



IN SERVICE TO ONE. IN SERVICE TO ALL. KNIGHTLINE

NEWS FOR KNIGHTS OF COLUMBUS LEADERS

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Brother Knights,

As we start a new calendar year, now is a good time to reflect on the remarkable work we accomplished as a band of brothers during the past 12 months. Here are just a few of the milestones we hit:

- We led our annual Warriors to Lourdes pilgrimage, bringing spiritual healing to our bravest.
- We marked 50 years of support for Special Olympics.
- We distributed more than 100,000 Coats for Kids.
- We saw through to passage H.R. 390 which ensures humanitarian, stabilization and recovery assistance for Christians and other religious minorities in Iraq and Syria.
- We began a nationwide pilgrimage of the incorrupt heart of St. Jean Vianney to help the faithful pray for the Church.
- We transformed towns destroyed by natural disasters into communities of hope and brotherhood.
- We commissioned an icon of Our Lady Help of Persecuted Christians, which will travel across the country to raise awareness and inspire support for persecuted Christians.

I am also proud to announce that we've met our goal of placing 1,000 ultrasound machines in pregnancy centers. We began this initiative with just two machines. Now, with more than 1,000, we will be able to save the lives of 1 million unborn children.

These outstanding achievements serve as the foundation to continue growing our Order and our charitable works. Our goal, as always, is to enrich the lives of every Catholic man by inviting him to join our ranks. By welcoming men to be part of the mission established by Father McGivney, they transform their families, put their faith into action and guarantee financial protection for their families through Knights of Columbus insurance.

I would encourage each of you to put an even greater emphasis on membership recruitment and program excellence, through the Faith In Action model. Work closely with your general agents, and the field force. Meet the Jan. 31 deadline for submitting the Annual Fraternal Survey and strive to achieve Star Council status.

Let's make 2019 a year to remember in our service to each other, our communities and our Church.

Vivat Jesus!

Carl Anderson
Supreme Knight

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Keep Your New Year's Resolutions With Help From a Medieval Monk

Amending your life with Thomas à Kempis and The Imitation of Christ

By Catholic editor and writer Gerald Korson



With the turn of the calendar we traditionally resolve to make a turn for the better in our lives. Yet New Year's resolutions tend to be as ambitious as they are likely to fail within weeks. There's a reason for that: Change is rarely easy, and amending our outward routines or habits requires that we change on the inside as well.

Enter Thomas à Kempis, the 15th century German-Dutch monk known best for the spiritual classic *The Imitation of Christ*. Although originally composed as an instruction on the spiritual life for novice monastics, the timeless wisdom of this little book has enriched the lay faithful for centuries.

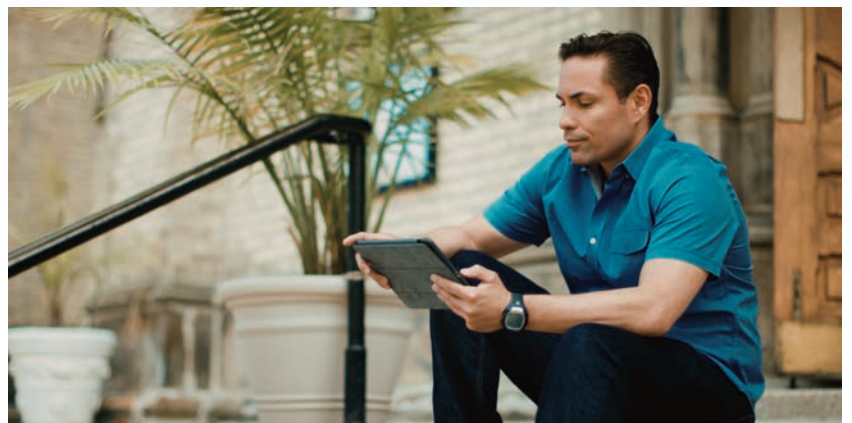
More about spiritual growth than typical resolutions like volunteering more or eating less, the book nevertheless offers valuable insights to help us form the proper mindset for keeping our resolutions. And to the extent our goals are spiritual in nature, they fit all the better.

Here are a few pep-talk pointers from Thomas à Kempis:

1. **“Leave vanity to the vain.”** Check your motives. Are you going to the gym for health reasons or to win the admiration of others? In setting professional goals, are you seeking to provide better for your family or to achieve power and esteem? Purify your intentions and you're more likely to persevere in the good.
2. **“Fight like a man. Habit is overcome by habit.”** Self-improvement consists in eliminating a bad habit in favor of a good habit — in other words, conquering vice with virtue. Overindulgence is overcome by self-control, sloth by diligence, anger by patience. Whatever you resolve, focus on developing the virtue it requires to succeed, and the bad habit will naturally diminish.
3. **“There is one thing that keeps many from zealously improving their lives, that is, dread of the difficulty, the toil of battle.”** As the saying goes: no pain, no gain. Amending our lives requires serious effort; we must combat the temptation to backslide into the old habits. Good intentions are not enough. We need to struggle day by day to form the virtues to which we aspire. That sometimes means pushing ourselves to do what is not only good, but better or best. Did you resolve to be more helpful with household chores? Then get off the couch and pick up a dish.

This is an excerpt of an article that first appeared on knights.net, our portal for members who join online.

When you welcome a man to join via kofc.org/joinus, you can be sure he has access to faith formation resources, news from Knights around the globe and important information on issues important to Catholics. When he's ready to take the next step and join a local council, he'll be equipped to put his faith into action.



Knightline Going All Digital

Brother Knights: We appreciate your support in making *Knightline* a success. Now, *Knightline* is taking the next step in its evolution. Starting with the next edition, *Knightline* will become a digital-only product. A monthly email linking to the newsletter will be sent to members. The digital issue also will be available at kofc.org/knightline. If your email address is unregistered or needs updating, go to kofc.org/myinfo. As always, we want your questions, feedback and advice. Please email us at knightline@kofc.org.

Clarification: In “How One Council Brought in 71 Members in a Year,” featured in November 2018, Knight Don Wesley Arnold said his council “invited our wives and families to attend one of our business meetings.” To clarify, only the meeting’s social portion was opened to nonmembers. The rest of the meeting was closed to members only for council business. We regret any confusion caused by the wording of the text.

Regional Growth Director? What's That?

“Regional growth directors” is a new term here at the Knights of Columbus. The K of C Communications staff spoke with John Grogan, the Knights’ senior director of Marketing and Membership, to learn more about the term and the other innovations coming to the organization.

Tell us a little about yourself. What led you to working at the Knights?

I grew up in Connecticut in Fairfield County.

I then went to college in Philadelphia, at Villanova and earned an MBA in finance from Fordham University. I took a job in New York and lived there for 11 years. Now I reside in Weston Connecticut with my wife and four kids: one in college, one in high school, and two in middle school.

I’m a career marketer, having worked as the head of marketing for a number of companies in Connecticut and New York, leading marketing teams and driving agencies to grow revenue. I’m a very hands on marketer focusing on digital, lead generation, customer acquisition, and sales and marketing alignment.

I recently worked as the head of marketing for a large global market research company looking to evolve the business using new data solutions. It was a great experience using new data driven technologies to find and acquire new customers. That was fun. After a buyout by KKR and an opportunity to exit, I took a career turn. I wanted to eventually retire at a large university and remain very active. That’s when I started networking with schools, including The Catholic University of America in D.C. I was staying in touch with the head of marketing there, and he asked “Have you ever heard of the Knights of Columbus? I just got a call from a headhunter and there is a job I think would be good for you.”



John Grogan (right) speaks with Board of Directors Tommy Harger (center) and Terry Simonton following a membership experience workshop at the Mid-Year Meeting in Houston, Texas, Nov. 3. (Photo by Rocky Kneten)

You led part of the drive to change the titles of our field team leaders from Membership Program Consultants (MPCs) to Regional Growth Directors (RGDs). Can you tell us why we changed the title and how the change in title reflects the mission of the field team?

Changing the name was one way of reinforcing the focus on membership growth. Our RGDs are so much more than just consultants; now their focus is on membership and working closely with the jurisdictions to help them understand how to attract new members. All jurisdictions are different and our RGDs are able to ask the right questions and bring best practices to help them.

When we renamed the RGDs, that was step one. Now, we’re rebuilding the infrastructure around these RGDs. We have hired regional training directors to provide support, so that the RGDs can focus exclusively on helping jurisdictions grow membership.

What does this change mean for jurisdictions and councils — what type of support will they have to achieve their goals?

RGDs will help us to look at our different jurisdictions and find out what the issues are and what the needs are. They will use all their information and data to figure out how to solve problems with a real solution. So, if membership is down in a certain district in the state of Illinois, for example, the RGD would help determine what’s lacking; are we running enough church drives or are we looking at the engagement level of the district deputy?

RGDs are there to really help jurisdictions with their problems, and as the jurisdictions get direct support, this will trickle down to the council level.

One of the newly created positions is that of Regional Training Directors — what is this role and how will its creation benefit help with recruitment and retention training at the state, district and council levels in each region? Who will the Regional Training Directors (RTD) work with?

The role of the RTDs is to work with the RGD, who will direct him where to provide training.

Can you tell us about some traditional sales force tactics you use in support of recruitment? How does taking this approach benefit current members?

We’re using traditional sales and marketing blocking and tackling basics to generate targeted campaigns. We’re measuring and trying and testing. We are asking ourselves, “Who do we really want to target? Are we able to adjust and adapt it so that it works?” If it doesn’t work, we’re not going to do it anymore.

See **Growth**, Page 4

A New Tool for Recruitment in the Digital Age

The technology in our pockets can help us keep the conversation going and recruit new members of the Order

Have you ever had a conversation with a man who would make a great addition to your council — but he hesitates to commit? “I need to think about it,” he says. Or, “I could use some more information.”

That’s when you take out your smartphone and pull up your council’s custom Prospecting Landing Page. The future Knight can simply type in his name and email address to learn about upcoming council events he and his family may want to attend. He’ll get information about the Knights, even if he’s not ready to commit at that moment.

He enters his email address — and right away, he gets a message thanking him for his interest and giving him the council’s contact information. Meanwhile, your council’s grand knight or membership director receives an alert that this man is a prospect for the council to recruit.

How can my council get a custom Prospecting Landing Page?

1. Visit info.kofc.org/pagerequest.
2. Provide your council’s basic information. Using these details, the Supreme Council’s Online Membership team will set up a landing page specifically for your council.
3. Try out the page. You can work with our team to customize it so the message is right for your council.

By creating a custom Prospecting Landing Page, your council will receive an alert every time a new prospect fills out the form.

Your council’s custom Prospecting Landing Page extends the conversation with potential members beyond a few minutes. Now, you can keep them in the loop about council events and reasons to join. Meanwhile, these men will also receive weekly emails about the Knights from the marketing team at the Home Office.

Visit info.kofc.org/pagerequest for details.

Orders Now Only Accepted Online

Beginning March 1, 2019, orders for printed materials can only be made online.

Orders placed using *Requisition Forms* (#1) or the *Supply Catalog* (#1264), or placed via phone, mail or fax, will no longer be accepted.

Need help ordering online? A customer service team can walk users through the ordering process. Call toll free 1-833-591-7770 or email customersupport@webbmason.com.

Growth, from Page 3

Our connection with our brother Knights does not end when we ask them to join. What are your tips for grand knights and other council leaders on following up, staying in touch and leveraging volunteer skillsets?

Create relevant programs that members really want to get involved with, that your membership really cares about. I’ve been to meetings at the local level where no one really asks these guys why they joined.

I think “engagement” is such an overused word, but staying in touch is actually vital. Just because we haven’t seen a member in a while, we can’t assume he’s not interested. I think touching base, seeing everything’s okay, making sure that he still wants to be part of the Knights, is the key. Faith In Action programs are a great vehicle for engagement. Meet them where they are.

How can local K of C Councils increase their awareness in their parish and improve the local experience?

Exposure. And it’s so easy. Simply invest \$1,590 into a banner advertising that your church has a Knights of Columbus council that does great things. Or, just have more of a presence in all of the events that take place. This year, at my church’s annual carnival, we had members from the council and the council next door. But most people didn’t even know the Knights were in our town. We need to talk about the good things that we do.

Part of your department’s focus is the online membership experience – in which men interested in the Knights can join online. Tell us about the online initiative.

Online membership is just a vehicle. It’s not a project. It is just another great mechanism to create awareness of what we’re doing and getting men to join.

Canadian Knight Welcomes 21 New Brothers

As the next installment in Spotlight stories featuring a top recruiter, we connected with Agnel George, grand knight of Father Burns Council in Regina, Saskatchewan, who welcomed 21 new members in the past year.

Agnel George says he just “can’t keep quiet” about the Knights of Columbus.

George enjoys telling interested men about the fraternal aspects of the Knights, as well as explaining the roles that charity and the Catholic faith have in fraternal gatherings.

“Rosary and Adoration as programs are the best part,” he said.

Originally joining in British Columbia, George embodies what a great recruiter is at the Knights of Columbus, bringing 21 new men his council in Saskatchewan. His recruitment success starts with a one-on-one conversation.

“I get their initial information and follow-up with them later and set up a time to talk over coffee,” he said.

The key is to show the council’s works in the community and share the genuine joy of being a Knight of Columbus.

Recruitment efforts can’t be “in your face,” he said, but instead must be “constant persistence.”

“We have to listen and be willing to assist and help. Putting our Christian faith in action, we are seen as community leaders. Our behaviors and living our faith is key, because that is attractive to others and they want to be part of that.”

Most of the men he recruited worked two or three jobs. They also had young families, something to which George could relate. His daughters help with some of the council’s family programs. By sharing in these weekend activities with their dad, “they see the joy it brings.”

“Family is a strong support, because being a Knight means shared time,” he said.

To help mentor new recruits on their journey as a Knight, George turns to the resources available on kofc.org, especially the Faith In Action materials.

It’s a step in helping both himself and new members in becoming better Catholics and better Knights of Columbus.

As he says, “Faith In Action has helped tremendously as it enabled a greater outreach to our parish priest and community who are interested. His interest adds value and validity to all that we’re doing.”



*Agnel George, grand knight of Father Burns Council in Regina, Saskatchewan, with his family.
(Photo courtesy of Agnel George)*

Have tips about recruitment success? Share them with knightline@kofc.org.

Keep recruiting and your name might make it to the top of the monthly incentive leaderboard.

Visit kofc.org/incentive to track your progress.



IMPORTANT ANNOUNCEMENTS

REDESIGNED AND UPDATED FAITH IN ACTION PROGRAM WEB PAGE

Fraternal Mission is pleased to announce the release of the redesigned Faith In Action Programs web page. On this page, you will find up-to-date information about all Faith In Action programs, general announcements and form updates. Check it out at kofc.org/faithinaction.

YOU CAN NOW SUBMIT YOUR SURVEY OF FRATERNAL ACTIVITY ONLINE

A digital version of Form #1728 is now available at Officers Online. In addition, the form has been updated to reflect the new Faith In Action program model, allowing officers to better track their meetings, donations and volunteer hours. Access it today at Officers Online.

ALL IN ONE FORM REDUCES YOUR PAPERWORK

The new *Programs Report Form* (#10784) allows one stop reporting for many of the Faith In Action programs. This form will replace 24 individual report forms, reducing the number of forms council officers are expected to use.



THE BEDROCK OF OUR IDENTITY

A CHALLENGE AND MESSAGE FROM
SUPREME CHAPLAIN ARCHBISHOP LORI

*After all the people had been baptized and
Jesus also had been baptized and was praying,
heaven was opened and the Holy Spirit
descended upon him in bodily form like a dove.*

*And a voice came from heaven,
“You are my beloved Son;
with you I am well pleased.”*

— Gospel for Jan. 13, Lk. 3:21-22

Think about it. Do you really see yourself as a beloved son in whom your Heavenly Father is well pleased?

To be honest, most men, including this archbishop, go through seasons when we don't seem to sense that our father is well-pleased. Maybe we see ourselves as self-made men who don't owe our father anything. Maybe we did not experience love from our dad, and the very idea of being beloved is ludicrous. Maybe instead of Jesus' actual words, we hear, “This is my wayward son, in whom I am much disappointed.”

Yet we know that we are baptized into Christ and share in his identity as the beloved son. Being beloved sons is the bedrock of our identity. The plain fact is that your heavenly Father is well-pleased with you.

This Month's Challenge

This month I challenge you to hear the Heavenly Father saying these words — “you are my beloved son” — personally to you, and reflect on your identity in him. I recommend that you do so, if possible, in Adoration. Secondly, I challenge you to spend time with someone who loves you unconditionally. Ask them why? Their answer should give you a small glimpse of God's unconditional love for you.

Calling All Knights for a Winter Blast

Be one of the Order's Top 3 Recruiters through January and win your choice of NBA or NHL tickets to the closest team to your home state with overnight accommodations for the night of the game.

Be one of the Order's Top 10 Recruiters for the Fraternal Year, using either the *Membership Document* (#100) or kofc.org/joinus, and win a free trip to the Supreme Convention. The Top Recruiter also receives the Top Recruiter Plaque at the Supreme Knight's Awards Session.

Check out details on eligibility for each prize at kofc.org/incentive. There, you can also track your progress via the monthly incentive leaderboard.

Incentives only available in insurance territories.

Grand Knight's Checklist

Upcoming Deadlines

- Jan. 31 — *Annual Survey of Fraternal Activity* (#1728), *Partnership With Special Olympics Profile* (#4584), *Free Throw Championship Participation Form* (FT-1) and *Substance Abuse Awareness Poster Contest Participation Form* (#4001) due.
- Feb. 15 — Submit the *Semiannual Council Audit Report* (#1295) by Feb. 15.
- April 10 — Per Capita Tax, Catholic Advertising Fund and Culture of Life Fund assessments due.
NOTE: Failure to pay the assessments prior to April 10 will result in suspension of the council. A suspended council may not be seated at their state convention, nor are its members eligible to be delegates to the Supreme Convention.

Planning

- Remain compliant with updated Safe Environment requirements (see kofc.org/safe for details).
- Familiarize members with the Faith In Action activities.

Things to Do

- Review new forms and announcements at kofc.org/faithinaction.
- Regularly meet with your pastor and your council's field agent.
- Invite men of all ages to join, using the Form 100 or kofc.org/joinus.

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.

Financial Fitness for the New Year

At the beginning of the new year, we often make an assessment of our lives. We make resolutions to challenge ourselves to be better. We focus on our health and well-being. These are great practices and there's always the opportunity to do better. Self-reflection and goal setting can help. This applies not only to our physical and spiritual health, but also to our financial health.

As 2019 begins, here are a few suggestions to help you look at your finances to find opportunities for improvement.

Start With a Comprehensive Review

Take stock of all your finances. Look at your assets and liabilities, as well as the plans and protections you already have in place. Try to anticipate the future. Are you hoping to have more children? Do you want to help pay for your children's education? Are you nearing retirement?

This is a revealing process, and one that you don't have to do alone. As a Knight of Columbus, you can work with a dedicated and well-trained brother Knight and field agent, who can help you identify what you need to adequately protect your family.

Through your field agent, you can receive a comprehensive, complimentary financial needs analysis. This analysis, titled "Profiles & Forecaster," is a proven industry tool that helps you determine your needs. It's a fraternal benefit that has no cost but can uncover gaps in your financial protection. The Profiles & Forecaster analysis will help you identify surpluses, shortages, insurance and income replacement needs, final expenses and more. It's a great way to start.

Focus on the Future

Ask yourself a series of questions: What will happen when you die? Will your family be adequately protected? Do you have life insurance? Is it privately owned or tied to your employment? Is the coverage temporary or permanent?

As a member, you have exclusive access to our extensive portfolio of permanent and temporary life insurance products that can be customized to fit your needs.

What happens if you get injured? If you're disabled and can't work, how long can your family survive without your income? Do you have disability income insurance? How much of your income does it cover? Is it privately owned or tied to your employment? The Knights of Columbus provides a disability income insurance product option that can help provide critical protection for your paycheck.

What happens if you get sick? If you need extended care in a nursing facility or at home, will you have money set aside for those needs? Have you researched the cost of long-term care? Members of the Knights of Columbus have the ability to purchase long-term care insurance that can provide the cash needed to pay for long-term care services while protecting savings set aside for retirement or other financial plans.

What happens when you retire? Do you have enough money saved? How do you know if it's enough? How will your retirement age and social security affect your finances and plans? By working with your field agent, you can establish a Knights of Columbus retirement annuity that takes the guesswork out of having a guaranteed principle. When structured correctly, it also guarantees growth and is a stream of income, for life, no matter how long you live.

Prioritize Protection

Make protecting your family and your assets a priority. Think of all the things you insure in your life: your car, home, important electronic devices and major appliances. But think of how much more precious and valuable your life is. Shouldn't this be protected and prioritized as well?

Proper protection is much more affordable than you may think. Contact your field agent for your free needs analysis. He can walk you through all your options and create a plan that is right for you and your family.

To find an agent, visit kofc.org/findagent.

To learn more about the Knights of Columbus insurance program and product offerings, visit kofc.org/insurance.

Life Insurance Calculator

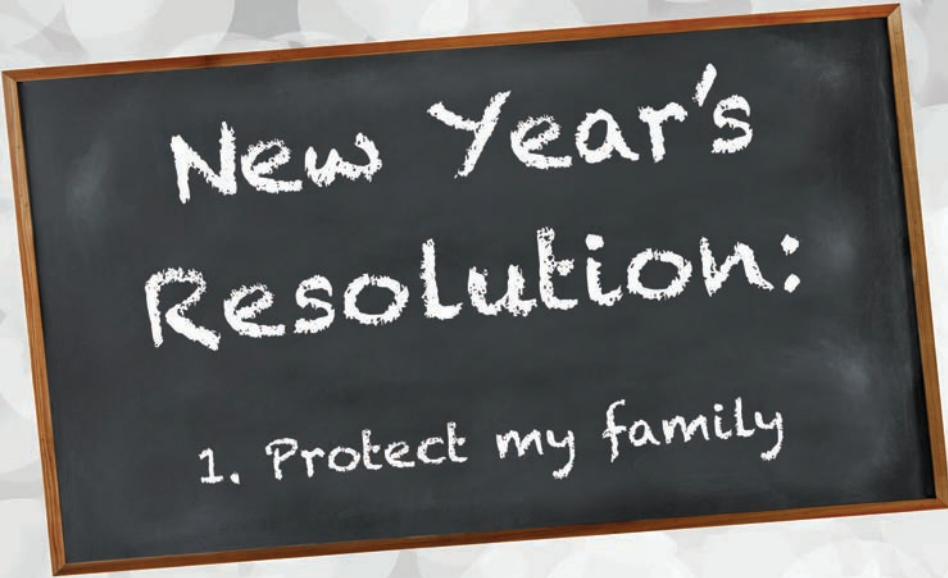
Life insurance is probably something you don't often think about, but no financial plan is complete without it. Also, if you haven't started to think about a financial plan, a life insurance policy is a quick and easy product to consider.

To help you determine how much life insurance is appropriate for you and your family, we've developed an easy-to-use life insurance calculator. By providing some basic information on your family's resources, debt and expenses, current life insurance coverage and future income needs, the calculator will give you an estimate of the amount of needed life insurance coverage.

Find the life insurance calculator at kofc.org/insurance.

KNIGHTLINE

1 Columbus Plaza, New Haven, CT 06510-3326, USA



New Year's Resolution:

1. Protect my family

This Year, Make Protecting Your Family the First Resolution You Keep.

Find an agent at kofc.org
or 1-800-345-5632



Knights of Columbus[®]
INSURANCE
YOUR SHIELD FOR LIFE[®]

LIFE INSURANCE • DISABILITY INCOME INSURANCE • LONG-TERM CARE INSURANCE • RETIREMENT ANNUITIES

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