

# Council 12 Month Action Plan

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*A plan for Grand Knights and Council Membership Directors*

## July

### Membership 365

Hold at least one meeting in July (preferably 2) - Installation of Officers – Good time for GK to give a strong membership message

Challenge Officers to lead by Example – Officers to bring 1 friend in by end of Aug.

Create a council first degree team

Schedule a first degree during July and provide an incentive for anyone who brings in a new member during the month of July

Challenge every member to be membership active

--At business meeting, hand out index cards and ask every member present to write the name of a friend who should be a Knight but isn't a Knight on the card and then challenge them to ask that man to join (before the end of Aug)

Have Membership Director create a Membership Contact List from the cards collected at the meeting

Promote Supreme promotions/incentives

Schedule with Pastor a Church Membership drive for September

### Programs

Plan a parish program for August (back to school, parish picnic, children's carnival, etc.)

--Identify 1-2 (2 man) teams to do 2 on 1 recruiting.

--Identify a family that would be willing to talk to other families about the KofC during the event.

--Identify a couple to speak with other couples about the Order

--Identify a young single knight or knights to talk to other single men

-- Add names of new potential members to the contact list

Plan an Open House for August to follow parish program event (Contact DD for assistance on hosting an effective Open House)

--Invite Field Agent

Schedule a degree (preferably in conjunction with Open House)

**DO NOT WAIT and DO NOT HOLD CANDIDATES**

## August

### Membership 365

Follow-through with council officers on leadership challenge-

--GK to hold officers accountable to support the council membership effort –ensure every officer is working towards the goal to bring a new member into the Order by the end of the month

Follow-through with council membership on “every member active program”

--Personally call on members and ask them if they have asked their one man to join yet.

Follow-through with Membership Contact List and ensure contact is made with each member on the list (membership director)(MD)

Communicate a strong positive membership message at business meeting (GK or MD)

Plan a Parish Membership Drive to be executed in September (order membership supply kit from Supreme)

--Obtain commitment from enough members to cover every door with 2-3 men, and their wives, and their children

--Portray everything we do (including membership) as a family activity

--Identify a vibrant speaker for each Mass with a positive/motivating message

--Ensure all masses are covered to include masses in different languages (bilingual members)

--Schedule Information session/open house within a week of Membership Drive

--Plan for multiple sessions (to mitigate schedule conflicts)

--Plan for a degree at every session

--Include your Field Agent

### Programs

Execute Parish program planned during July meeting

--Execute Open House/ Information session (invite families – held within a week of parish event)

--Ensure council families are involved – wife and children activities

--Execute First Degree (in conjunction with open house/information session)

--Obtain new contacts for the Membership Contact List by asking new knight and their wives and children for the names of friends

Plan a special event around the 10 year memorial of 9-11 (Blue Mass, Memorial mass, etc)

--Sponsor it as a parish event – work with Father and include everyone who wants to help

-- Ensure during planning and execution the Order is promoted as the lead organization

--Invite families to join us

## September

### Membership 365

First contact - GK, FS, and membership director to review the council roster and identify anyone not personally known or who has not been active and to make sure they are personally called (not emailed) and welcomed back to a special event (9-11 celebration?) **DO NOT ASK THEM FOR ANYTHING OTHER THAN ATTENDANCE AT THE EVENT**

Create a special incentive for council members who bring in a new member by the end of the month

Follow-through with council officers on leadership challenge-

- GK to focus on officers who have not participated and challenge them to not let the council or their fellow officers down

- Personally thank those who are participating

Execute the Parish Membership Drive /Information Sessions/Open houses and First Degrees that were planned in August

- Update Membership Contact Lists with data of all those who do not take first degree

- Identify those who do not want to join and save their data for future contact

- Continue to work and add to the membership contact list by adding families and contacts after each degree

Plan to host a 2<sup>nd</sup> or 3<sup>rd</sup> degree

Communicate a strong positive membership message at business meeting (GK or MD)

### Programs

Execute Program planned in during Aug meeting (9-11 event)

- Update Membership Contact Lists as required

Plan a parish family event during the month of October centered on Right to Life, Family, Marriage, Rosary, Adoration etc.

- Utilize Supreme literature and/or CIS materials to support the event

- Trade mark the event as a KofC sponsored event – Promote the Order

- Partner with parish organizations, parish schools, CCD programs, Youth programs, RCIA, Adult formation etc

- Identify all or any combination of the below strategies to invite new families into the Order in conjunction with the program

- Identify 1-2 (2 man) teams to do 2 on 1 recruiting.

- Identify a family that would be willing to talk to other families about the KofC during the event.

- Identify a couple to speak with other couples about the Order

- Identify a young single knight or knights to talk to other single men

- Add names of new potential members to the membership contact list

## October

### Membership 365

Continue to follow-up with council leaders who are inactive

Officially recognize (certificate maybe) all members who have been membership active during the 1<sup>st</sup> Quarter

Coordinate with Membership Director to clean off the membership contact list by making all contacts on the list the priority for this month.

- Assign a recruiter (VIP member), a family, a friend to a member on the list

- Encourage contact and conversation with the prospect after each Mass for a period of 2-3 weeks conveying the who/what/why of KofC

- Invite the prospect to join in and help with this month's event that was planned in September

- On week 4 ask the man and his family to join the Order.

- Work each member on the contact list until they are in the Order or have said NO.

- If they say NO, save the data for future contact

Communicate a strong positive membership message at business meeting (GK or MD)

Execute Multiple First Degrees to facilitate clearing of the contact list

**DO NOT WAIT and DO NOT HOLD CANDIDATES**

### Programs

Execute the program that was planned during September meeting.

- Create new membership contact list (2<sup>nd</sup> quarter list)

Plan November event

- A time for Thanksgiving for those who protect us

- Identify veterans, military, police, fire, public leaders

- Identify fathers, sons, and brothers of knights

- Adopt a seminarian and invite into the Order

- In short, identify your neighbor

- Thanksgiving – Feed the poor, clothe the naked, and protect those who can't protect themselves

- Charitable Outreach is attractive within the parish community

- Plan a program that concentrates on charity

Create a program where at Baptism every Mother receives a small gift from the council for saying yes to life

- Add the family to the Membership Contact List

## November

### Membership 365

Ask for Father's assistance in identifying families who should/could benefit from being in the Order

One Church many languages – One Order many languages

Ensure all members of the parish community have been provided a chance to learn about the Order

- Look at the diversity of your parish and see if the diversity of your council represents the parish

- Challenge the membership to invite people of other races, cultures and backgrounds to join the Order

  - Ask members of the council to invite a friend/acquaintance from another culture to learn about us.

  - Identify long-time bilingual parishioners and members to join in this effort to create cultural awareness within the church

Continue to identify new members to add to the membership contact list

Partner with parish office to be able to send "welcome to the parish" packets to parishioners who have registered since the summer

- Include specific information about the council and the council's activities

Communicate a strong positive membership message at business meeting (GK or MD)

### Programs

Execute the Charitable Program planned during October meeting

- Update the membership contact list with contacts made from the program

Execute the Information Sessions/Open houses and First Degrees that were as a result of the event

Create/Plan a Parent's Night Out program for the parish during Dec– this would enable parents to do Christmas shopping or just have dinner

- Cost of event – canned food, socks, health and comfort items, etc

- Activities for children include games and fun as well as creating baskets, cards, and health and comfort baskets for the poor, aged, etc.

- Schedule a time where kids can help deliver the items

- Parents must sign children in and out of event

- Sign in sheets are added to the Membership Contact List

## December

### Membership 365

Second contact - GK, FS, and membership director to re-review the council roster and identify anyone not personally known or who has not been active and to make sure they are personally called (not emailed) and welcomed back to a special Christmas event (preferably before the billing cycle?) **DO NOT ASK THEM FOR ANYTHING OTHER THAN ATTENDANCE AT THE EVENT**

Give a special Christmas Gift to council members who bring in one new member by the end of the month

Follow-through with previous month's "Welcome to the Parish" letters

--Add families to the Update/Contact Membership Contact List

Invite men and families to join as a gift to the Church

-- Give a gift to your family- become a better catholic, become a better man, become a better husband/father – join us today

--Hold a first degree in honor of the local Ordinary/Priest/Pastor as a Christmas gift to him and then follow with a Christmas celebration in his honor

As a gift to the new member, the council might consider waiving first year dues as a Christmas gift to the new family

--Work with Field Agent to see if he would like to provide something that would partner in the gift.

Communicate a strong positive membership message at business meeting (GK or MD)

### Programs

Execute program planned during November meeting

Plan Plan/Sponsor a council/parish event to kick off New Year taking care of those less fortunate

--Possibly something for Special Olympics, Child Developmental Centers, Adult Homes, the volunteers and employees who support this demographic

--Invite the whole community to join us in this effort

--Identify who the Catholics are and apply one or more of the recruitment strategies

--Identify 1-2 (2 man) teams to do 2 on 1 recruiting.

--Identify a family that would be willing to talk to other families about the KofC during the event.

--Identify a couple to speak with other couples about the Order

--Identify a young single knight or knights to talk to other single men

## January

### Membership 365

Set new goals to finish the fraternal year strong

--Has the council hosted 4 first degrees this year? Committed to making Star Council a goal

Re-challenge Officers to bring 1 additional friend in by end of March.

Schedule a first degree during January and provide an incentive for anyone who brings in a new member during the month

Officially recognize (certificate maybe) all members who have been membership active during the 2<sup>nd</sup> Quarter

Coordinate with Membership Director to clean off the membership contact list by making all contacts on the list the priority for this month.

--Assign a recruiter (VIP member), a family, a friend to a member on the list

--Encourage contact and conversation with the prospect after each Mass for a period of 2-3 weeks conveying the who/what/why of KofC

--Invite the prospect to help in this month's event that was planned in Dec

-- On week 4 ask the man and his family to join the Order.

--Work each member on the contact list until they are in the Order or have said NO.

--If they say NO, save the data for future contact

**DO NOT WAIT and DO NOT HOLD CANDIDATES**

Execute Multiple First Degrees to facilitate clearing of the contact list

Communicate a strong positive membership message at business meeting (GK or MD)

### Programs

Execute the event that was planned during December meeting

Plan events that are targeted at the parents of parish schools, CCD programs, confirmation classes, CYO, TYM, youth groups in the parish etc

--Partner with parish organizations and groups

--Provide age appropriate activities for children based on age groups

--Elementary – games – Build care packages for the elderly

--MS – Game night/Videos/outdoor game – Build backpacks with school supplies for poor kids

--HS – 2 hour mission/retreat with a guest speaker, pastor, seminarian

-- Young Adult – facilitators/assist with overall program.

--In order for children to attend they must register

--Develop registrations to acquire data on parents

--Add parents to Membership Contact List

## February

### Membership 365

Verify that the second quarter Membership Contact List has been cleared – Follow through to ensure it is

Create third quarter Membership Contact List

Contact Supreme for former member lists

Have Financial Secretary compile inactive insurance member lists

Challenge every member to be membership active

--At business meeting, hand out index cards and ask every member present to write the name of a friend who should be a

Knight but isn't a Knight on the card and then challenge them to ask that man to join (before the end of May)

Host First Degree – Utilize Membership Contact List, Advertise in bulletin, advertise at Mass for anyone who wishes to join

Promote Supreme/State promotions/incentives

Schedule with Pastor a Church Membership drive for March

Communicate a strong positive membership message at business meeting (GK or MD)

### Programs

Execute the event that was planned during January meeting

Work with Pastor to organize a pre-Lenten retreat for the parish (to be executed in March)

--Include all organizations in parish

--Invite notable guest speakers

--Advertise the event within the parish

--Include an event for children

--Ask the youth to assist

Add non-members to the Membership Contact List

## March

### Membership 365

Third contact - GK, FS, and membership director to re-review the council roster and identify anyone not personally known or who has not been active and to make sure they are personally called (not emailed) and welcomed back to a special event. **DO NOT ASK THEM FOR ANYTHING OTHER THAN ATTENDANCE AT THE EVENT**

Work Membership Contact List and invite families to an information session

Execute the Parish Membership Drive /Information Sessions/Open houses and First Degrees that were planned in February

- Update Membership Contact Lists with data of all those who do not take first degree

- Identify those who do not want to join and save their data for future contact

- Continue to work and add to the membership contact list by adding families and contacts after each degree

- Invite Field Agent to assist

- Have wives entertain new wives during the degree

- Have children entertain children during the degree

Communicate a strong positive membership message at business meeting (GK or MD)

Plan to host a 2<sup>nd</sup> or 3<sup>rd</sup> degree in April

### Programs

Execute the event that was planned during February meeting

Create a program or partner with the parish to create a program that honors those receiving sacraments during the Easter season

- Identify RCIA candidates and add them to the Membership Contact List

- Identify the parents of children making Holy Communion in April/May add them to the contact list

Create a program to honor the youth moving on in life (Graduation)

- Identify graduating seniors

- Identify aging-out Squires

- Identify Eagle Scouts within the parish

- Identify the Fathers of this age group

Work with Father to identify new parishioners since January and send "Welcome to the Parish" letters

Add all to the Membership Contact List

## April

### Membership 365

Communicate a strong positive membership message at business meeting (GK or MD)

- Challenge membership to bring a friend to the Order

- Either get him to the degree this month or add to contact list

Officially recognize (certificate maybe) all members who have been membership active during the third quarter

Follow-through with Membership Contact List and ensure contact is made with each member on the list (membership director)(MD)

- Invite all to an Information Session

- Schedule a first degree concurrently to follow the information session

- Provide an incentive for anyone who brings in a new member during the month of April

Follow-through on Welcome to Parish letters

### Programs

Execute program planned at March meeting

Plan May event

Memorial Mass

- A time for Remembering those who have gone before us who protected us

  - Identify veterans, military, police, fire, public leaders, church leaders

  - Identify fallen fathers, sons, and brothers of knights

- A time for remembering parishioners who have gone before

- Plan a reception

  - Brand it as a KofC event – invite 4<sup>th</sup> degree to participate

- Coordinate with youth groups to participate

Apply one or more of the recruitment strategies

- Identify 1-2 (2 man) teams to do 2 on 1 recruiting.

- Identify a family that would be willing to talk to other families about the KofC during the event.

- Identify a couple to speak with other couples about the Order

- Identify a young single knight or knights to talk to other single men

Add to Membership Contact List

## May

### Membership 365

Has the council hosted 4 first degrees this year? Committed to making Star Council a goal

Communicate a strong positive membership message at business meeting (GK or MD)

Coordinate with Membership Director to clean off the membership contact list by making all contacts on the list the priority for this month.

- Assign a recruiter (VIP member), a family, a friend to a member on the list

- Encourage contact and conversation with the prospect after each Mass for a period of 2-3 weeks conveying the who/what/why of KofC

- Invite the prospect to join in and help with this month's event that was planned in April

- On week 4 ask the man and his family to join the Order.

- Work each member on the contact list until they are in the Order or have said NO.

- If they say NO, save the data for future contact

Execute Multiple First Degrees to facilitate clearing of the contact list

**DO NOT WAIT and DO NOT HOLD CANDIDATES**

### Programs

Execute event planned during May meeting

Plan an end of year event

- Apply one or more of the recruitment strategies

- Identify 1-2 (2 man) teams to do 2 on 1 recruiting.

- Identify a family that would be willing to talk to other families about the KofC during the event.

- Identify a couple to speak with other couples about the Order

- Identify a young single knight or knights to talk to other single men

- Add to Membership Contact List

## June

### Membership 365

End of year push – Continue to strive for Star Council

Communicate a strong positive membership message at business meeting (GK or MD)

Coordinate with Membership Director to clean off the membership contact list by making all contacts on the list the priority for this month.

- Identify by name which Mass members on the contact list attend.

- Assign a recruiter (VIP member), a family, a friend to a member on the list

  - Encourage contact and conversation with the prospect after each Mass for a period of 2-3 weeks conveying the who/what/why of KofC

  - Invite the prospect to join in and help with this month's event that was planned in April

  - Work each member on the contact list until they are in the Order or have said NO.

  - If they say NO, save the data for future contact

Execute Multiple First Degrees to facilitate clearing of the contact list

**DO NOT WAIT and DO NOT HOLD CANDIDATES**

### Programs

Execute event planned during May meeting