Building a Foundation of Success
Supreme Knight Addresses State Deputies

State leaders from across three continents gathered in New Haven, Conn., on Wednesday, June 11, for the annual Organizational Meeting of Knights of Columbus State Deputies.

The five-day meeting began with an evening dinner banquet, where state deputies and their wives shared food and conversation with their colleagues from around the globe.

Supreme Knight Carl Anderson addressed the gathering regarding the new and unique opportunities facing the state leaders in the year ahead by posing the question, “How do we measure success in the Knights of Columbus as a state deputy?”

Success as a Knight and as an organization as a whole is measured by our adherence to the mission defined by Venerable Father Michael J. McGivney 132 years ago when he founded our Order, Supreme Knight Anderson said.

“He had a vision of what Catholic men could be — and by fulfilling that role, what they could achieve: the service and protection of their families, the service and protection of their Church, and the service and protection of their country,” he said.

That vision caught fire and was not limited to one state, country or continent, and grew into today’s Knights of Columbus.

“So our success is how faithful we are to the vision and the dream of Venerable Father Michael McGivney, and his principles of unity, fraternity and charity,” the supreme knight added.

Supreme Knight Anderson described some of the projects for the Order in the coming year, including the sponsorship of athletes to attend the International Special Olympics Games in Los Angeles during the summer of 2015. Another initiative is the Knights of Columbus’ new program “Building the Domestic Church: The Family Fully Alive,” a multi-dimensional program aimed at strengthening Catholic families that ties in with upcoming synods on the family and the World Meeting of Families.

“In the next few days,” he concluded, “we will look at how to build the Order and grow in membership, charity and insurance. We will build a foundation for you to be the most successful state deputy you can possibly be.”

Knights of Columbus Sets Record for Charity in 2013
New records set for dollars and hours donated in year marked by traumas

During his address at the opening business session of the Organizational Meeting of State Deputies, Supreme Knight Carl Anderson announced that the Knights of Columbus set all-time records for charitable donations and service hours in 2013 by helping in communities worldwide and responding to a number of large-scale humanitarian crises.

The K of C’s Annual Survey of Fraternal Activity for the year ending Dec. 31, 2013, reports that Knights donated record amounts of money and hours of volunteer service — more than $170 million and more than 70.5 million hours.

Contributions increased for the 14th consecutive year, growing by more than $2.3 million to $170,135,754.

“Charity has been at the heart of the Knights’ mission for the past 132 years,” said the supreme knight after announcing the figures. “Whether with funds or see Charity, Page 3

Grand Knight Checklist – July

- Organize your membership recruitment team and put a 12-month recruitment plan in place.
- Begin preparing data for these reports, due over the next several months:
  - Report of Officers Chosen (#185) — July 1
  - Council Per Capita and Catholic Advertising Assessments levied by Supreme Council, and Culture of Life Fund Assessment levied by Supreme Council — July 1
  - Service Program Personnel Report (#365) — Aug. 1
  - Semiannual Council Audit Report (#1295) — Aug. 15
- Plan for your council’s participation in Knights of Columbus Family Week — Aug. 10-17
- Prepare for your council’s participation in the International World Day of Prayer for Peace — Sept. 11
Opening the Order’s Door: Keys to Success as a State Deputy

In an address to the Knights of Columbus’ state deputies, Supreme Knight Carl Anderson said that opening the door of K of C membership to every Catholic man, reaching out to Catholic communities regardless of where they are located, and adapting to changing demographics in the countries where the Order is located are some of the major keys to success as a state deputy.

Supreme Knight Anderson made his comments on Thursday, June 12, at the opening business session of the annual State Deputies Meeting in New Haven, Conn., site of the Supreme Council headquarters.

His address focused on the theme “10 Keys to Success as State Deputy,” which stresses the need for setting realistic goals, maintaining positive attitudes, overseeing membership and insurance growth, fostering open communications, conducting training sessions and reaching out to local parishes and communities to establish programs of support and charity.

One of the important ways to achieve success, especially in the area of growth, is to focus on recruitment 365 days a year, he said. “Too many jurisdictions, and subsequently local councils, take a break during summer and don’t start focusing on membership until September. When that happens, they lose 20 percent of their work time to achieve their goals.”

Supreme Knight Anderson went on to discuss two beliefs he has held throughout his involvement with the Knights of Columbus: 1) the Knights of Columbus has the moral obligation to offer every eligible Catholic man the opportunity to join the Order and enjoy its benefits, and 2) the Knights of Columbus needs to be everywhere the Catholic Church is today.

The best method of meeting these goals is to follow the “One Member, Per Council, Per Month” recruitment strategy and strive to earn Star Council status, he stated.

The supreme knight noted that state deputies represent the Order in their respective jurisdictions and are responsible for carrying on the vision and the mission bequeathed to them by earlier generations of leaders. Venerable Father Michael McGivney founded the Order in 1882 with a group of Catholic men from New Haven to provide financial protection to widows and families and to prepare Catholic men to know and live out their faith within a society that was not always friendly to the Church.

“The Supreme Council can do a lot to supplement efforts at the local level, but we cannot do more than you (state deputies) and the local councils do,” he added. “We are the spiritual sons and heirs of Father McGivney and we need to ensure that our actions reflect the positive life he led.”

Ultimately, Supreme Knight Anderson said, membership growth is about welcoming men into the Order who are going to change many peoples’ lives and do so much good through the Knights of Columbus year after year.

Another presenter was Louis Barbour, vice president for membership growth, who spoke about the need to promote membership to ensure an even greater future for the Order. Later in the day, Chief Insurance Officer Thomas Smith outlined the highly rated Knights of Columbus Insurance program, explaining how it offers financial security to members and their families and provides the funds for the Order’s impressive list of charitable programs. He also underscored the need for a partnership between fraternal leaders of the Order and the insurance force. George Hanna, supreme warden and senior vice president of Fraternal Services, described how the Order’s wide-ranging charitable works assist councils in recruiting and retaining members, and how these efforts bring immediate assistance to those most in need in parishes and communities throughout the world. Among the most popular and effective of these charitable initiatives are three programs that help provide food, clothing and shelter to needy persons and families: Food for Families, Coats for Kids and the Order’s collaboration with Habitat for Humanity.

Father McGivney Documentary Now Available

A documentary on the life of the young Connecticut priest who founded the Knights of Columbus is now for sale on Amazon.com. Father Michael McGivney, produced by the Supreme Council, chronicles the life of the founder of the world’s largest Catholic family fraternal service organization.

Through archival footage and dramatic re-creations, the gripping one-hour film chronicles Father McGivney’s early life in a poor immigrant family, his efforts as a young priest to serve his parishioners and to launch the Knights of Columbus, and his untimely death from pneumonia at age 38.

From defending the persecuted Church to protecting widows and orphans, the documentary celebrates the triumphs and tribulations of a man who may one day become the first canonized American-born parish priest. In 2008, Pope Benedict XVI declared Father McGivney “Venerable” in recognition of his “heroic virtue,” thus moving forward the cause for canonization.
Celebrating the Mass at which newly elected state deputies received their jewel of office, Supreme Chaplain Archbishop William Lori urged the K of C leaders to accept the honors of their position as “a challenge to bear witness” to Jesus Christ.

He told both reelected and newly elected state deputies, who attended the Mass with their wives, that their mission is “to help our members find the Lord in their lives.” In this way, he added, they will become “better disciples, husbands and fathers.”

Archbishop Lori, who is head of the Archdiocese of Baltimore, remembered in a special way the two priest members of the Knights of Columbus who were attacked at a Catholic mission in Phoenix, Ariz. Father Kenneth Walker was killed in an apparent robbery attempt and Father Joseph Terra was seriously injured. Both belong to the Priestly Fraternity of St. Peter. During the Prayer of the Faithful, Laurence Becker, state deputy-elect of Arizona, offered an intention for the two priests.

The Mass was celebrated Friday, June 13, in New Haven’s St. Mary’s Church, where the Knights of Columbus was founded in 1882 by Venerable Father Michael J. McGivney. The remains of Father McGivney, whose cause for canonization is being studied by the Vatican, are sealed in a sarcophagus by the entrance to the church.

Concelebrating the Mass were Dominican Fathers Joseph Allen, pastor of St. Mary’s parish, and Jonathan Kalisch, director of chaplains and spiritual development for the Knights of Columbus.

Noting that the Mass was being celebrated on the feast day of St. Anthony of Padua, Archbishop Lori said that the popular saint should be invoked for more than just finding lost objects. Since St. Anthony is often depicted holding the child Jesus, Knights should also ask him to help them find Jesus in their lives, he said.

“It’s not that we don’t know or love (Jesus),” the archbishop said, “but somehow he slips from the center of our lives.”

By asking St. Anthony to aid them in finding Jesus and then placing him at the center of their lives, Knights fulfill the mission of the Order, he added.

“In helping us to find Christ, St. Anthony is helping us to rediscover the beautiful guiding principles which the Venerable Father McGivney gave us to guide our beloved Order in all that it does,” he said.

After Communion, Archbishop Lori offered a prayer for the newly elected state deputies and blessed the jewels of office. The state deputies then came forward with their wives to receive their jewel from Supreme Knight Carl Anderson.

Following Mass, in his address to state deputies at the annual organizational meeting, Archbishop Lori stressed the importance of state leaders having courage in going forth in their states, jurisdictions and councils and to become “missionary disciples” of Christ.

Three main topics were given in carrying out this mission: religious freedom, marriage and Pope Francis’ “call that we become ‘missionary disciples’ of Christ.”

The supreme chaplain explained that religious freedom and the federal government’s HHS mandate has served as an appeal to brother Knights, the Order and Catholics in the United States and around the world to unite with the efforts of bishops to promote and defend Religious Liberty. He encouraged the Order to support and participate in programs such as the

Supreme Chaplain Urges State Deputies to Lead Knights to Christ

Fortnight for Freedom, beginning June 21 and ending on July 4. This year’s theme is “The Freedom to Serve.”

Archbishop Lori continued on the topic of marriage, stressing the importance that the sacramental union between a man and woman plays in today’s society, as compared with the threat of new state laws that have been passed defending the rights of same-sex marriages. While the HHS mandate has become a battle and “stoutly resisted,” the greatest domestic threat to religious freedom is that of the redefinition of marriage, the archbishop stated. “There is reason to fear that next year about this time the Supreme Court may declare unconstitutional all laws protecting marriage as between one man and one woman.”

Our response, especially as Knights of Columbus, must be to “be on the front lines” in promoting and defending marriage and family life. The archbishop echoed the words of the Holy Father, reminding brother Knights how important the family is for the Church, for society and the poor. He charged Knights to reach out to the Order on the local level and councils to strengthen families.

In conclusion, the supreme chaplain explained the third part of his talk: Pope Francis’ call that we become missionaries and disciples of Christ. In today’s challenging times of our society, Archbishop Lori thanked the Knights of Columbus, saying that in his role as bishop in the church, he stands “shoulder-to-shoulder” with “brother Knights as leaders and servants of the Order.”

Charity, from Page 1

service, and whether quietly helping someone overcome a personal tragedy or assisting in the aftermath of a widely known humanitarian disaster, the outpouring of charity by our members produces meaningful results, especially by helping to bring peace of mind to those who find themselves in incredibly difficult situations.”

In 2013, Anderson explained, “Knights were part of relief efforts for a number of tragic events, including two enormous natural disasters in the Philippines; tornados in Moore, Okla., floods in Alberta, Canada; the factory explosion in West, Texas; and the Boston Marathon bombing. The year also saw the Knights continue their support for the victims of Superstorm Sandy, and for the people of Newtown, Conn., as they recovered from the school shooting that took the lives of 26 residents, most of whom were young children.”

The response to unexpected tragedies was accomplished while the Knights continued their strong support within their communities through initiatives like the Knights of Columbus Coats for Kids and Food for Families programs, and by supporting those with intellectual disabilities, organizing blood drives, and providing funding and volunteer time to organizations such as Habitat for Humanity, Special Olympics and the Global Wheelchair Mission.

The number of volunteer service hours rose in 2013 by 421,071 hours over the 2012 total. At an average value of $22.55 per service hour as estimated by Independent Sector, the value of the Knights’ volunteer service last year was nearly $1.6 billion.

Cumulative figures show that during the past decade the Knights of Columbus has donated nearly $1.5 billion to charity and 683 million hours of volunteer service in support of charitable initiatives.
Membership Recruitment: Getting Started

We all know that membership growth is important. Recruiting more men into the Knights of Columbus helps us to expand our mission of charity and volunteer service, and it allows us to protect more Catholic families with our fraternal benefits.

But there is a difference between knowing and doing. We all know that we should exercise more frequently, lose weight, eat more vegetables, watch less television and quit smoking, but many of us struggle to change our behavior, to actually do it.

This same principle of inertia applies to our involvement in the Knights of Columbus and the practice of membership recruitment. We know it’s important, but we struggle to get started. However, once we’ve formed a good habit of recruitment, it becomes second nature.

Here is a simple step-by-step process to help you and your council get started.

First, talk to your pastor. Ask him to help identify the following prospective members:

- Men he thinks would be a good fit for the Knights of Columbus
- Families that have recently registered with the parish or are new to the area
- Newlyweds recently married in the parish

Your council should be the center of hospitality for your parish, and it should serve as a sort of “welcome committee” for those who are new to the community.

Recruiting New Members

There are many eligible Catholic men, some with growing families, who would benefit from being a member of a Knights of Columbus council. Determining who is a potential prospect can be seen as difficult, and often, more effort is spent determining who to recruit as opposed to how to recruit.

Take the example of a qualified man with a family. He would benefit from setting an example of living his Catholic faith to his children, and he has the recommendation of his pastor. This man is a potential member. Now, how do you recruit him?

The question to ask yourself is: “Why should this prospect join?” As the first (and probably most important) step, the recruiter must know why he, himself, decided to join. What benefits has membership brought to the recruiter, and how would the prospect benefit from similar experiences? Once the recruiter has a couple of good, solid answers — such as, “In working together with my family at charitable events, I can see my kids growing in awareness of others,” or, “I share a common goal with my fellow council members in helping others” — he can share his experience firsthand with the prospect. Using questions or statements such as “Do you want to join?” or “You should join” may be interpreted as too strong, and in the sales world, it’s putting out the closing question before the prospect has shown interest. If the recruiter has shared his own experiences and explained the council’s initiatives and programs, and the prospect has shown interest, what should the first question be? The most successful recruiters take an active stance: “Belonging to our council gives a man and his family the opportunity to be of service to those less fortunate. Could you and any of your family help us out, just for an hour, at our upcoming program?” Invite the prospect and his family to one of the council’s charitable activities, and let them see firsthand what your council does and what it means to belong to your Knights of Columbus council. Then, ask him to join.

Next, assign each prospective member to a recruiter. When making assignments, consider members’ friendships, relationships and networks.

- Are the recruiter and prospective member already acquainted?
- Are they co-workers?
- Do they share similar interests or experiences?
- Do their kids go to school together?

The invitation to join the Knights of Columbus will be more compelling if it comes from a friend.

Finally, invite the prospective members to participate in council activities and to join the Knights of Columbus.

- Invite them to attend an open house followed by a council service project.
- For new parishioners: Send a welcome letter and invite them to a social event so they can meet other parishioners and members of the council.
- For newlyweds: Send a card and a small gift. This small gesture can make a big difference.
- Invite them to a First Degree ceremonial and assist them with the application process.

With your help, we can make our parishes and councils more vibrant. Thank you for your service in sharing the opportunity for membership in the Knights of Columbus with others.

Start Now to Be a Star

The Star Council Award is the highest award that a council can attain. Measuring excellence in membership, insurance promotion and program activity, it represents a true benchmark of what makes a Knights of Columbus council outstanding. The best way to make your council a Star Council is to have a plan and get started right away.

If you haven’t already done so, schedule a meeting with the key leaders in your council and make sure you include your district deputy and field agent to set up your game plan for becoming a Star Council in 2014-2015. Recruiting at least one member per month and involving prospective members in council programs would be excellent ways to start.

Set a goal of making your council a Star Council this year, and then work to make it happen.

Surge With Service

Surge ... with Service CDs — in English, French and Spanish — were mailed to financial secretaries of record during June. The instructions on the packaging asked the financial secretary to deliver the CDs to the grand knight of the council. Each council received 12 CDs, which is enough for each officer and service program chairman to have his own.

Each CD is categorized into folders for each officer: “Grand Knight materials,” “Program Director materials,” etc. In this way, each officer and chairman can easily access the materials that will be most beneficial to him for the performance of his duties.

If there are problems with any of the CDs your council has received, if you have yet to receive your CDs, or if you would prefer to receive the materials on paper, please contact Fraternal Services at 203-752-4270 or at fraternalservices@kofc.org.
Knights Mourn the Passing of Former Supreme Master

Knights mourn the passing of Joseph Schultz, inaugural recipient of the Saint Michael Award for exemplary service to the Order. Former Supreme Master Joseph P. Schultz passed away on May 29, in San Diego, Calif., following a brief illness.

A dedicated Knight for more than 59 years, he served in numerous fraternal leadership positions, including California state deputy (2000-2001), supreme director (2002-2005) and supreme master of the Fourth Degree (2004-2008). For the last ten years, he had served as consultant to the Supreme Knight for Poland until his retirement earlier this year.

On August 8, 2013, during the 131st Supreme Convention in San Antonio, Texas, he was presented with the Saint Michael Award for exemplary service to the Order. He was the first recipient of this newly established award conferred by the board of directors.

Upon learning of Schultz’s passing, Supreme Knight Carl Anderson expressed the collective condolences of the Order. “Today, we mourn the death of a truly exemplary Knight,” he said. “Few men have ever made so great a contribution to the Order as Joe Schultz. His tireless efforts on behalf of the Fourth Degree, and most especially in fostering our growth in Poland, are a legacy that will make a lasting difference for the Order, and for the Church in Poland, for future generations.” The Supreme Knight continued, “It was not even four months ago that the Board of Directors had the opportunity to salute Joe as he retired. We are all shocked and saddened by his sudden passing, and our thoughts and prayers are with his devoted wife, Nancy, their daughters Barbara and Nina, and the entire Schultz Family.”

Supreme Knight Visits Newly Chartered Military Council

On May 31, 2014, Supreme Knight Carl Anderson led a delegation from the Supreme Council to Fort Campbell, Ky., to present the charter to a newly established military council. Fort Campbell is a U.S. Army base which straddles the state line between Kentucky and Tennessee. It is the home of the 101st Airborne Division, known as “the Screaming Eagles.” Joining the supreme knight were Supreme Master Dennis Stoddard, Supreme Director Michael Wills of Tennessee, Chief Compliance Officer Bill Brown and Assistant for Military and Veterans Affairs Col. Chuck Gallina.

A Mass with council members was celebrated on post in the Soldiers Chapel, home of the Catholic Chaplaincy, by Father Grant Gaskin, charter council chaplain, at whose request the council was formed.

At the conclusion of Mass, the supreme knight addressed those assembled, reflecting on the ways those who serve in the military help build a civilization of love. “If we understand that the great commandment of love of neighbor is foundational to the Christian life,” he said, “and if we are to understand this vocation to love is represented at its highest point by the one who is willing to lay down his life for another, then who better than a soldier to understand the sacrifices necessary for building a civilization of love?”

Council 15914 is named for Father Francis L. Sampson, a renowned military chaplain who served in three wars and eventually attained the rank of major general. As a chaplain in the elite airborne division, Chaplain Sampson was trained as a parachutist and saw continuous action during World War II. He was among the Allied troops who landed at Normandy on D-Day, June 6, 1944, and was held twice by the Germans as a prisoner of war. He was awarded the Distinguished Service Cross, the nation’s second highest military award, for his heroic actions in World War II.

Chaplain Sampson served during the Korean conflict and was an instructor at the Army’s chaplaincy school. During the Vietnam War, he was promoted to deputy chief of chaplains in 1966 and the following year was made the Army’s chief of chaplains. Father Sampson died in 1996. A member of the Knights of Columbus for 55 years, he belonged to Big Sioux Council 5029 in Flandreau, S.D.

Concluding his remarks, the supreme knight called the members of the new council to conduct themselves “in such a fashion that Father Sampson’s words may always ring true — that America’s military will always embody ‘the highest ideals of any man’ and that like Father Sampson, America’s Catholic warriors will always provide its proudest examples.”

After his remarks, the supreme knight presented the charter to the council’s founding grand knight, Anthony Carmona, alongside District Deputy Joseph Schmitt. Grand Knight Carmona is a 23-year Army veteran who works for the government in support of the Army at Fort Campbell.

A fraternal dinner followed with military Knights and their wives. Col. Chuck Gallina spoke to those assembled about the Order’s support for the military, including the new initiative of bringing wounded military personnel to Lourdes for the annual International Military Pilgrimage and the Supreme Council-sponsored distribution of Armed With the Faith. A fifth edition of Armed With the Faith was recently published. Since the Iraq War, more than 600,000 copies of this handbook of Catholic prayers and catechesis have been provided free to active-duty Catholics.

The Order now has more than 60 military councils at U.S. military bases around the world.

Council Audit

The Semiannual Council Audit Report (#1295) for the period ending June 30 is due at the Supreme Council by Aug. 15. Make sure the trustees complete the audit immediately and send it to: Knights of Columbus, Council Accounts, 1 Columbus Plaza, New Haven, CT 06510-3326. The report can be found at kofc.org/forms and in the Council Report Forms Booklet (#1436).
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 in 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.

Some of the past events have been:

- In Port Richey, Fla., Father Felix Ullrich Council 5869 showed their support for the ill and the elderly by making a donation to Gulfside Regional Hospice.
- For several years, in the U.P. Marquette Diocese of Michigan, Iron River Regional Hospice.

Cardinal Bernardin Council 324 of Oak Lawn, Ill., conducted a “40 Cans for 40 Days” food drive during Lent with the support of the parishioners of Most Holy Redeemer and Queen of Martyrs parishes, and members of the American Legion Post 854. Nearly 700 pounds of food in addition to $200 was delivered to the Evergreen Park Food Pantry (Village Pantry Coalition) during March and April.

Members of St. Matthew Council 14360 and Bishop Fenwick Assembly 100 of Norwalk, Conn., along with parishioners of St. Matthew Church, traveled to Brooklyn, N.Y., to visit Our Lady of Solace Parish on Coney Island to celebrate the 100th anniversary of the ordination of Father Justin Russolillo, founder of the Vocationist Order of Priests. The brother Knights formed an honor guard for the Mass. The lasting friendship between the Knights and the New York parish began when the council reached out to help Our Lady of Solace when Superstorm Sandy struck the tri-state area in 2012.

Father Alberto Borruel of St. Mary of the Visitation Catholic Church in Lockhart, Texas, requested the Fourth Degree Color Guard of Assembly 3052 to participate in the sacrament of confirmation. Bishop Joe Vasquez of the Austin Diocese confirmed 29 candidates and acknowledged the outstanding support provided by 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.)

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 what will take place, the date, the location and contact information) to knightline@ kofc.org or call 203-752-4264. We look forward to hearing from you.

New Membership Incentive Program July-September

- **District Deputies — World Series of Membership:**
  
  Between July 1 and Sept. 30, 2014, a First Degree completion each month will earn a district deputy 5,000 VIP points. If you complete more than three degrees, you will receive 2,500 VIP points for each additional degree. Also, for each additional degree, your name will be entered into a drawing for 1 of 40 full-size, personalized Louisville slugger bats. To qualify, file Form 450 for each degree by Oct. 10, 2014.
  
  **July 1, 2014, through June 30, 2015:** Attain Star District and receive 5,000 VIP points; earn plaque and lapel pin as well
  
  **July 1, 2014, through June 30, 2015:** Receive 5,000 VIP points for every Star Council in your district

- **Councils:**
  
  **Theme — Council Challenge:**
  
  A. From July 1 through Sept. 30, 2014, a council that recruits and reports 12 new members will receive 60,000 VIP points.
  
  B. From July 1 through Dec. 31, 2014, a council that recruits and reports 12 new members will receive 40,000 VIP points.
  
  **Note:** Councils that achieved A can earn B if they recruit 24 new members in this period.
  
  C. From July 1 through June 30, 2015, a council that recruits and reports 12 new members will receive 20,000 VIP points.
  
  **Note:** Councils that achieved A and B can earn C if they recruit 36 new members in this period.
  
  **July 1, 2014, through June 30, 2015:** Councils that earn the Star Council Award will receive a plaque and lapel pins for the grand knight, council membership director and council program director.

- **Recruiters: World Series of Membership:**
  
  From July 1 through Sept. 30, 2014, any member who recruits five new members will receive 5,000 VIP points. For each additional member over the initial five, he will receive 1,000 VIP points and be entered into a drawing for 1 of 40 full-size, personalized Louisville Slugger bats.

Food for Families Reimbursement Program

Beginning July 1, 2014, the guidelines for qualifying for a reimbursement under the Food for Families Reimbursement Program have changed. For the 2014-2015 fraternal year and going forward, councils and assemblies can qualify for a $100 refund from the Supreme Council for every donation of $500 or 1,000 pounds of food to a food bank, food pantry, soup kitchen or other organization whose primary mission is to feed the hungry and those in need.

Columbian Squires circles can qualify for a refund of $20 for every donation of $100 or 200 pounds of food.

The maximum annual refund of $500 per council, assembly or circle remains unchanged.

Councils, assemblies and circles are encouraged to continue their outreach to hungry people through this program and to consider using their refunds from the Supreme Council to provide additional outreach.

Orderwide First Degree Week

Councils should be preparing for the Orderwide First Degree Week scheduled for August 11-17, 2014. This is a good opportunity for councils to welcome new members into their council after they’ve participated in the Knights of Columbus Family Week activities.
One hundred and thirty-two years ago, when he founded our beloved order, Father Michael J. McGivney wanted to protect Catholic families.

In 2014, that mission has taken on different shapes and services, including our charitable works, our evangelical missions or catechetical programs, and, of course, our insurance program.

Together, these things form the core of the Knights of Columbus’ mission.

Guided always by our fraternal principles of charity, unity, fraternity and patriotism, we most effectively accomplish that mission when the different aspects of the mission operate in conjunction with each other.

When the Knights who lead our charitable, evangelical, catechetical and insurance programs work together, the results can be truly life-changing — not just locally, but globally.

This summer, as we embark on a new fraternal year, spend time with your field agent and general agent to coordinate your activities.

Your Knights of Columbus Insurance agents are tremendous resources for you and your council. For these men, the Knights of Columbus is more than just a career, it’s a vocation, and they are deeply committed to furthering Father McGivney’s mission in all its facets.

Ask for their help with membership drives throughout the year during Sunday Mass. Seek out their assistance on various committees and fundraisers. Lean on them to help supply manpower for hands-on charitable events.

Open the door and welcome them. Invite them to full participation in your council life.

Remember, these men work tirelessly to serve the members and their families in their area, so they may not always be able to be a part of each and every initiative, but they do want to be involved with all of their councils as much as they can.

These men bring tremendous value to your council and to your members. But that’s not all they bring.

Your professionally trained Knights of Columbus field agent also brings with him a full product portfolio of high quality insurance products. He holds the key to the greatest fraternal benefit of all — the insurance program.

The men in your council will no doubt be at various stages of life, with varying needs and varying means, but surely most of them will — throughout the course of their adult lives — be looking for life insurance protection, retirement products, disability income or long-term care insurance. And when they do, why would they look anywhere besides their very own Knights of Columbus?

But the truth is, many of your members probably aren’t aware of the insurance business. Maybe they’ve met with a field agent once or twice during their time as Knights, but they probably don’t know about our full line of products. They probably don’t know about our $94 billion of life insurance in force. They probably don’t know about our 39 consecutive years of the highest possible ratings for financial strength (A++, Superior) from A.M. Best. They probably don’t know about our being named a 2014 “World’s Most Ethical Company.” They may not even know of Father McGivney’s vision of financial protection for Catholic families.

But they should.

When your members are in the market for these types of products, they have a choice. They can purchase from one of nearly 1,000 life insurance companies in North America, who will do whatever they choose with their premium dollars and invest in whatever offers them the best returns. Or, they can purchase from their Knights of Columbus, who they know will invest ethically and donate generously. It’s what we call “The Catholic Difference.”

What would it mean to your members to know that the money they spend protecting their family, preserving their retirement, guarding against their disability or providing for their long-term care goes to an organization that has donated more than $1.4 billion to charity in the past decade?

What would it mean to your members to be supporting a company that supports the Church?

What would it mean to your members to know that their insurance purchase will someday not only change the lives of their family, but maybe even the lives of families halfway across the world?

So invite your field agent to talk about the Catholic difference. Set up a fraternal benefits night where he can address the council on our slate of products and the benefits that they bring to Catholic families.

Welcome him as a brother Knight, not only because he is one, but because at the end of the day he, too, is deeply committed, not only to protecting Catholic families financially, but to standing up for the marginalized, standing up for the poor, and standing up with the Church.

New years are times for new resolutions. As you embark on the new 2014-15 fraternal year, resolve to incorporate your field agent into your council life, so that your members have the opportunity to benefit from this wonderful program.

The gift of a wheelchair can enable children to go to school for the first time, give adults the mobility needed to go to work and provide for their families, or help the elderly get out of the confines of a hospital bed. Prayers of entire families are being answered with the gift of a wheelchair.

Since 2003, Knights of Columbus councils have sponsored the delivery of more than 45,000 life-changing wheelchairs to children, teens and adults in Afghanistan, Cuba, Guatemala, Haiti, the Holy Land, Honduras, Mexico, Poland, the Philippines, Rwanda, Canada, the United States and Vietnam.

Because wheelchairs are purchased in bulk, they can be obtained at the considerable discount of $150 per wheelchair instead of the individual purchase price of $500 or more. A council can greatly increase its fundraising potential with this program by asking the entire parish to join in a “Wheelchair Sunday” parish drive. Likewise, these events have proven to be very effective with helping to recruit new members into the Knights of Columbus.

When conducting your program be prepared to ask qualified parishioners to join the council, and have Membership Applications (Form 100s) on hand for them to complete.

For more information, visit American Wheelchair Mission’s website at amwheelchair.org and the Canadian Wheelchair Foundation at cdnwheelchair.ca. Donations can be sent to the Wheelchair Mission in the U.S. at: American Wheelchair Mission, 2600 E. Seltice Way #A172, Post Falls, ID 83854. For Canada, donations may be sent to: Canadian Wheelchair Foundation, P.O. Box 75038, RPO White Rock, Surrey, BC V4A 0B1.
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