A Family Prayer* card (#10086) is available from the Supreme Council Supply Department. For more details, see page 5 of this newsletter.



Special Combined Issue

Due to the breaking news of Pope Benedict XVI's retirement, in order to quickly distribute information on the prayer initiative on this page, we are combining the February and March 2013 issues of *Knightline*.

New Council Development

If there is a parish or college in your area that could sustain a Knights of Columbus council, consider helping your district deputy to form a new one. For more information and help in starting new councils, contact your state deputy, your state new council development chairman or the Supreme Council Department of Membership Growth at 203-752-4250.

40 Cans for Lent



Hunger knows no season. Too many people, especially too many children, go to bed hungry each night. Fortunately, through our Food for Families program the Knights of Columbus is in a position to help. "Forty Cans for Lent," developed in 2010 by Our Lady of Guadalupe Co. 8306 in Helotes, Texas, is a self-explanatory program that is easy to conduct. As the title suggests, the goal of the program is to have every council member and parishioner contribute one can of food for each of the 40 days of Lent. The food can then be donated to the

parish food pantry or to a community food bank or soup kitchen. As an added incentive to conduct this and other Food for Families programs, the Supreme Council is offering a rebate of \$100 for every \$500 – or for every 500 pounds of food, that a council contributes to a food pantry, food bank or soup kitchen. Simply complete the Food for Families Reimbursement Program Report Form — found at kofc.org/forms — and return it to Jason Porrello, Food for Families program manager, by June 30. Every council is eligible to receive up to \$500 in rebates through this program.

Special Olympics Report

The Knights of Columbus has always had a close relationship with Special Olympics. To further track local councils' involvement, make sure that your council completes the Partnership Profile Report with Special Olympics (#4584) and submits it to the Supreme Council Office, with copies to the state deputy, district deputy and the council's files. This form is available at kofc.org/forms.

Parish Round Tables

Our Order's goal is a Knights of Columbus presence in every parish. Our round table program can assist in accomplishing that. If your council serves more than one parish, consider establishing a round table in each. The round table works with the pastor to help meet the needs of that parish. See the *Parish Round Table* booklet (#2632) for details.

Substance Abuse Awareness Poster Contest

Any child age 8-14 is eligible to participate in the Knights

of Columbus Substance Abuse Awareness poster Contest. Order item #SA-KIT from www.kofc.org/forms or call 203-752-4625 to get the Contest Kit. Use the included posters to advertise at your parish or local school — the kit has everything you need to administer the contest other than the poster paper (rule books, forms, award certificates, etc.). The council judging usually takes place in January, progressing through the district, regional, state and international levels. Talk to your state program or youth director to find out the deadlines in your area. Work with art teachers at any public or private school (not just Catholic); an art teacher may be grateful to have a free "lesson plan" for the day. Make sure you give the teacher contact information for the council so you can collect and judge the posters and pass them up to the next level.

Year of Faith Lectures Now Online

In response to Pope Benedict's call for a Year of Faith, the Blessed John Paul II Shrine scheduled a series of lectures on prayer and spiritual renewal to advance the pope's theme. Recorded versions of the presentations will be available from jp2shrine.org. For more information on the Year of Faith, visit annusfidei.va or kofc.org/yearoffaith.

Fraternal Survey: Submit Now if You Haven't Yet

Councils, assemblies and circles should have completed the 2012 Annual Survey of Fraternal Activity (#1728) and submitted it to the Supreme Council office by Jan. 31. If you have not already done so, please send in your survey immediately. This form is available at kofc.org/forms or in the Council Reports Forms Booklet (#1436).

Best Practices for Your Council:

Efficient Day-to-Day Operations Ensure Council Success

Knight's of Columbus leaders face many responsibilities. Here are some tips on helping to address the council's day-to-day operations and the needs of members.

Planning Future Programs and Setting Agendas:

Consider the Needs of Your Parish and Community — Ask the questions: What impact will the council's activities have on the community? Where can the council make the biggest difference? Look at the answers to these questions in context of the interests of your members.

Take a Broader Perspective — When setting activities, consider the

long-term effect this will have on the council. Are the council's goals and priorities in line with the Order's, and do they address the needs of the community and the Church?

Look at Your Members' Interests — Survey council members on the types of service activities they are interested in and then work to align council activities with the results.

Remember: There Are No Small Good Deeds — Don't let projects or prospective ideas overwhelm you. Discuss plans that your council can easily and successfully follow through. Small achievements can pave the way for bigger plans and involvement in the future.

MEMBERSHIP IN THE KNIGHTS OF COLUMBUS is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See. This means that an applicant or member accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the precepts of the Catholic Church, and is in good standing in the Catholic Church.

Newtown Knights Organize Prayer Drive for Community

Ask Knights and Others Across the Nation to Pray for Those Affected by the Tragic School Shooting

In the wake of the tragic shooting at Sandy Hook Elementary School, St. Virgilius Council 185 in Newtown, Conn., established a program asking people to pray three Hail Mary's for the victims and their families; the first responders and teachers; and the community of Newtown.

The Knights established this program several days after the Dec. 14 shooting that left 26 teachers and students dead.

"Our parish and community were deeply affected by the events at the Sandy Hook Elementary School," said Tim Haas, grand knight of Council 185. "Many, many people have asked how they can help. One way is with your prayers. Therefore the Newtown Knights of Columbus are asking religious organizations, fellow Knights of Columbus councils and individuals to say three Hail Mary's – at least – for us (the community of Newtown)."

People participating in the prayer drive were asked to notify the



(CNS photo)

council by e-mail at HailMary@kofc185.org to report the number of people praying, the number of prayers said and the location.

As of early January 2013, more than 2.75 million prayers had been reported from locations across the United States, the Philippines, Canada and South Korea.

The Newtown Knights, and Knights from the surrounding areas, also acted as ushers at many of the funeral services for the victims.

Shortly after the shooting, Supreme Knight Carl Anderson on behalf of Knights of Columbus members and their families throughout the world issued the

following statement: "The Knights of Columbus joins the people of Connecticut and of the nation in mourning the loss of those killed in Newtown. Our thoughts and prayers are with each family affected by this tragic event. We pray especially that God will give them consolation and strength in this difficult time."

The Gift of Shelter: Habitat for Humanity



Habitat for Humanity seeks to eliminate poverty, housing and homelessness one family at a time. The organization assists in providing quality-built, affordable homes to needy families by cooperatively involving the future homeowner with community volunteers and suppliers who build or renovate the home. Habitat for Humanity building projects are excellent opportunities to show prospective members what the Knights of Columbus is all about. The steps involved in participating in Habitat for Humanity include:

- Contact the local Habitat for Humanity affiliate in your community. Visit habitat.org or e-mail volunteer@habitat.org for information on your local affiliate. They will be able to brief you on the volunteer opportunities available to council members, prospects and families.
- Involve the entire parish community in the project. This will increase exposure for the council and the project, and will help volunteers develop the skills needed to build a home.
- Develop a calendar of Habitat for Humanity build dates, and advise council members and parishioners well in advance so that they can participate.
- Make this a family project. Wives and children can help build and enjoy the camaraderie that comes with completed building projects.
- Hold a "Thank You" or "Open House" event for all that participate in the build. Make a presentation on other programs and activities in which the council is involved. Then, ask those prospects to join — perhaps even have the council First Degree team ready to initiate new members that evening.

Set the Pace By Becoming a Star Council

Star Councils set the pace for our Order. Only through growth can a council be successful as they strive to earn "Star Council Award" status. Recruiting and retaining members is the result of good active, inclusive council programs. As a fraternal leader you should continually review the council and its membership numbers. Did a council make its quota? Did the council conduct programs that included a large percentage of its membership? Is the council in tune with their chaplain? Does the council involve their field agent? How are your programs and activities doing? What do your charitable activity results tell you? The numbers are the report card! They are the results of what was achieved by council programs and activity. The numbers are not the goal, they only tell us how the council has been doing. The better the numbers, generally the better the programs have connected the members of the council and united them in a common cause. The only way to improve the results is to improve the programs of the council; to include and connect to more members; and to be involved, visible and connected to parish life.

Focus on building a Star Council culture in your council. Programs and activities involve your council members, build enthusiasm and bolster your membership efforts. Programs are opportunities to invite new members into your council.

Now is the time to make sure your council has met all the requirements for the Star Council Award by qualifying for the Father McGivney, Founder's and Columbian awards. The eligibility requirements for these awards are: conducting and reporting at least four major programs in each of the Service Program categories (using the Columbian Award Application found in the *Council Report Forms* booklet [#1436] or on the Order's website by June 30), achieving new member quota, achieving new insurance member quota and hosting/participating in four First Degree exemplifications.

For more detailed information on achieving these awards refer to the Surge ... with Service program manual (#962) or the *Grand Knight's Handbook* (#915). To ensure timely processing, all Form 100s must be received, processed and recorded at the Supreme Council before noon EST on June 30 to be counted toward 2012-13 fraternal year quotas. Also, all insurance policies must be issued and released by June 30 in order to count for the 2012-13 fraternal year quotas.

Day of Prayer for the Unborn Child

With the Knights of Columbus Day of the Unborn Child soon approaching on March 25, Knights have the opportunity to stand up and speak out against the evil of abortion. All members of the Order are encouraged to hold a special prayer service in council meeting places or local parishes. When celebrating the Day of the Unborn Child, councils are encouraged to conduct a pro-life Mass or rosary service. Remember to invite all members of the community, including public officials and health care workers. Strength in numbers gives others the courage to speak up and also lets the community know there is a group willing to help women in crisis pregnancies. To plan a service, councils should:

- Consult with your chaplain or the pastor of the local parish to establish a time and the kind of service (i.e. rosary, Mass, etc.).
- Ask the pastor to make a pulpit or bulletin announcement

Prospect A New Member

Before you consider HOW to recruit, you must address the question WHO to recruit. There are many eligible Catholic men who would enjoy participating in the Order. Identifying them is easier than you think.

I. It's all about names. Utilize all possible sources of potential leads.

Sources Include:

- Parish Rosters
- Parish Directory
- Catholic Newspapers
- Church Bulletins/Advertisers
- Church Related Activities
- Community Activities
- Athletic Associations/Activities
- Recruiting Drives
- New Parishioners

II. The Pre-Approach

- Send a letter to prospects explaining how they will benefit from membership in the Knights and include a Membership Invitation (#2599)

III. Make the Appointment

- Within a week of the mailing, follow-up with a phone call to the prospect.
- Ask for a convenient time to meet with him and his wife to discuss the benefits of the Order.
- See phone track, entitled "Potential New Member Telephone Approach."

IV. While in the Home

- Discuss the many programs (charitable/fraternal/spiritual/and member benefits) the Order has to offer.
- Explain the various benefits extended to his family, community and church.
- Discuss any concerns or questions posed by either the prospect or spouse.
- Complete the Form 100.
- Advise the prospect of the date of the First Degree. (If possible, accompany candidate; if not, make arrangements for a council member to act as mentor and guide to the candidate).
- ASK FOR REFERRALS.
- Send a card, congratulating the member.

regarding the program at all Masses the weekend prior to the event.

- Send a notice to the local diocesan newspaper and local secular media.
- Distribute Prayer for Life cards (#4665), available in reasonable quantities from the Supply Department.

The Knights of Columbus Day of the Unborn Child was instituted as an addition to the Order's commitment to build a culture that respects and protects every human life, from conception to natural death. For more information on the Knights of Columbus Day of the Unborn Child see the "Community" section of kofc.org/service.

In addition, to further assist your culture of life activities, the Supreme Council offers the following materials (all of which are free of charge when ordered in reasonable quantities; there is only a shipping charge):

- The four-page, full-color "Winning Words of Life" flyer (#2275) offers thoughtful responses to common abortion arguments.
- The brochure "A People of Life — And for Life" (#4795) outlines the Order's commitment to reversing the trend toward a culture of death and building a culture that values human life at every stage. A poster (#4804) with a similar design is also available.
- "Pray the Rosary to End Abortion" poster (#2073) and prayer card (#2072).
- "Gospel of Life" poster (#4238) and prayer card (#4237E, F, or S) in English, French or Spanish

Honor our Founder

The Knights of Columbus began in the basement of St. Mary's Church in New Haven in 1882 when Father Michael J. McGivney called together a small group of pioneering Catholic laymen and founded a society designed to provide financial assistance for widows and orphans of members.



Because March 29, which marks the anniversary of the Order receiving its charter from the state of Connecticut, falls on Good Friday this year, your council should consider holding Founder's Day activities either the weekend before or after. Here are just a few Founder's Day events your council can sponsor to celebrate the founding of our Order, as well as the institution of your council:

- Participate in the Orderwide Membership Church Drive in honor of Father McGivney on the weekend of March 16-17. (*See page 6 for details.*)
- Hold a Founder's Day reception for your parish and community.
- Conduct an open house and give out information on the Order.
- Show *The Life and Legacy of Father McGivney* to members, families and guests. This film documents the life of our Order's founder.
- Prepare a council history display featuring old photos and written records.
- Publish and distribute a council history to all council members and post it on your website.
- Ask your local government to issue a proclamation declaring March 29 as Knights of Columbus Founder's Day.
- Send press releases on your celebration to the local media. Invite them to cover the event.
- Hold a First Degree exemplification in honor of Father McGivney.
- Recognize your council's founders — your charter members — by presenting them with Charter Member Certificates (#1456, E,F,S). These vertical certificates are 8.5 by 11 inches and can be purchased from the Supreme Council Supply Department for 25 cents each.
- Founder's Day activities are the perfect forum for asking eligible Catholic men to join the Knights of Columbus. Tie in your anniversary celebrations with membership activities.

For more ideas on celebrating Founder's Day visit the "Council" section of kofc.org/service.

Share Your Year of Faith Activities

The Year of Faith, proclaimed by Pope Benedict XVI, began on Oct. 11, 2012, and will end on the Feast of Christ the King, Nov. 24, 2013. It marks the 50th anniversary of the opening of the Second Vatican Council and the 20th anniversary of the promulgation of the Catechism of the Catholic Church. The work of Vatican II set the Church on the path of the Good Samaritan with faith expressed through acts of charity – a journey that it has continued into the 21st century. It's a path that the Knights of Columbus has wholeheartedly embraced. Councils throughout the Order are now planning events to mark and celebrate the Year of Faith. We are interested in what your council may be planning and will possibly share your events with other Knights through this newsletter and other publications. Please send any information and photographs on your Year of Faith events to knightline@kofc.org. We look forward to hearing from you.

Here are some Year of Faith initiatives being undertaken by local councils:

Throughout its Respect Life month in October, Council 9266 in Troy, Mich., hosted a display and prayer service in honor of Our Lady of Guadalupe. Participants in the prayer service included Knights of Columbus, their family members and other parishioners of the local parish.

St. Edith Stein Council 12955 in Katy, Texas, assisted in sponsoring the 2012 Faith and Disability Symposium, an interfaith event that unites various faith communities and agencies that serve the needs of families living with a disability. This year's theme was "The Dignity of Persons with Disabilities" and strove to help families overcome societal, religious-education and spiritual challenges while aiming to "invite, include and inspire."

In honor of the canonization of Saint Kateri Tekakwitha, Knights of Columbus Honor Guard from Assembly 2072 and members of Council 1408, both of Durang, Co., alongside members of Council 14407 of Ignacio, came together with their community to help lead a celebration parade that was followed by a Mass.

In a show of support to a new area bishop, Knights of Petaluma-St. James Council 1586, Santa Rosa Council 1324, Our Lady of Guadalupe Council 11446, Immaculate Heart of Mary Council 4930 and Assembly 61, all of California, coordinated with all 42 parishes of the Diocese of Santa Rosa to conduct a Year of Faith Symposium. In addition to launching the effort which made the symposium possible, Knights functioned as hosts, served lunch to attendees, assisted with set up and clean up, and provided traffic control.

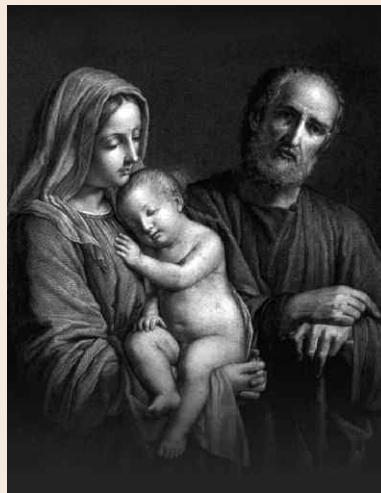
2012 INSURANCE, FROM PAGE 8

about this product, you should have that conversation soon.

- Associate members continued to become insured members, extending our shield of protection to themselves and their families. This trend is especially important to every agent, manager and member of the staff in New Haven. After all, this is the founding goal of Venerable Father Michael J. McGivney, and with each associate-to-insured conversion we take a step towards fulfilling his mission.

My purpose in sharing these statistics with you is twofold. First, take pride in the success your organization is having in fulfilling the vision of Father McGivney by caring for the financial security of our members and their families. Second, I want to remind you that today is a great day to meet with your professional agent to discuss coverage or review your current policies. If you don't know who he is, please visit kofc.org and click on "Find an Agent." You'll be glad you did.

Year of Faith A Family Prayer Cards Available



A FAMILY PRAYER

Heavenly Father, thank you for the gift of our family. Enlighten our hearts and minds that we may live more fully this vocation to love.

In our daily life and work,
may we reflect the self-giving love which you,
O Father, eternally show with your Son
and the Holy Spirit.

Let your love be evident in the peace that reigns
in our home and in the faith we profess and live.
May our family always be a place of generosity,
understanding, forgiveness and joy.

Kindly give us the wisdom and courage
to be witnesses to your eternal design for
the family; and grant that the Holy Family
of Nazareth may always guide our path
to holiness as a family.

We ask this through our Lord Jesus Christ,
your Son, who lives and reigns with you in the
unity of the Holy Spirit, one God forever and ever.
Amen.

Prayer composed by Archbishop William E. Lori of Baltimore, Supreme Chaplain. The cover image of the Holy Family is a drawing by Giovanni Balestra, based on a painting by Sassotterato. The original print is housed at the Pontifical John Paul II Institute for Studies on Marriage and Family in Rome. Used with permission.

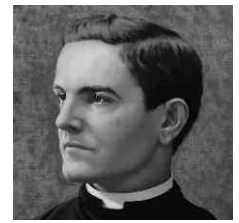
In his Apostolic Letter *Porta Fidei*, Pope Benedict XVI expressed his desire that during the Year of Faith "we will have the opportunity to profess our faith in the Risen Lord in our cathedrals and in the churches of the whole world, in our homes and among our families, so that everyone may feel a strong need to know better and to transmit to future generations the faith of all times" (8). To foster the development of the faith "in our homes and among our families," Supreme Chaplain Archbishop William E. Lori of Baltimore, authored a special prayer for families that is presented on *A Family Prayer* card (#10086). It is hoped that offering this prayer together with their children will help parents begin to fulfill the duty described by Pope John Paul II: "By reason of their dignity and mission, Christian parents have the specific responsibility of educating their children in prayer, introducing them to gradual discovery of the mystery of God and to personal dialogue with Him" (*Familiaris Consortio*, 60).

Please encourage your council to make use of these prayer cards and distribute more copies to council members and others so that this prayer will be offered in Catholic homes throughout your community. Your grand knight should have received a mailing with a sample of the prayer card as well as a postcard that you can use to obtain 100 complimentary cards. Larger quantities can be ordered by your council grand knight or financial secretary; the cards are available in batches of 100 at a nominal cost of \$3 per batch to defray shipping costs. *A Family Prayer* cards (#10086) are available in English, Spanish and French.

Conduct a Membership Drive in Your Parish March 16-17

Recruiting new members is essential to the continued growth and well-being of your council and the Order. Offering a man membership in the Knights of Columbus gives him the opportunity to improve his own life and his community. On the weekend of March 16-17 — in honor of

our founder Father Michael J. McGivney — your council and all councils throughout the Order are urged to conduct a membership drive at the local parish. Follow this drive with an open house and then a First Degree exemplification. Here are the steps to putting your recruitment program together.



How to Conduct a Church Drive

It makes sense to look for new members in the place you're most likely to find them — your parish. One efficient and proven way to do this is to hold a recruitment drive at your parish. Here are five steps to success for your event.

1. The Preparation Phase

- Get permission from the pastor to hold the drive on the weekend of March 16-17 at all Masses.
- Work with your pastor/parish secretary to advertise the drive in the parish bulletin.
- Order all of your recruiting materials from the Supreme Council Supply Department (allow 4-5 weeks for shipping and receiving).
- Organize your members for the drive weekend. Make sure that enough council members are committed to covering each Mass.
- Contact your council's field agent to get his assistance.
- Schedule a First Degree exemplification within one month of the recruitment drive.

2. The Implementation Phase

- Arrange for the membership recruitment announcement to be made during Mass.
- Have members positioned at the entrances of the Church or other appropriate area to talk to prospects about joining and help them complete a Membership Document (#100). These members should be identifiable as Knights and have a good knowledge of the council and the Order.

3. The Follow-Up Phase

- Within 48 HOURS, council members must contact every prospect who completed a Membership Document (#100) or expressed interest in joining during the execution phase.
- Inform prospects of the date, time and location of the open house and invite families to attend as well.

What Your Council Needs for a Church Drive

To make your Church Drive a success you will need the right tools. Here is a quick guide to what every council might need to have on hand for their recruitment drive:

Membership Documents (#100):

This is what it is all about: getting those prospects to sign up and join you as brother Knights. Next stop — the First Degree, and then your prospects and their families can start being active within the council and in the Order as a whole.

Prospect Cards (#921A):

These 3"x5" cards help councils collect the contact information on prospects who are looking for more information on the Knights of Columbus before completing a Membership Document.

Suggested Pulpit Announcement (#10067):

Finding potential new members for your council can be as simple as reaching out to the members of your parish. An announcement by your pastor or a fellow Knight at the end of each Mass on a given weekend, or once a month, is one of the most effective ways to encourage men to join the Knights of Columbus. To assist councils in putting together a message to their parish, the new Suggested Remarks for Membership Recruitment flyer (#10067) is available. This item includes an announcement that

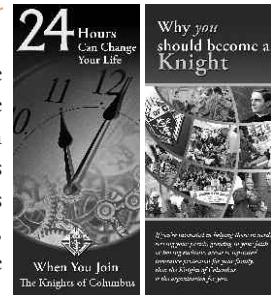
should be customized to reflect your council's activities as well as some suggestions on follow-up activities.

"24 Hours Can Change Your Life" flyer (#10099):

This flyer explains how by only giving 24 hours a year to the Knights of Columbus a man can make a difference in his community, serve his parish, grow in his faith and protect his family with Knights of Columbus insurance.

"Why You Should Become a Knight" flyer (#10100):

This flyer gives a quick overview of the Knights of Columbus, explaining how the Order was created to unite men in their faith and help them in times of need, as well as how the Knights offers many opportunities to grow in service to their faith, community, family and youth. It also highlights the value of the Order's insurance program.



How to Conduct an Open House

Following up your Church Drive with an open house provides an opportunity to further introduce your council and the Order to prospects and their families. The main objective is to "exhibit your products" — your volunteer service programs, your social and fraternal activities, your membership benefits — that your council and the Order have to offer to members and their families.

- Invite your chaplain/parish priest and insurance agent to your event.
- Appoint a committee to organize the open house.
- The open house should be held in your council's meeting place.
- Set a date and time. Publicize the event in local newspapers, radio, cable television and church bulletins.
- Order quantities of promotional materials including the "Open House" poster (#2826) from Supply Department at least six weeks in advance.
- In addition to the prospects from your Church drive, compile a list of other potential members.
- Send open house invitations to prospects and their spouses.
- Follow up the mailing with a telephone confirmation of receipt and availability to attend the events.
- As the event approaches, reconfirm all arrangements for site, materials, program, etc.
- Arrange for a display of council scrapbooks, awards, programs and activities.
- Assign each attending prospect a recruiter who will act as host throughout the event.
- Plan program:
 - ❖ Have a welcome committee greet guests.
 - ❖ Ask your chaplain or parish priest to endorse the Knights of Columbus.
 - ❖ Introduce officers and members;
 - ❖ Grand knight/membership director should explain council aims/organization;
 - ❖ Ask the insurance agent to explain benefits of membership.

SEE **OPEN HOUSE**, PAGE 7

- Show promotional videos (Available at kofc.org/films under the “Fraternal” tab):
 - *Experience of a Lifetime*
 - *Haitian Amputee Soccer Team*
 - *Trail of Charity* (tractor cruise)
- Pulling for Our Troops (Wounded Warrior support)
- K of C Commercials
 - *Hope*
 - *Heroes*
 - *What We Do*
 - *Be the Difference*
 - *Building the Church*
 - *Charity*
- Schedule a question and answer session following the film further explaining the council and the Order. Conclude with refreshments or a light buffet.
- For those attendees who haven't already filled out a Membership Document (#100), make certain host-recruiters ask prospects to join, and assist them in completing the Membership Document.
- Inform prospects of the First Degree date.

Hold a First Degree Within Four Weeks of the Recruitment Drive

Promptly advancing new members through the exemplification of degrees is absolutely essential to successfully building and maintaining membership. Here are some suggestions when organizing your degree:

- If your council has a First Degree team, invite other councils in the area that do not have a team to bring their candidates to your First Degree. If your council does not sponsor a First Degree team, work with other councils in the area, or a district-wide degree team to set up a First Degree.
- Schedule the degree within four weeks of your recruitment drive and publicize the degree at council meetings and in council bulletins, advertisements and mailings.
- Contact candidates a day or two in advance to confirm attendance. Advise recommended attire.
- If possible, arrange for the proposer or a member of the recruitment committee to pick up and escort a candidate to the First Degree.
- Distribute Candidate Kits (#531) — rosary, Knights of Columbus lapel pin and *These Men They Call Knights* booklet.
- Advise new members of the next Second and Third degree exemplification date(s).
- Recognize new members and their proposers at the conclusion of the degree.
- Order and present New Member Certificates (#268) or current campaign degree certificates to degree recipients.
- Print the names of new members in the next scheduled council bulletin.
- Invite neighboring councils to your degree exemplification if they haven't scheduled their own.

How to Recruit Former Members

Former Knights are men who are familiar with the ideals of Columbianism. They left the Order at one time but represent a pool of prospects that councils should not overlook in striving for membership growth.

Appoint a special “Welcome Back Brother” committee specifically to recruit former members. Past grand knights familiar with circumstances of earlier departures are especially suited.

- 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 by calling 203-752-4247 or 203-752-4473. Check with your financial secretary for additional names and most recent addresses.
- Review the list to determine former members known to be residing in the area and eligible for membership.
- Prepare information for a presentation for former members highlighting changes, new programs/activities/benefits and recent council achievements.
- Order recruitment materials from the Supply Department. Prepare kits of these materials for distribution.
- Contact each former member by phone to arrange a personal visit or invite them to a reception for former members.
- If conducting personal visits, tailor presentations to highlight new changes/benefits, etc.
- 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.
- Refer to the *Grand Knight's Handbook* (#915) Membership Procedures section for proper procedures for recruiting former members.
- Ask every former member visited or those at reception to sign Membership Document (#100) to renew membership.

NOTE: Reactivating inactive insurance members qualifies the council for both membership and insurance additions toward Father McGivney and Founders' Awards quotas.

NOTE: Reinstatements, readmissions or reapplications qualify the council for membership additions for the Father McGivney Award.

Help Us Get the Word Out About What Our Knights Do

Every day throughout the Order, members of the Knights of Columbus are making a difference. Unfortunately, our good works are sometimes also our best-kept secret. We want people throughout the countries where the Order is present to know about the hard work that Knights and their families do to make their communities better places. To help us with this endeavor, we are asking that you give us advance notice (at least one month) of upcoming, significant charitable community service programs. These may include aid to senior citizens or families in need, programs for veterans, events with groups that serve people with intellectual disabilities, large blood drives, toy drives for needy children, or any number of unique programs that exemplify the charity and volunteerism that are the hallmarks of the Knights of Columbus.

As always, we encourage you to wear K of C apparel, take photographs and submit “Knights in Action” reports of your activities for publication. (To submit Knights in Action news, visit kofc.org/knightsinaction.)

Meanwhile, if you think your event or program could merit a service program award in one of the six “Surge ... with Service” categories — Church, Family, Culture of Life, Youth, Community or Council — don't wait until the annual call for entries to let us know. We would like to produce a listing of upcoming events that we can pursue for possible promotion with local media and/or for use as a feature article in one of our publications. Please send a brief description of your upcoming event (one or two sentences describing it, the date, location and contact information) to knightline@kofc.org or call 203-752-4264. We look forward to hearing from you.



**KNIGHTS
OF COLUMBUS**

KNIGHTLINE

1 Columbus Plaza, New Haven, CT 06510-3326



Knights of Columbus Insurance: Your Shield for Life.

*Record breaking streak reaches
twelfth consecutive year*

Thomas P. Smith Jr.
Chief Insurance Officer



The Knights of Columbus is truly a remarkable, one-of-a-kind organization, and our insurance program continues to show its strength and stability in spite of economic turmoil. In fact, 2012 marked the twelfth consecutive year of growth in many categories, chief among them the volume of coverage issued. This accomplishment illustrates the faith our members have in the products and services we offer to protect their families.

Allow me to share a few of the Order's 2012 achievements with you.

- During 2012, the Order issued more life insurance than ever before in our history: \$8.1 billion.
- Our total insurance in force surpassed \$88 billion. To put this remarkable number in perspective, consider that at the end of 2001, we stood at \$42.9 billion.
- The Order introduced a Graded Premium Whole Life plan, which makes whole life

coverage more "budget-friendly" than ever before. We also made improvements to the Systematic Withdrawal Options on our annuity products. Ask your agent how these additions to our portfolio can benefit you and your family.

- We finished the year with more field agents serving our members than ever before. Still, as our membership continues to grow, new agent candidates are always in demand across the U.S. and Canada. The ultimate goal is to have all of our members served by a dedicated, full-time agent. If you know someone who may be interested in becoming an agent, please contact me.
- During 2012, we celebrated four exceptional months that were in the "best ever" category. Records were set in February, May, August and November.
- More than 13,000 new retirement annuities were issued to our members and

their families in 2012, and members continued to fund their current annuities in record numbers.

- Our A++ (Superior) rating from A.M. Best was reaffirmed and there continues to be no more highly rated life insurer in North America.
- Members purchased more long-term care policies from the Knights of Columbus than in the past five years. As other companies discontinued this vitally important product, the value and strength of our long-term care coverage remains solid.
- In the first full year since its introduction in the spring of 2011, our Income Armor disability income insurance has already been embraced by many members who needed to protect their income. If you have a job and you haven't spoken to your agent

SEE **2012 INSURANCE**, PAGE 5