Promoting the Fourth Degree

Through their leadership, sacrifice and dedication, Fourth Degree Knights have earned their place atop the Order. Fourth Degree Knights are Knights of the highest degree and are held in the highest regard, in the same way they hold themselves, their fellow brothers, and the Order.

Having a close relationship with a Fourth Degree assembly can only benefit your council and its members. Not only are Fourth Degree members less likely to lapse or go inactive, but they also know the importance of active members and what they mean to projects, events, volunteering, and so on.

When a council and its Fourth Degree assembly maintain a close relationship, the door of opportunity opens wide with the prospects of learning from one another and growing in the bonds of fraternalism. Once that spark is lit, it will spread a fire of positive and thriving attitudes throughout both the council and its serving assembly.

To bridge any gaps that may exist between your council and assembly, agreeing on a Fourth Degree representative or liaison is a good idea. This way,

Agent Recruitment Incentive  Page 2
The Round Table  Page 2
K of C Audiovisuals  Page 3
The Century Club  Page 4
Short Takes  Page 4

The Honor, the Privilege, the Fourth Degree!

Agent Recruitment Incentive

A Guide to Fourth Degree Membership Recruitment Flyer (#4155)

The council will have a go-to guy who can represent the assembly and take any questions or concerns that you may have when organizing, scheduling or meeting.

Along with the Fourth Degree representative serving the council, it is a good idea to periodically, if not regularly, to invite the faithful navigator to report on assembly activity at council meetings and to recruit members for the Fourth Degree.

To help recruit Fourth Degree members, the following materials are available to councils and assemblies:

- The 12 - minute film production To Be A Patriot offers an excellent introduction to the Fourth Degree’s principle of patriotism. It is available at no charge, except for a $3.00 shipping and handling fee, from the Department of Fraternal Services.

- The Guide to … Fourth Degree Membership Recruitment flyer (#4155) will aid any assembly’s recruitment activities. It includes all the information needed to organize and implement a successful Fourth Degree membership recruitment campaign. Items covered include building a prospect list, conducting an invitation program, holding an open house, appointing a Fourth Degree liaison to local councils, organizing a membership committee and setting goals, and ordering supplies and membership videos.

- These materials are available at no charge when ordered in reasonable quantities and can be obtained through the Supreme Council Supply Department.

A Fourth Degree Knight is a member of a group of men dedicated to promoting patriotism, illuminated by their Catholic faith. It is an honor to wear the regalia and participate in color corps and honor guards. It is a position of prestige and something for which all Knights should strive. Ideally, every Third Degree Knight should become a Fourth Degree Knight.
Exciting Recruitment Incentive!

The Order’s life insurance, annuity and long-term care products are among the very best in the industry. Two highly respected ratings agencies, A.M. Best and Standard & Poor’s, confirm that by annually awarding us their highest possible ratings. One reason for those top ratings, according to S&P and Best, is the professionalism of our sales force in the field, and the affinity they have with our members.

We couldn’t agree more. We believe that our field force is the best trained, most professional field force in the industry. In fact, the only thing we’d change about our agents is the number of them - we’d like to have more!

In order to continue to provide each member and family with the professional, individual, ongoing service that they need and deserve, we need more field agents. And we’re looking to you, our valued fraternal leaders; to help us find the high quality men we’re looking for -- men who would make the most of this outstanding career opportunity. To encourage you to help find these men, and to refer them to your general agent, we’re offering the following incentive: if a council officer, membership director, program director or district deputy recommends a field agent candidate to a general agent, and that man is subsequently hired, the fraternal leader will receive a check for $200.00.

Further, if the man is still under contract twelve months from his hire date, the council will receive a check for $150.00. If the initial recommendation was made by a district deputy, he will select one of his assigned councils to receive the $150.00.

Encourage your council leaders to participate in this new incentive plan. Our goal is for every member and his family to have their own professional Knights of Columbus agent. Our insurance program operates solely for members and their families, and we rely on council/agent team-work for our success. Together, we can continue to keep our insurance program strong and, more importantly, available to every member and family.

Learn how to better promote this benefit -- and all the benefits relating to the insurance program -- by talking with your general agent or field agent, or by ordering the flyer Promoting the Insurance Program (#4061) from the Supply Department. The Supply Department accepts fax orders; its fax number is 1-800-266-6340.

Invite members to participate in the Order’s insurance program. Though insurance is not required for Knights, it is a major benefit of membership in the Order. Your council should work closely with your general and field agents to make sure your members are fully aware of the outstanding products offered through the Knights of Columbus insurance program.

The Round Table Initiative - A Council in Every Parish

There are so many communities and neighborhoods that would benefit greatly with the presence of the Knights of Columbus -- this is why one of the goals of the Order is to have a council in every parish. There are so many eligible Catholic men waiting to experience the activities and benefits that come with being a Knight.

While recruiting new members within the Order, councils may find themselves operating in more than one parish. In fact, it is common for a council to have a presence in--and aid--several parishes at the same time. It is also common to see members from different councils as members of the same parish. The Order started the Parish Round Table Program for just these situations.

Establishing a Round Table is a winning situation for all involved: for the individual members, it means being true to their commitments to the Order, and for the parish, it receives service from Knights. When members from different councils are members of a parish with no affiliation with the Order, the Round Table should be implemented.
For the Order’s top recruiter, all roads this year lead to ... Orlando!

The recruiter who proposes the most new members Orderwide from July 1, 2005, to June 30, 2006, will earn a trip for two to Orlando, Florida, to attend the 124th Supreme Convention. He and his companion will be guests of the board of directors from August 1-3 in the Sunshine State, and will be recognized at the annual awards session during the Supreme Council’s Annual Meeting.

Audiovisuals Available For Your Council

The Knights of Columbus Supreme Council offers a great way to educate and inform others about our success, our history, and our stance on many of today’s issues. The Audiovisuals flyer (#1539) is your source for quick and easy ordering. The Order offers these enjoyable and informative videos and DVDs to all Knights, their families, and potential recruits. Check out some of our new titles available:

**The Vocation to the Priesthood**
An informative film designed for those contemplating a call to the priesthood. It highlights the lives of priests who have experienced the wide range of events that are part of the ministry. It can be shown in Catholic high schools, CCD classes, and anywhere there is interest in following a life of service to the Church.
(item #R03LC; specify VHS or DVD format; 29 minutes)

**The Vocation to the Religious Life for Women**
A vocation to the religious life is based on answering God’s call to service. For women who answer this call, the vows of poverty, chastity and obedience open up a life of intimate communion with Him—a life of joy, satisfaction and peace.

This inspiring video includes testimonies from women who have made the choice to answer God’s call to religious life. Hear their inspirational stories and get a better understanding of what it means to serve the Lord.

Consecration is the ultimate expression of life. It is a bond between a woman and God. A vocation to the religious life is one of the greatest gifts God gives. By serving the poor, the sick, and the ignorant, a woman says yes to the same type of life that Christ lived.

This is a great video to show to students at Catholic high schools, and to any woman considering becoming a sister.
(DVD - #50040/VHS - #50041; 29 minutes)

**The Vocation to Marriage**
This inspirational film is aimed at couples preparing for marriage. In a warm and anecdotal format, it presents the teaching of the Church regarding Christian marriage and family. Couples of cultural and age diversity witness to the deeper meaning of human love and how this is strengthened in the Sacrament of Matrimony. It can be shown as part of any marriage preparation program, or as part of a gathering for those already married for inspiration and renewal. (DVD only - #R05LC; 29 minutes)

The easy-to-follow Audiovisuals flyer (#1539) is user-friendly for searching for films, reading about your selected titles, and placing your orders. To place your order for one or more videos, simply complete the order form and return the reply card attached.

The videos mentioned in this flyer are uplifting and enlightening. They enable any recruit to see the Knights of Columbus as both an Order and as a group of individuals—and what we do, and have done, to help make the world a better place.

All of the titles in the audiovisual flyer are available from the Supreme Council Department of Fraternal Services for a nominal shipping and handling fee that can be charged to your council or assembly account.

The shipping and handling fee for ordering one or two videos/DVDs is $3; for three to five videos/DVDs the charge is $5. Please allow four weeks for delivery. Make sure to make note of which films are available in video (VHS), DVD, or in both formats.

Knights of Columbus Round Table Initiative (continued)

Knights of Columbus Round Table (#2630) by June 30 to the Supreme Council. The report form may be easily located by logging on to the Order’s Web site at www.kofc.org. Once on the Home page, click the “For Officers” tab; then click on “Council Growth & Development” on the left hand side; then click on “Round Table Guidelines” on the right. The form may also be found in the Council Report Forms Booklet (#1436). For additional information, you can check out a copy of The Knights of Columbus Round Table pamphlet (#2632). It contains details and guidelines for establishing a Round Table. The pamphlet is also available on the Order’s Web site.

In conclusion, there are so many men whose personal, social, family, and spiritual lives would dramatically improve through their membership in the Order. Don’t deny them that chance -- not when they sit in the same pew as you, not when they are so close; not while you can use your membership to change their lives. Establish a Round Table today, and help make the presence of the Knights of Columbus felt in every parish!
The Century Club

It only takes a net gain of 100 new or readmitted members during the fraternal year for your council to bring itself to an elite group. (Additions are counted after suspensions and withdrawals have been tallied.)

The Century Club is a symbol of excellence for a council which uses its members, its recruiters, its insurance agent, council activities, recruitment activities, the Membership Blitz, and anything else to the best of its abilities in achieving 100 new or readmitted members.

When you put forth the effort, you will see how attainable your council's entry into the Century Club can be. It will take work, but that is why the Century Club is prestigious, honored, and sought after throughout the Order. With a subtle mixture of recruiting and retaining, you will see your numbers rise. You will see how many eligible Catholic males are looking for what the Knights offers, while your existing members continue to achieve their goals in their community, accomplish worthwhile projects, and grow in the faith.

Though each council is unique, there are some similarities that award-winning councils share. They offer their suggestions in hope that your council may achieve this prestigious award:

- Encourage each council member to carry a Form #100 in his car and on his person.
- Look to new members -- who have just made the decision to join and are very enthusiastic about the Order -- as potential recruiters.
- Have an active membership committee plan and implement recruitment initiatives.
- Hold social events in conjunction with your recruitment campaign.
- Recognize and reward proposers on a regular basis.
- Sponsor a council First Degree team and schedule frequent First Degree exemplifications.
- Show parishioners and the community what the Knights of Columbus is all about by sponsoring spiritual and charitable programs.
- Council members should explain the Order's history and its commitment to the pro-life cause, the Church, the Holy Father, and all priests and religious.
- Besides holding membership drives, invite prospects and their families to council-hosted cookouts, family dinners and other social events.
- Remember to use the recruitment materials listed on page seven and eight of the Supply Catalog (#1264). These posters, brochures, flyers and other items listed will catch the eye and explain the benefits of the Order.

The Century Club is your reward for the efforts your council puts into recruiting and retaining. It is a sign of your strength. It is truly and honor, and it is within your grasp.

Important Clarification

The Board of Directors has a longstanding position prohibiting council publications from accepting advertisements which are directly or indirectly related to the sale of commercial life insurance.

The following is the text of the 1974 board vote, reaffirmed in 2004:

"Voted, that the board of directors reaffirms its determination made many years ago that subordinate council publications [state, chapter, council, assembly or corporations organized by any of them] are prohibited from accepting advertisements or news items relating directly or indirectly to the sale or servicing of life or health insurance other than advertisements and news items promoting the Order's insurance program, and that a violation of this rule by any publication will constitute cause to prohibit the further use of the name and emblem of the Order by said publication."

SHORT TAKES

Fourth Degree Civic Award

June 30 is the deadline for your assembly to submit the Civic Award Application [Form #2321] to the Department of Fraternal Services. It is found on our Web site, www.kofc.org, by clicking on the “For Officers” tab, then on “Forms”, then on “Assembly Forms.” It is also found on page nine of the Assembly Report Forms Booklet (#325).

Knight of the Month

As a means of keeping morale high and encouraging volunteerism, councils are encouraged to make use of the "Knight of the Month" program.

This program is conducted entirely at the local council level. There is no Supreme Council "Knight of the Month" or "Knight of the Year" program. Therefore there is no need to send 'Knight of the Month' notices to the Supreme Office.

Some state councils, though, do have "Knight of the Year" award programs and grand knights are encouraged to check with their state deputy to determine if the program exists in their jurisdiction.

Family of the Month

On the 15th of each month, 100 "Family of the Month" reporting forms will be drawn at random from among all entries received at the Supreme Council office for the previous month. Each of the 100 selected families receives a beautiful image of the Holy Family along with a personal letter of congratulations from Supreme Knight Carl A. Anderson. Entry forms are located on the Order’s Web site (go to www.kofc.org; click on “For Officers” then on “Forms” and then on “Council Forms” -- from there you can submit the form online or print out a copy to mail in) and in the Family of the Month booklet (#1993).

Check out the Order’s Web site

www.kofc.org