



# Virginia State Membership Action Plan 2010 – 2011

**MISSION:** The mission for the Membership Team for the Fraternal Year 2010-2011 is to grow the Order by recruiting 1700 new brothers, retaining every possible member and instituting as many new councils and roundtables as are achievable throughout the Jurisdiction of Virginia.

## ACTION PLAN

**1. State Deputy's Intent.** For the State of Virginia thru its councils, to provide an environment and opportunity for every eligible Catholic man in Virginia to become a member of the Knights of Columbus. The goal is to attract and recruit 1700 new members for the Fraternal Year 2010-2011.

**2. Concept of Plan.** The State Membership Team which will consist of the State Officers, District Deputies and their staff, the State Membership Staff, Council Grand Knights and their membership team. Each brother Knight of Columbus will contact and provide information to Catholic men about the Knights of Columbus. This can be done by:

- a. Individual contact
- b. Leads developed thru council, State, and Supreme Web site inquiries
- c. Local parish assistance with articles in bulletins
- d. Council open houses and recruitment events
- e. Local exposure thru community events (both internal and external)
- f. Each brother Knight's example of charity, service, fraternity and patriotism

➤ **Recruit** good quality Knights by having them attend an information night so that they truly understand the Order, the Council, our Principles and their financial obligation.

➤ **Retain** our membership by having a strong Surge with Service Program and contacting them personally if they are absent or in arrears.

➤ **Reactivate** former members who once had thought enough about our Order to join it; these men are perfect recruitment prospects.

➤ **Revitalize** our Council's membership and help our Councils reach the State goal of 1700 new members!

## 3. GOALS FOR 2010-2011

- a. **Recruit** - 1700 new members
- b. **Retain** – As many members as possible by achieving 100% personal contact with each member on a council conservation report
- c. **Establish** - a minimum of one new council



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d. **Establish** - a minimum of 61 roundtables

**4. Tasks to Membership Team.** The State Membership Director has the overall responsibility and action to follow and implement the State Membership Plan with the assistance of:

a. **State Officers:** Will assist by, monitoring and providing guidance on membership activities in the districts shown below.

1. State Deputy: Districts 22, 23, 25, 26
2. State Secretary- Districts 5, 6
3. State Treasurer- Districts 14, 16, 17, 18, 19, 20
4. State Advocate – Districts: 7, 8, 9, 10, 21, 24, 27
5. State Warden – Districts 11, 12, 13, 15, 29
6. Immediate Past State Deputy - Districts 1, 2, 3, 4, 28

b. **District Deputies:** *Will* assist each Council to meet or exceed its membership goals. They will:

1. Appoint a Membership Chairman for their district. Provide name, phone number and e-mail to the State Membership Chairman by 15 July 2010.
2. Monitor and provide assistance to councils on membership recruitment matters.
3. Report recruitment numbers within the council and follow-up with council financial secretaries on timely Form 100 submittals
4. Provide a monthly (by last Thursday of each month) report to the State Ceremonial Chairman and Membership Director of all first and second degrees within the district.

c. **State Membership Recruitment Team members will:**

1. Have the overall lead for their individual geographic area of responsibility in assisting councils, providing recruitment training and reporting and sharing leads, problems and successes with the State Membership Team.
2. Be prepared to provide on the spot training to councils to include being part of the State's mobile training team.
3. Provide assistance and support to each District Deputy's and Council's membership teams.
4. Insure that each council has the necessary tools and available resources and assistance to meet their membership goal thus fostering membership growth within each Council, the Virginia State Council and the Supreme Council.



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## **d. State Membership Retention Team members will:**

1. Have the overall lead for their geographic area of responsibility in assisting councils, providing retention training and reporting and sharing leads, problems and successes with the State Membership Team.
2. Be prepared to provide on the spot training to councils to include being part of the State's mobile training team.
3. Follow up on the resolution of all problems identified during discussions or interviews with contacted brothers on the conservation list
4. Provide assistance and support to each District Deputy's and Council's retention teams.
5. Each member of the State Retention Team is charge to assist councils with making 100% contacts with members that appear on the Council Conservation report.
6. Provide to the State Membership Director a report on actions taken for each member that appears on the conservation report.
7. Assist councils with all resources available to find and locate members that councils have not been able to locate.
8. Insure that each council has the necessary tools and available resources and assistance to meet their retention goals thus fostering continued membership growth within each Council, the Virginia State Council and the Supreme Council.

## **e. Council Grand Knights:**

1. Develop a council Membership Plan – A sample Plan is being provided to each council to help provide the necessary tools and resources to met the council's objectives.
2. Develop a calendar for 1<sup>st</sup> degrees within the council and provide to District Deputy for a District consolidated list. Ideally, one first degree should be scheduled for each month.
3. Set up church and council open houses on calendar to coincide with first degree schedule
4. Submit a Roundtable report 2629 by 30 August 2010 and the 2630 by 30 June 2010. Roundtables can be very effective groups to provide leads and contacts for potential members



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5. Appoint a *Council* Membership Team which should include:

- (a) Membership Director (preferably the Chancellor, DGK, or a PGK)
- (b) Recruitment Committee Chairman
- (c) Admission Committee Chairman (a committee of seven members)
- (d) Retention Committee Chairman (Deputy Grand Knight, with the Trustees and Field Agent as members)
- (e) Financial Secretary (for record keeping)

6. Use the five-step approach to attract new members and their families.

(a) **PLAN AHEAD.** Put your recruitment activities on the Council **and** Parish calendars early. Coordinate all activities with your Pastor and invite him to be present for the recruitment events.

(b) **USE THE FIVE-STEP APPROACH TO ATTRACT NEW MEMBERS AND THEIR FAMILIES.** Note that this approach unfolds over time and begins and ends with fraternal activities that include *families*. It is usually more difficult to attract new members and their families if you try to do everything on a single day or weekend.

(c) **HOSPITALITY SUNDAY (AWARENESS)** Serve coffee, juice, donuts, and/or pastries following each Mass. The purpose of this activity is to bring families of the parish together, to have an opportunity to become better acquainted with one another. Knights need to be visible and wearing the emblem of the Order. The parish community needs to know (through the bulletin and pulpit announcements) that this Hospitality Sunday is sponsored by the Knights of Columbus.

(d) **“TRI-FOLD” DRIVE (INFORMATION)** The following Sunday (ideally, no more than two weeks later), distribute a localized tri-fold flyer (Item 4242) that (a) describes your Council’s work in support of the Parish, and (b) announces an Open House to allow parishioners to become better acquainted with the Knights.

(e) **OPEN HOUSE (MORE DETAILED INFORMATION)** - This should be a cordial, but informative afternoon or evening that includes families and includes a description of fraternal benefits

7. **MONTHLY RECRUITMENT ACTIONS:** Recruiting should be a daily activity of all our brother Knights. Additionally, a Council’s should plan monthly recruiting activities to keep focused on the council recruitment objectives. By having a well thought out schedule you will be prepared for all of your membership activities. Invite all of the candidates left on your prospect list, as well as RCIA candidates and inactive insurance and former members who have not yet been approached.



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**5. MEMBERSHIP AWARDS AND RECOGNITION.** There are various awards and recognition programs available to Councils through Supreme, the Virginia State Knights of Columbus and our General Agents. Council incentives to brothers that continue to recruit candidates into the Order should be considered, for example.

- a. Supreme level: **SHINING ARMOR AWARD**
- B. General Insurance Agent level: **GOLDEN KNIGHT AWARD**

**6. Star Council** is awarded to Councils who achieve their insurance and membership goals. Additionally, Councils must have conducted four activities programs in each of the following categories, Church, Community, Council, Family, Pro-Life & Youth and have submitted the required form (**SP 7**) to Supreme by June 30<sup>th</sup>.

## **7. References:**

- a. Virginia Membership Handbook 2010-2011.
- b. Supreme Membership Handbook
- c. State Deputy Guidance.

**8. SUCCESS.** The success of the State of Virginia to meet its 1700 recruiting objective will depend on State Officers, District Deputies, Membership Staff, Councils and every Knight to work as a team.

**9. POC.** The Point of Contact for this plan is the Virginia State Membership Director Stephen Raschke at [raschkecsm@aol.com](mailto:raschkecsm@aol.com) or 804-695-9912 (h) or 757 509-0177 (c) or the State Membership Deputy Director Steve Layne at [slayne@amtechpc.com](mailto:slayne@amtechpc.com) or 804-897-9867 (h) or 804-338-5838 (c).