



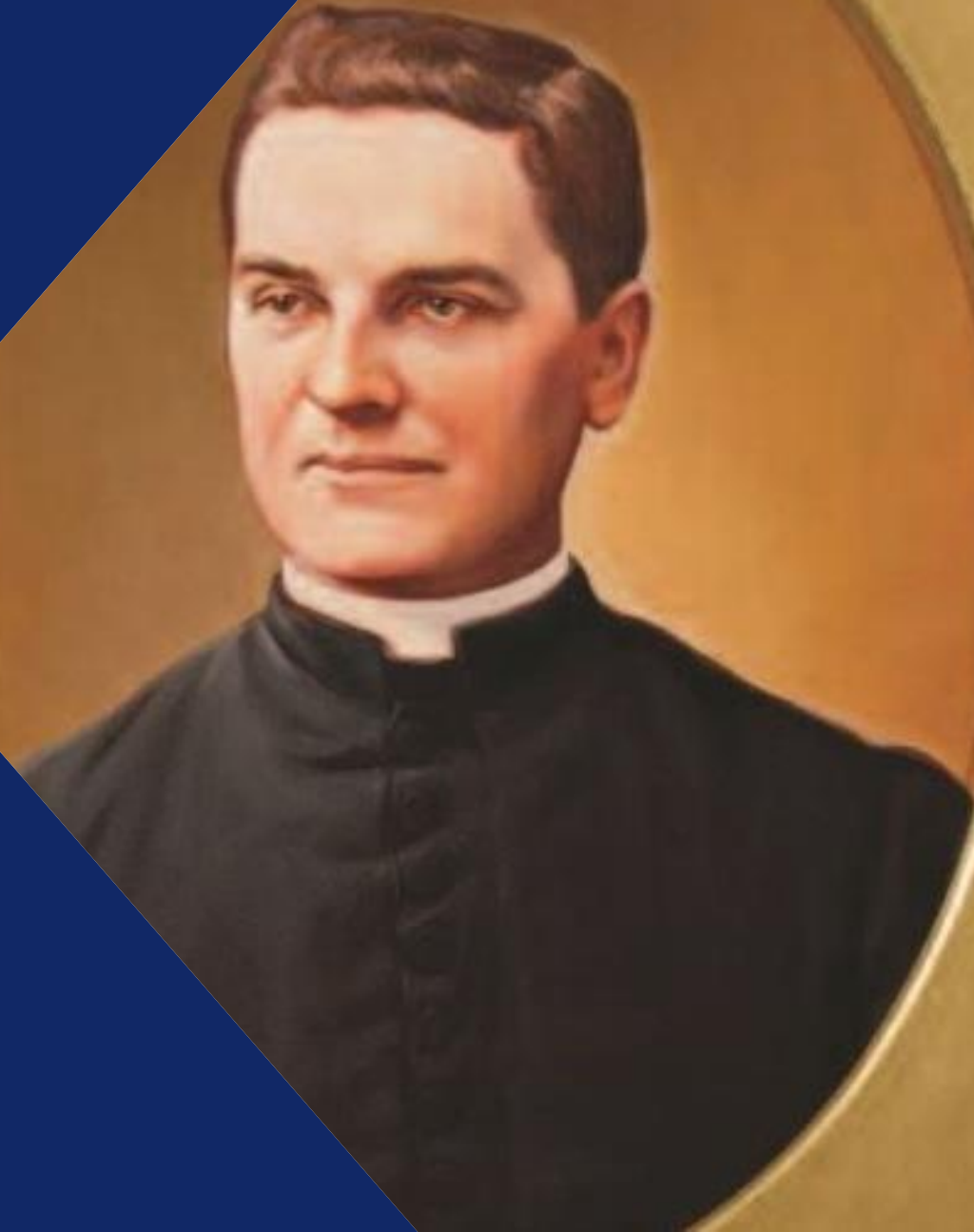
**Knights of
Columbus®**

Church Drives & Member Engagement

September 16, 2021

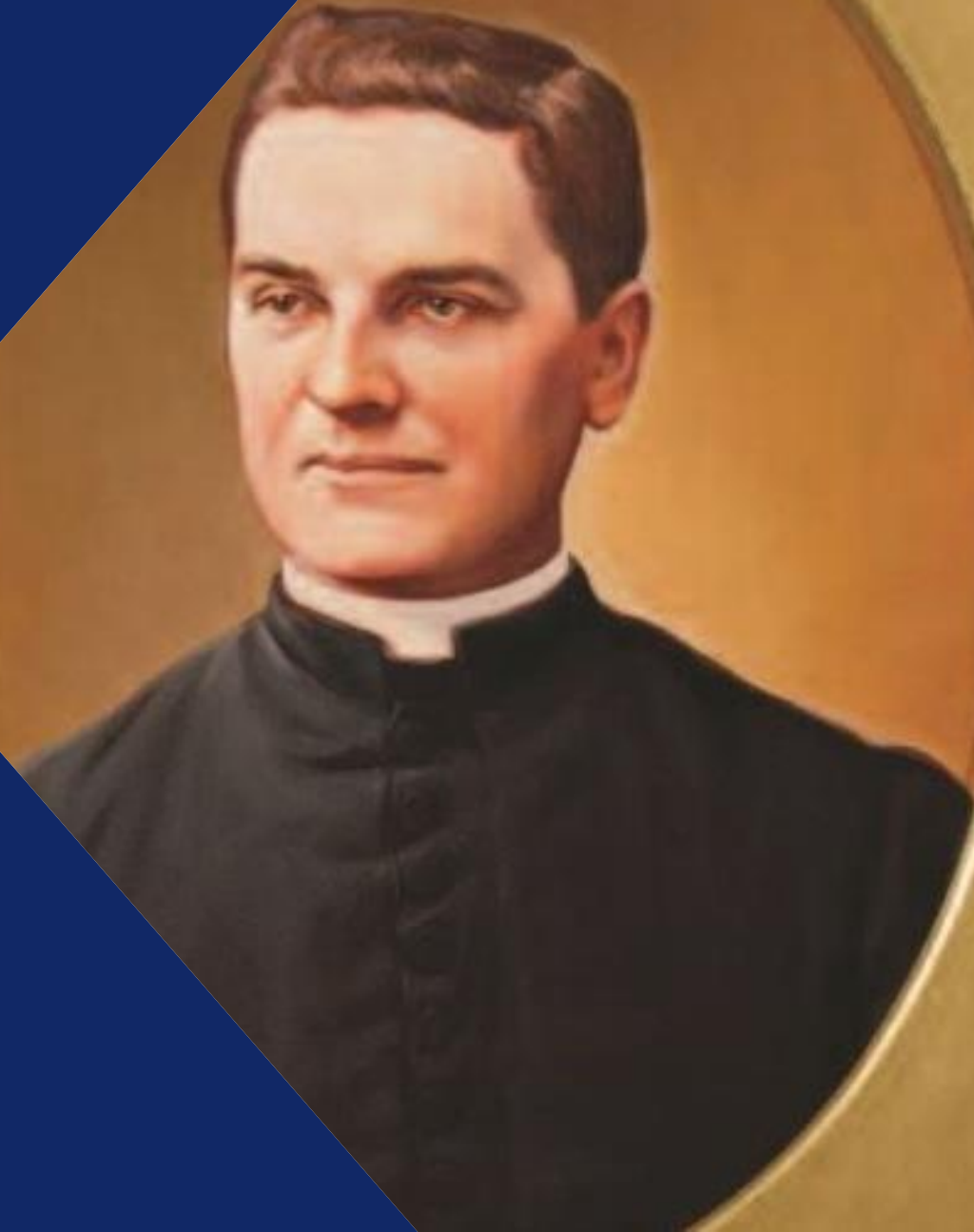
Prayer for the Canonization of Blessed Michael McGivney

God, Our Father, protector of the poor and defender of the widow and orphan, you called your priest, Blessed Michael McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor. Through the example of his life and virtue may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church.



Prayer for the Canonization of Blessed Michael McGivney

Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast. We humbly ask that you glorify Blessed Michael McGivney on earth according to the design of your holy will. Through his intercession, grant the favor I now present (here make your request). Through Christ our Lord. Amen.



Agenda

- Introduction
- The Delta Church Drive
- Engaging Members
- Summary



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Introduction



Associate Regional Growth & Training Directors (ARGTDs)

U.S. ARGTDs

Darryl Barrios

Brandon Brown

Steve Cohen

Jon Olson

Ken White

Canada ARGTDs

Denis Belanger

Wayne Fink

Francis McKen

Pierre Pelchat

Shawn Veters



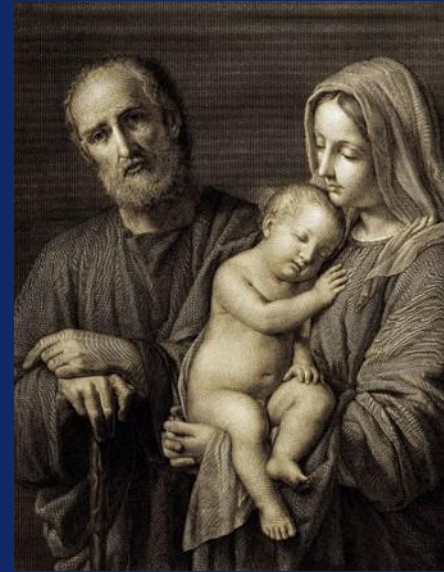



Delta Church Drive



Preparation

- Schedule your drive
- Use Online Prospect Form
- Order Church Drive Kit & Candidate Kits
- Submit bulletin announcements
- Build ambassador teams & confirm attire
- Edit pulpit speech & confirm speaker



 **Knights of Columbus**

I would like to become a member of the Knights of Columbus.
 I would like more some information regarding membership in the Knights of Columbus.
 I am a former member interested in rejoining the Knights of Columbus.

Name: _____
Street Address: _____
City: _____ State or Province: _____ Zip: _____
Phone: _____ Parish: _____
E-Mail: _____

Please contact me by: Phone Text Email
Best time to contact: Morning Afternoon Evening



Use Online Prospect Form

(info.kofc.org/pagerequest)

USA (English):

<https://info.kofc.org/us.html>

USA (Spanish):

https://info.kofc.org/us_sp.html

Canada (English) :

<https://info.kofc.org/can.html>



**KNIGHTS
OF COLUMBUS®**

First Name: *

Last Name: *

Email Address: *

Phone Number:

City:

State: *

Preferred Council Number: *

Council Contact Email: *

Pre-Drive Bulletin Announcement

- **Adjust sample to fit your council**
- **Should appear 2-3 weeks before drive**

The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world. Our local council _____#_____ will be holding a membership drive at (all Masses) the of (dates). Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to KofC.org/joinus and enter our council #_____ for local information.



Post-Drive Bulletin Announcement

- **Adjust sample to fit your council**
- **Should appear 2-3 weeks after drive**

The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world. Our local council _____#_____ held a membership drive and we might have missed you. Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to KofC.org/joinus and enter our council #_____ for local information.



Engaging Parishioners

To Everyone Entering Mass

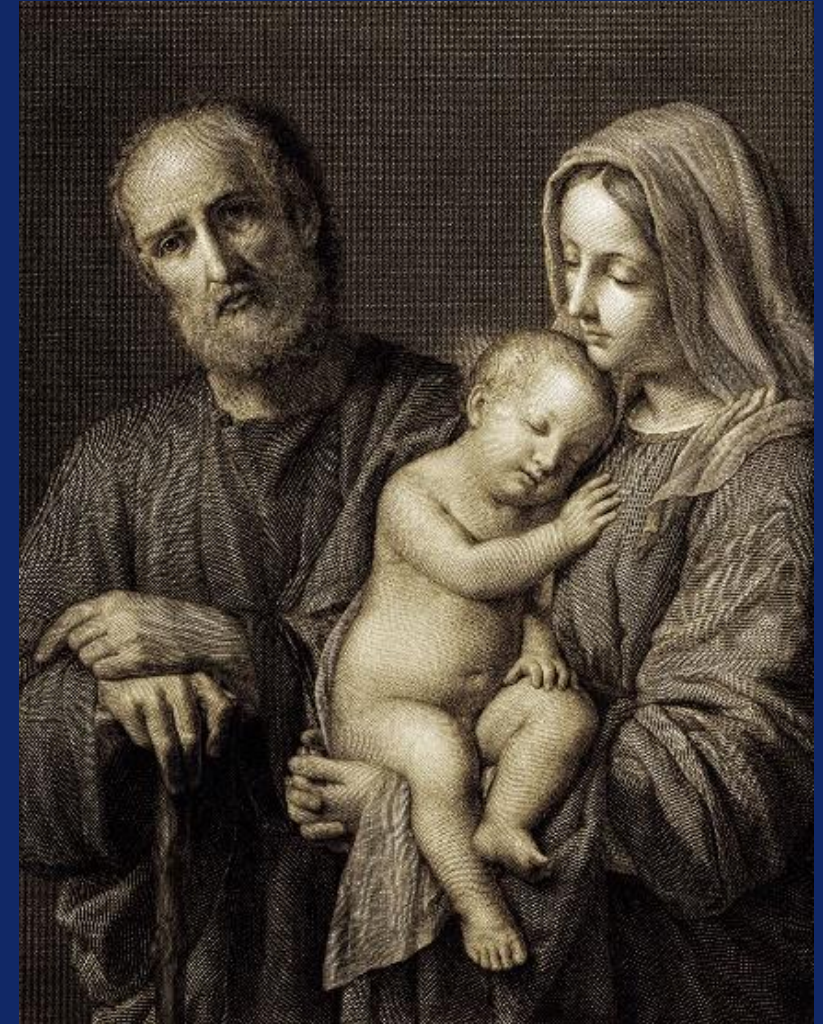
“Welcome, here’s a little gift from our Knights of Columbus council.”

To Everyone Exiting Mass

“Thank you for hearing our story today!”

To Prospects Exiting Mass

“Thank you, you will be hearing from our Grand Knight today!”



Pulpit Announcement

- Edit for your council/parish
- Identify good speaker
 - Not always grand knight
 - Practice, practice, practice



Delta Church Drive Best Practices

- Arrive early, assign Ambassadors areas to cover and ask them to practice greetings
- Speak with celebrant
- Ask pulpit speaker to practice announcement
- Place prospect cards with pens and “Why Join?” in pews
- Test the Online Prospect Form on each phone
- Remind Ambassadors to enter information from cards into the Online Prospect Form after each Mass
- Remove all materials from pews after last Mass



Church Drive Follow-Up

- **Send thank you email(s)**
- **Announce Raffle Winner**
- **Invite Prospects to Council Program/Event**
- **Assign Mentors to Prospects**



Delta Church Drive Summary

- Requires proper preparation
- Follow up needed for success
- Be flexible and adapt to your parish
- Reach out to your ARGTD with questions



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**Engaging
Members**



Engagement vs. Experience

Member Engagement

- What council does to enhance an individual's membership experience
- Done well or poorly (not at all)
- Ultimate goal – all members have positive experience

Member Experience

- How members view their membership
- Positive or Negative
- Positive leads to a member's continued and further involvement



How Supreme Engages Members

- Onboarding Curriculum
- Knightline
- *Columbia*
- Insurance & Financial Products
- Knights of Columbus Charities



Engaging Your Members

- Engagement should be intentional
- Listen to your members
 - Member Interest Survey (#1842)
- Different approaches for different member types
 - New Members – Welcome and Onboard
 - Officers – Training

**Member Experience
Interest Survey**

To our new and current members, please know that we value your judgment, we appreciate your opinions, and we rely on your participation for the continued success of our council and parish. Our Knights of Columbus council conducts a variety of programs – activities where you can personally apply your talents and fulfill your ambitions. In an effort to ensure a great Knights of Columbus council experience, we ask that you complete the following survey. Thank you and *Vivat Jesus!*

GENERAL INFORMATION

Name: _____ Phone: _____
E-Mail: _____
Marital Status: Married Single Widower If Married, Wife's Name: _____
Number of Children: Boys _____ Girls _____
Occupation: _____ Parish/Church: _____
Hobbies/Interests: _____


FAITH IN ACTION PROGRAMS
Please list your preferences for these Faith in Action programs you would be interested in volunteering at or attending.

FAITH	FAMILY	COMMUNITY	LIFE
<input type="checkbox"/> General Interest in Programs Designed for Faith Formation	<input type="checkbox"/> General Interest in Programs Designed to Strengthen Families	<input type="checkbox"/> General Interest in Programs Designed for Community Service	<input type="checkbox"/> General Interest in Programs Designed to Create a Culture of Life
<input type="checkbox"/> Into the Breach	<input type="checkbox"/> Family of the Month	<input type="checkbox"/> Leave No Neighbor Behind	<input type="checkbox"/> Christian Refugee Relief
<input type="checkbox"/> Marian Icon Prayer	<input type="checkbox"/> Keep Christ in Christmas	<input type="checkbox"/> Disaster Preparedness	<input type="checkbox"/> Silver Bore
<input type="checkbox"/> Build the Domestic Church Kiosk	<input type="checkbox"/> Family Fully Alive	<input type="checkbox"/> Free Trade Championship	<input type="checkbox"/> Pregnancy Center Support
<input type="checkbox"/> Rosary	<input type="checkbox"/> Family Week	<input type="checkbox"/> Soccer Challenge	<input type="checkbox"/> Novena for Life
<input type="checkbox"/> Spiritual Reflection	<input type="checkbox"/> Consecration to the Holy Family	<input type="checkbox"/> Helping Hands	<input type="checkbox"/> Mass for People with Special Needs
<input type="checkbox"/> Holy Hour	<input type="checkbox"/> Family Prayer Night	<input type="checkbox"/> Catholic Citizenship Essay Contest	<input type="checkbox"/> March for Life
<input type="checkbox"/> Sacramental Gifts	<input type="checkbox"/> Good Friday Family Promotion	<input type="checkbox"/> Goals for Kids	<input type="checkbox"/> Special Olympics
<input type="checkbox"/> Refund Support Vocations Program (RSVP)	<input type="checkbox"/> Food for Families	<input type="checkbox"/> Global Wheelchair Mission	<input type="checkbox"/> Ultrasound
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____	<input type="checkbox"/> Habitat for Humanity	<input type="checkbox"/> Other: _____

How much time do you think you can contribute to council activities?
 1 hour per month 1 hour per week Multiple hours per week

What are some ideas you have for new or improved programs?

Would you be able to assist in leading any new or improved program? Yes No
What do you hope for your membership in our council?

Please submit this form to your Grand Knight 

1842 2/17



Communicating with Your Members

- Many ways to communicate, use appropriate ones
- Keep members informed
- Awards & Recognition
 - Knight of the Month / Family of the Month
 - Shining Armor Award



One on One Member Engagement

- **Welcome “new” members**
 - **Introduce to KofC structure, terminology**
 - **Inform members of council history**
 - **Have someone invite new member throughout year**
- **Create a culture of supporting Brother Knights**
 - **Networking (professional, community, vocational)**



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Summary



Takeaways for Fraternal Leaders

- Delta Church Drives are successful...
- ...requires the proper planning and preparation
- Engaging members leads to a positive member experience
- Develop engagement strategies for all members

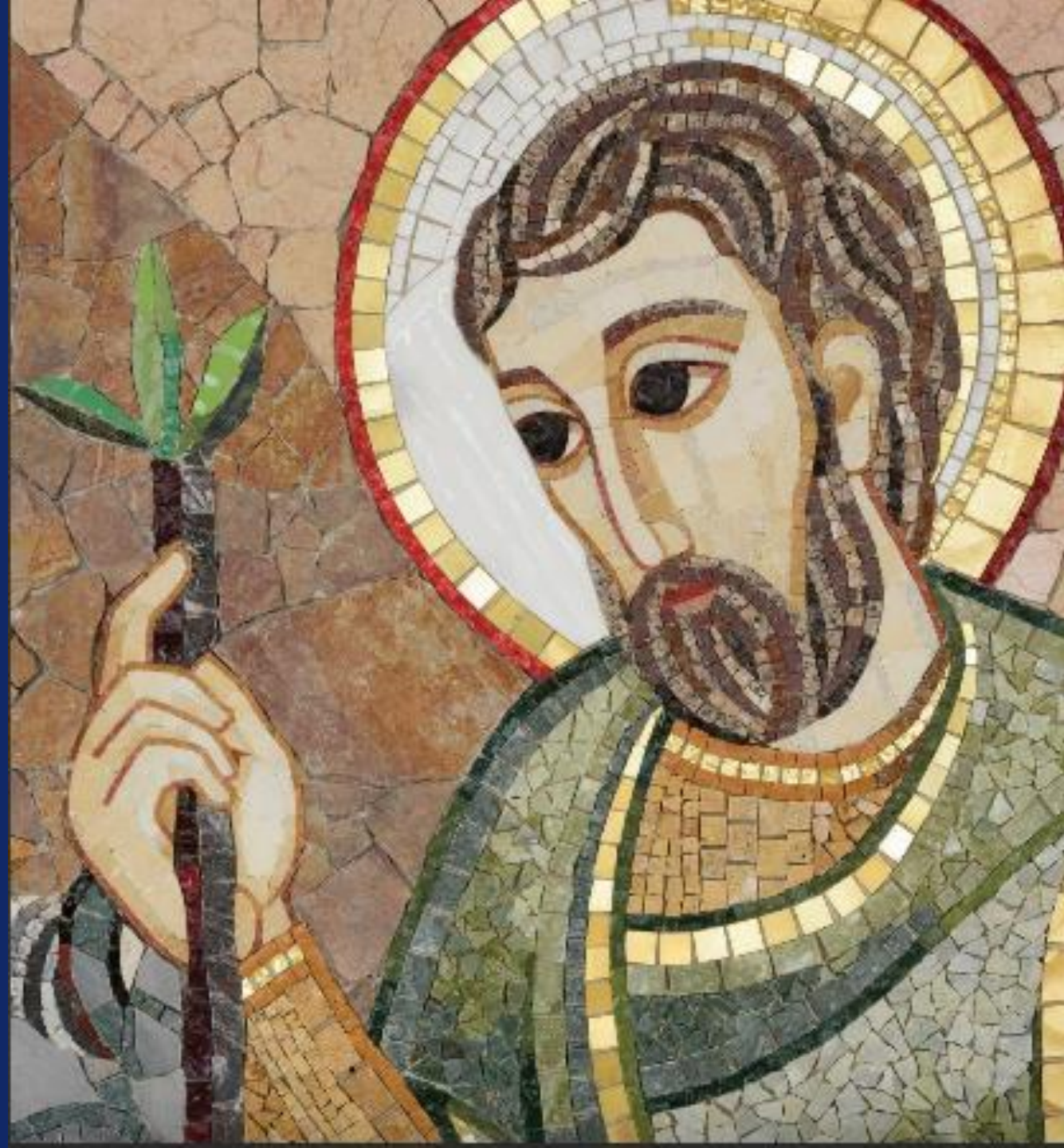


Prayer to St. Joseph

Hail Guardian of the Redeemer,
Spouse of the Blessed Virgin Mary.
To you God entrusted his only Son;
in you Mary placed her trust;
with you Christ became man.

Blessed Joseph, to us too,
show yourself a father
and guide us in the path of life.
Obtain for us grace, mercy and courage,
and defend us from every evil.

Amen.





**Knights of
Columbus®**

Thank you

If you have any further questions, please reach out to fraternalmission@kofc.org