



***Washington State Council
Membership Team
And
Membership Action Plan
2018-2019***

***Robert Baemmert
State Deputy***

**Knights of Columbus
Washington State Council
Membership Team
2018/2019**

State Membership Director –
Gregory S. Mahoney

Membership Recruitment and Development Chairman –
Romy Ablao, West Side
TBD, East Side

New Council Development / Round Table Chairman –
Abundeo Reponte

Council and Member Retention Chairman –
William Stearns

Retention Committee Coordinators -
Henry Rathbun
Jim Bennett

Hispanic Membership Development Chairman –
Federico Lopez, East Side
Daniel Pradera, West Side

Online Membership Chairman –
Renato Sacramento

Online Membership Coordinators –
James R. Kiniry Jr.
Paul J. Morel
Nelson C. Pesigan
Don Hall
Robert J. Di Girolamo

Online Membership Coordinators –

Dana A. Smith
Frank X. Taylor
Pete A. Wimer

Young Adult Advisory Group/Outreach Chairman –

Chris Walker

Young Adult Advisory Group Members –

Joe Wolleat

Jump Start / Fr. McGivney Membership Legacy Teams –

John Divine
Stephen Schweyen
Dante Vega
Michael Faltus
Jean-Paul Yafali
William Swartz
Mike Rutland
Romy Ablao
Renato Sacramento
Dang Nguyen
Miguel Quiroz
Don Harris

“Unless the LORD builds the house, They labor in vain who build it; Unless the LORD guards the city, The watchman keeps awake in vain.” Psalm 127:1

MEMBERSHIP ACTION PLAN
“FRIENDS IN CHRIST, DOING GOD’S WORK”
2018 - 2019

OVERVIEW	
GOALS	<ul style="list-style-type: none"> • MEET CIRCLE OF HONOR GOALS FOR FRATERNAL YEAR <ul style="list-style-type: none"> ○ MEMBERSHIP INTAKE: 825 ○ NET (SMD): 400 ○ STAR COUNCILS: 27 • COUNCIL GROWTH <ul style="list-style-type: none"> ○ NEW COUNCILS: 1 ○ NEW COUNCIL – HISPANIC GROWTH: 1 ○ REACTIVATIONS: 3 • PINNACLE <ul style="list-style-type: none"> ○ NET-NET: 150 ○ ROUND TABLES: 40 ○ ACTIVE COUNCILS RECRUITING: 114 ○ INTAKE UNDER 40 YEARS OLD: 40% ○ 110% INTAKE: 908 ○ TRUE GROWTH 2.5%: 17,810 • COUNCILS SUBMITTING 1728, 365, SP7: 163 @ 80% = 130 • NEW COLLEGE RT/COUNCIL: 1 • PRODUCE 4 STAR DISTRICTS / 1 ALL STAR DISTRICT • 65% OF COUNCILS ARE NET POSITIVE • MEET SUPREME KNIGHT’S CHALLENGE • MONTHLY INTAKE GOAL: 90 • CONDUCT TWO SUCCESSFUL STATE-WIDE MEMBERSHIP DRIVES • ALL COUNCILS MEMBERSHIP ACTIVE

- ONLINE MEMBERSHIP INTAKE GOAL: 10 – 15%
- ENGAGED RETENTION COMMITTEES IN ALL COUNCILS
- ESTABLISH WSC YOUNG ADULT ADVISORY GROUP

Washington State Council

- Proposer
 - WSC Star Recruiter Pin per new member
 - Supreme Very Important Proposer (VIP) Club
 - Top Three Recruiter Awards (Family Bible & KC Watch; Family Bible and KC Enameled Cufflinks; Family Bible and KC Pewter Belt Buckle)
- New Member
 - Shining Armor Award (1st Year only)
 - Silver Knight Award
- Council
 - Achieve 50% of goal in 1QTR – KC Jacket to GK, MD
 - Achieve 100% of goal in 2QTR – BDC Kiosk
 - Achieve 200% of goal – US and KC Flag set
 - Achieve 300% of goal – US, KC and Papal Flag set
 - State Exemplification fee waived for all new members (not counting transfers) in 1QTR fraternal year 2018-2019
- New Council
 - Pastor, GK, and FS receive KC Jacket
 - Council Charter
 - Set of new officer jewels
- District
 - Highest percentage gain per quarter – KC Portfolio to DD
 - Star District – KC Jacket and Portfolio to DD
 - All Star District – KC Watch and All Expense Paid Convention
 - New Council – New Council Plaque
- Divisions

DIV. I	<50	Members
DIV. II	50-99	Members
DIV. III	100-149	Members
DIV. IV	150-249	Members
DIV. V	250+	Members
- Division winner councils, for net gain and percentage of goal, will each receive a framed print of Fr. McGivney
- Overall Council winner - KC Jacket and KC Watch to GK and MD

*Incentive Program
Jurisdiction will
conduct or is
Participating in to
recognize service*

INCENTIVE PLAN

		<ul style="list-style-type: none"> • Special Incentives in 1QTR – refer to monthly plan detail <u>Supreme Council</u> • Quarterly incentives by Supreme in the form of VIP points • Others TBD
<p>MEMBERSHIP 365 PLAN</p>	<p><i>Essential Tasks to effect Membership Growth</i></p>	<ul style="list-style-type: none"> • PREPARE AND REVIEW MEMBERSHIP ACTION PLAN FOR WSC <ul style="list-style-type: none"> ○ MONTHLY ACTION ○ STAR ○ NCD ○ COLLEGE COUNCIL ○ ROUND TABLES ○ RETENTION – MEMBER/COUNCIL • DEVELOP INCENTIVE PLAN • SET MONTHLY TARGET NUMBERS FOR STATE • IDENTIFY ONE NEW COUNCIL PROSPECT IN EACH DIOCESE; REVIEW LAST YEAR’S PROSPECTS • TRACK AND REPORT COUNCILS CONDUCTING MEMBERSHIP DRIVES • DISTRIBUTE MEMBERSHIP & DRIVE KIT INFO TO COUNCILS/DDs AT SUMMER LEADERSHIP MEETING • PROMOTE AND CONDUCT ORDER-WIDE CHURCH DRIVES IN OCTOBER AND MARCH – IN ALL DISTRICTS / DELTA CHURCH DRIVES • IMPROVE REPORTING OF MEMBERSHIP DRIVE RESULTS TO MPC • IDENTIFY MEMBERSHIP INACTIVE COUNCILS AND WORK TO BECOME ACTIVE (RETENTION) • PROMOTE AND TRACK ONE ADMISSION CEREMONIAL PER DISTRICT PER MONTH • WORK TO SUBMIT AND UPDATE ROUND TABLE FORMS • IMPLEMENT PROCEDURES TO MENTOR AND RETAIN MEMBERS • MEMBERSHIP DIRECTOR PLANS & EXECUTES MEMBERSHIP BRIEFS AND WORKSHOP AT STATE LEADERSHIP MEETINGS (SUMMER MEETING, SUPPLEMENTAL MEETINGS, MID-YEAR DD MEETING) • MEMBERSHIP DIRECTOR/CHAIRMEN WILL PREPARE MEMBERSHIP MATERIALS FOR STATE LEADERSHIP MEETINGS • MEMBERSHIP DIRECTOR/CHAIRMEN WILL DEVELOP INCENTIVES • MEMBERSHIP DIRECTOR, WITH THE HELP OF MEMBERSHIP TEAM MEMBERS AND SMPC WILL UPDATE/WRITE JOB DESCRIPTIONS FOR EACH POSITION ON THE MEMBERSHIP TEAM • SEVEN KEY OBJECTIVES:

		<ol style="list-style-type: none"> 1. AIM YOUNGER (OVER 60% OF OUR MEMBERSHIP IS AGE 50+) 2. BE MORE FAMILY-CENTERED 3. GENERATE INCREASED AWARENESS OF WHO KNIGHTS ARE AND WHAT WE DO (LESS PAROCHIAL, MORE GLOBAL) 4. DEVELOP STRONG RELATIONSHIPS WITH THE CLERGY 5. MAKE SPIRITUALITY A KEY FOCUS AREA – AUTHENTIC CATHOLICITY 6. IMPLEMENT E-MEMBERSHIP AS A FORCE MULTIPLIER TO COUNCIL RECRUITMENT EFFORTS 7. MENTOR AND DEVELOP LIFE-LONG MEMBERS <ul style="list-style-type: none"> • NEW COUNCIL DEVELOPMENT AND ROUND TABLES WILL ASSURE GROWTH AND GOAL ACHIEVEMENT: DETERMINE NCD POTENTIAL AREAS BY DISTRICT AND DESIGNATE RT ASSIGNMENTS BY COUNCIL NLT SEPTEMBER • DEVELOP AND IMPLEMENT JUMP START / FR. MCGIVNEY LEGACY TEAMS (2 TO 3-MAN TEAMS); WSC AMBASSADORS TO CATHOLIC CONFERENCES, SPECIAL PRESENTATIONS, MEMBERSHIP DRIVES, INACTIVE COUNCILS • SELECT/IMPLEMENT ONLINE MEMBERSHIP COORDINATORS BY AUGUST (10) • SELECT/IMPLEMENT RETENTION COMMITTEE COORDINATORS BY AUGUST (10) • INTEGRATE AND ACTIVELY PROMOTE ONLINE MEMBERSHIP
<p>COMMUNICATION PLAN</p>	<p><i>How this Membership Plan is being Communicated to the operating units within the state (Districts, Chapters, Councils)</i></p>	<ul style="list-style-type: none"> • MEMBERSHIP DIRECTOR WILL ENGAGE STATE MEMBERSHIP TEAM MONTHLY/QUARTERLY THRU CONFERENCE CALLS TO REVIEW PLAN IMPLEMENTATION AND PROGRESS • MEMBERSHIP DIRECTOR WILL PROVIDE MONTHLY STATISTICS TO STATE MEMBERSHIP TEAM AND TO COUNCILS BY PUBLISHING A MEMBERSHIP STANDINGS REPORT IN THE MONTHLY BULLETIN • STATE MEMBERSHIP TEAM WILL PRESENT MEMBERSHIP PLAN AND PROGRESS AT LEADERSHIP MEETINGS (EMPHASIZE: INCENTIVES, MENTORSHIP, RECRUITMENT, DEVELOPMENT, AND RETENTION) • MEMBERSHIP TEAM WILL COMMUNICATE WITH DISTRICT DEPUTIES BY PHONE TO REVIEW PROGRESS • MEMBERSHIP DIRECTOR WILL PUBLISH MONTHLY MEMBERSHIP MISSION MEMO TO DD'S AND GK'S • MEMBERSHIP DIRECTOR AND RETENTION CHAIRMAN COMMUNICATE WITH SUPREME AND GENERAL/FIELD AGENTS FOR

		<p>INACTIVE/FORMER MEMBER CALL LISTS; PROVIDE CALL LISTS TO GK'S AND DD'S</p> <ul style="list-style-type: none"> MEMBERSHIP DIRECTOR/CHAIRMEN PROVIDE MONTHLY ARTICLES FOR STATE BULLETIN NEW MEMBERS RECEIVE WELCOME LETTER; INACTIVE/FORMER MEMBERS RECEIVE WELCOME BACK LETTER DD'S REPORT RESULTS OF ORDER-WIDE MEMBERSHIP DRIVES TO MEMBERSHIP DIRECTOR IN OCTOBER AND MARCH MEMBERSHIP DIRECTOR COORDINATES JUMP START/LEGACY TEAM VISITS TO COUNCILS/EVENTS ONLINE MEMBERSHIP CHAIRMAN COORDINATES STATE INFORMATION MEETINGS IN DISTRICT AREAS HAVING ONLINE MEMBERS – PRIORITY AREAS
RETENTION PLAN	<i>Begins on Day 1 thru 3rd Degree</i>	<ul style="list-style-type: none"> MAXIMIZE CONSERVATION EFFORTS TO RETAIN MEMBERS COMMUNICATE/IMPLEMENT RETENTION REPORT IN MEMBER BILLING COUNCIL RETENTION COMMITTEES ACTIVE ALL YEAR RETENTION CHAIRMEN/COORDINATORS TO MAKE CALLS TO WITHDRAWALS/SUSPENSIONS TO VALIDATE COUNCIL RETENTION EFFORTS DEVELOP A BETTER CHALLENGES/SOLUTIONS SCRIPT IMPLEMENT MENTOR PROGRAM FOR NEW MEMBERS THROUGH FIRST YEAR
ONLINE MEMBERSHIP PLAN	<i>Meet men where they're at</i>	<ul style="list-style-type: none"> REFER TO ONLINE MEMBERSHIP ACTION PLAN
HISPANIC/ETHNIC MEMBERSHIP GROWTH PLAN	<i>Meet the needs of changing demographics</i>	<ul style="list-style-type: none"> IDENTIFY ETHNIC AREAS FOR STATE INFORMATION MEETINGS AT PARISHES HISPANIC MEMBERSHIP CHAIRMEN TO SELECT COUNCIL CHURCH DRIVES TO ATTEND
FUTURE PLAN	<i>List Actions Required & Assigned Person for Planning Membership Action for the next 3 – 6 months</i>	<ul style="list-style-type: none"> MEMBERSHIP TEAM WILL REVIEW ACTIONS AND ASSESSMENTS MONTHLY, AND COLLABORATE CHANGES TO PLAN AS NECESSARY

STATE ACTION PLAN – WASHINGTON STATE COUNCIL

A plan for growing the Order and answering God's call to go out and make disciples

4th Quarter Actions

10 - April

Prayer - Rosary

- 1st Week: Pray a decade of the Rosary 5 days each week – Glorious Mysteries
- 2nd Week: Joyful Mysteries
- 3rd Week: Sorrowful Mysteries
- 4th Week: Luminous Mysteries

Membership 365 – key tasks

Every Council Active – DD's to challenge **every council to bring in two new knights this month**

Every District Active – Every District host at least **two** Admission Ceremonials during the month; **DD's continue training councils on Delta Church Drives**

State Active – **Catholic Men's Conference e-prospect / Online member follow up**; Jump Start / Fr. McGivney Legacy Team action follow up; Facilitate/Incentivize councils to be active all 12 months; continue Online Membership development

- Emphasize attaining Star Council/Star District by contacting potential Star Council candidates on Star Tracker report – SD Letter; State Membership CMN contacts
- Emphasize programs (satisfying local needs—feeding the hungry, clothing the poor, protecting the disabled – partnering with people of the parish, parish organizations)
- Congratulate districts (personal phone calls) successful in 3rd Quarter; Challenge Inactive Councils to recruit (personal phone calls) – State Membership CMN contacts
- Reemphasize that men will not join unless they are asked. Create plans to ask by creating “Membership Prospect Lists” and then actively recruiting the families on that list – from Church Drives
- Reemphasize that membership is discussed at every business meeting
- Follow through, managing the program week to week, and frequent communication is essential

Online Membership 365 – key tasks

- Every Council Active – DD's to challenge every council to put Online Membership Posters on the Parish Bulletin boards and E-Membership Flyer in the Parish Bulletin; **Every council establish Prospect Landing Page**
- Every District Active – Every District host at least **one** Online Membership information night
- State Active – **WSC Prospect Landing Page established**; assess previous year's membership results; Facilitate/Incentivize councils to be active all 12 months with Recruitment Drive to include Online Membership and distribute to prospects: ***You are born a Man. You become a Knight*** card and ***Why Join?*** brochure.
- Online Membership CMN/Coordinators assign State Division members to councils; Facilitate timely transfer to councils

Communication

SMD and State Membership Team

- Monthly bulletin articles; Membership Statistics
- SMD Membership Mission Memo to GK's and DD's
- Membership Team conference call
- Recruitment and Development CMN send welcome letters to new/return members

District Deputies

- Organize district meeting for 4th quarter/month inviting the GK, FS, Program and Membership Directors; **Review Star Tracker Chart with council leaders**
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting/Church Drive
- **DD's submit Church Drive Report to SMD and ensure councils follow up with prospects**

New Council Development (NCD) and Round Tables/Council and Member Retention/Reactivation

- NCD CMN updates the NCD/RT plan and prioritizes opportunities according to the Jurisdiction Action Plan and successes of first half of fraternal year; assess how many councils are in the stages of formation; **one new council formed**
- Continue assigning round tables early – fertile ground for new members
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- State identify and mitigate any challenges to NCD / RT's
- State assist councils hosting Informational Sessions/Open Houses

- State identify councils who are in danger of suspension or have low activity – contact Inactive councils
- State Retention CMN to mitigate suspensions; follow and implement procedures for conservation of members; and produce inactive/conservation/suspension list for follow up and mitigation
- State Retention CMN follow up with councils on inactive/conservation/suspension call lists

Programs

- All programs are membership opportunities and should be planned as outlined in ***Faith in Action***
- Encourage GK's to have membership materials and recruiters/proposers assigned at every event
- Work with General Program Director to ensure districts and councils are planning ***Faith in Action*** programs
- Add new contacts to contact lists by actively speaking to people at program events
- Develop local programs that include Building the Domestic Church activities outlined in ***Faith in Action***
- Award Membership Recruiter pins

Council Actions

- **Membership Goals**
- **Membership Recruitment/Online 365 Key Tasks**
- **Communication**
- **NCD/RT**
- **Retention**
- **Programs**

11 - May

Prayer - Rosary

- 1st Week: Pray a decade of the Rosary 5 days each week – Glorious Mysteries
- 2nd Week: Joyful Mysteries
- 3rd Week: Sorrowful Mysteries
- 4th Week: Luminous Mysteries

Membership 365 – key tasks

State Convention

- Awards for membership milestones presented during Awards Luncheon
- Host Membership Workshop before the Convention; RGD as guest speaker

Monthly Tasks

- Emphasize attaining Star Council/Star District by contacting potential Star Council candidates on Star Tracker report – State Membership CMN contacts continue
- Assist Regional Membership Church Drives /Plan Regional Membership Drives to be conducted next month
- Congratulate districts (personal phone calls) successful in 3rd Quarter; Challenge Inactive Councils to recruit (personal phone calls) – State Membership CMN contacts continue
- Reemphasize that men will not join unless they are asked. Create plans to ask by creating “Membership Prospect Lists” and then actively recruiting families on list – from Church Drives
- Reemphasize that membership is discussed at every business meeting
- Follow through, managing the program week to week, and frequent communication is essential
- Assess how successful “Every Council, Every District, and State active” program has been
- **Conduct final Membership push**

Online Membership 365 – key tasks

- Every Council Active – DD’s to challenge every council to put Online Membership Posters on the Parish Bulletin boards and E-Membership Flyer in the Parish Bulletin; **Every council establish Prospect Landing Page**
- Every District Active – Every District host at least **one** Online Membership information night
- State Active – **WSC Prospect Landing Page established**; assess previous year’s membership results; Facilitate/Incentivize councils to be active all 12 months with Recruitment Drive to include Online Membership and distribute to prospects: ***You are born a Man. You become a Knight*** card and ***Why Join?*** brochure.
- Online Membership CMN/Coordinators assign State Division members to councils; Facilitate timely transfer to councils

Communication

SMD and State Membership Team

- Monthly bulletin articles; Membership Statistics
- SMD Membership Mission Memo to GK’s and DD’s
- Membership Team conference call
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District Deputies

- Organize district meeting for 4th quarter/month inviting the GK, FS, Program and Membership Directors; **Review Star Tracker Chart with council leaders**
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting/Church Drive
- DD's submit Church Drive Report to SMD and ensure councils follow up with prospects

New Council Development (NCD) and Round Tables / Council and Member Retention/Reactivation

- NCD CMN updates the NCD/RT plan and prioritizes opportunities according to the Jurisdiction Action Plan and successes of first half of fraternal year; assess how many councils are in the stages of formation
- Continue assigning round tables early – fertile ground for new members; **36 RT's established**
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- State identify and mitigate any challenges to NCD / RT's
- **State assist district membership drives in parishes to support final push in 4th Quarter**
- State assist councils hosting Informational Sessions/Open Houses
- State identify councils who are in danger of suspension or have low activity – contact Inactive councils
- State Retention CMN to mitigate suspensions; follow and implement procedures for conservation of members; and produce inactive/conservation/suspension list for follow up and mitigation
- State Retention CMN follow up with councils on inactive/conservation/suspension call lists

Programs

- All programs are membership opportunities and should be planned as outlined in ***Faith in Action***
- Encourage GK's to have membership materials and recruiters/proposers assigned at every event
- Work with General Program Director to ensure districts and councils are planning ***Faith in Action*** programs
- Add new contacts to contact lists by actively speaking to people at program events
- Develop local programs that include Building the Domestic Church activities outlined in ***Faith in Action***
- Award Membership Recruiter pins

Council Actions

- **Membership Goals**
- **Membership Recruitment/Online 365 Key Tasks**
- **Communication**
- **NCD/RT**
- **Retention**

- **Programs**
-

12 - June

Prayer - Rosary

- 1st Week: Pray a decade of the Rosary 5 days each week – Glorious Mysteries
- 2nd Week: Joyful Mysteries
- 3rd Week: Sorrowful Mysteries
- 4th Week: Luminous Mysteries

Membership 365 – key tasks

Every Council Active – DD's to challenge **every council to bring in two new knights this month**

Every District Active – Every District host at least **two** Admission Ceremonials during the month; **DD's continue**

training councils on Delta Church Drives

State Active – **Follow up coordination for Cornerstone Conference sponsorship in October 2019**; Jump Start / Fr. McGivney Legacy Team action follow up; Facilitate/Incentivize councils to be active all 12 months; continue Online Membership development

4th Quarter Assessment

- **Promote STAR Councils and STAR Districts**
- Concentrate on Councils close to their goal – continuous communication throughout the month
- Push to have Councils/Districts host a degree in June
- Call all DD's and strong GK's to Congratulate (personal phone calls) and push the strong regions (Membership teams, DD's and GKs) to exceed goals and lead the state
- **Review Online Membership / Prospect Landing Page progress**

Online Membership 365 – key tasks

- Every Council Active – DD's to challenge every council to put Online Membership Posters on the Parish Bulletin boards and E-Membership Flyer in the Parish Bulletin; **Every council establish Prospect Landing Page**
- Every District Active – Every District host at least **one** Online Membership information night
- State Active – **WSC Prospect Landing Page established**; assess previous year's membership results; Facilitate/Incentivize councils to be active all 12 months with Recruitment Drive to include Online

Membership and distribute to prospects: *You are born a Man. You become a Knight* card and *Why Join?* brochure.

- Online Membership CMN/Coordinators assign State Division members to councils; Facilitate timely transfer to councils; **All assigned members transferred to local council by 6/25**

Communication

SMD and State Membership Team

- Monthly bulletin articles; Membership Statistics
- SMD Membership Mission Memo to GK's and DD's
- Membership Team conference call
- Recruitment and Development CMN send welcome letters to new/returning members

District Deputies

- Organize district meeting for 4th quarter/month inviting the GK, FS, Program and Membership Directors; **Review Star Tracker Chart with council leaders**
- Membership Team follow up with DD's on State Prospect List developed at Summer Meeting/Church Drive

New Council Development (NCD) and Round Tables / Council and Member Retention/Reactivation

- NCD CMN updates the NCD/RT plan and prioritizes opportunities according to the Jurisdiction Action Plan; assess how many councils are in the stages of formation for next year
- **40 RT's established, and all annual reports submitted**
- If applicable, identify parishes with suspended councils and treat them as NCD opportunities
- State identify and mitigate any challenges to NCD / RT's
- State assist councils hosting Informational Sessions/Open Houses
- State identify councils who are in danger of suspension or have low activity – contact Inactive councils
- State Retention CMN to mitigate suspensions; follow and implement procedures for conservation of members; and produce inactive/conservation/suspension list for follow up and mitigation
- State Retention CMN follow up with councils on inactive/conservation/suspension call lists

Programs

- All-out effort to achieve goals – Councils/District recognition programs with parish
- All programs are membership opportunities and should be planned as outlined in *Faith in Action*
- Encourage GK's to have membership materials and recruiters/proposers assigned at every event

- Work with General Program Director to ensure districts and councils are planning *Faith in Action* programs
- Add new contacts to contact lists by actively speaking to people at program events
- Develop local programs that include Building the Domestic Church activities outlined in *Faith in Action*
- Award Membership Recruiter pins

Council Actions

- **Membership Goals**
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***“FRIENDS IN CHRIST, DOING GOD’S WORK”
2018 – 2019***

MEMBERSHIP 365