

August 24, 2011

To: Grand Knights  
CC: District Deputies, Regional Consultants, State Program Directors, and State Board Members  
RE: SASKATCHEWAN MEMBERSHIP RECRUITMENT STRATEGIES

*“This is how we know what love is: Jesus Christ laid down His life for us. And we ought to lay down our lives for our brothers.”*

1 John 3:16

The story has been told often. You have heard it before but it is worth repeating. When Father Michael J McGivney founded the Knights of Columbus his vision was for a Catholic lay organization supporting the Church and providing protection for families. The vision then, which continues today, is brothers loving brothers, serving Priests, Bishops and the Pope.

In Saskatchewan we have a strong tradition and long history of fulfilling Father Michael M McGivney’s vision. We have done very good work in being a Catholic, family, fraternal service organization. Unfortunately however, we are becoming limited in what we are able to do. We are fewer in number – less members, fewer active councils. We are getting older with less energy and stamina. Our leaders are serving their second, third or even fourth time around and are fatigued. While our desire to do good deeds will never be questioned, our capability to do so is being threatened.

Being membership active is not about the numbers!! It is all about having Catholic gentlemen at the ready and actively doing good deeds for the Church and community. It is all about giving Catholic gentlemen the opportunity to fulfill their calling to serve their brothers. It is all about mentoring Catholic gentlemen to be future leaders of our Councils, Church and community. In short, it is all about evangelization and building our Church.

To emphasize this point, Supreme Knight Carl A Anderson has stressed “that we have nothing less than a moral obligation to offer membership in the Knights of Columbus to every eligible Catholic man”.

In years past we have been asking Councils to be active in their recruitment efforts. We will continue to “ask”. We thank and congratulate those councils who did recruit new members last year!! But just asking has resulted in about 2/3<sup>rds</sup> of our councils not recruiting a single member last year. And to compound matters further, last year wasn’t the only year where so many councils did not recruit at least one member. For most councils it has been years since they have recruited a new member.

**This year we are going to do more than just ask. We are going to do more, something different. This year we are also going to “recognize” Councils for their recruitment efforts.**

The following few pages will outline our **Membership Recruitment Recognition Program** for 2011 – 2012. Please take a few moments to review the program. We believe that it will be meaningful for you and your council. And it will give us the framework to meaningfully recognize your successes in giving good Catholic gentlemen the opportunity to belong to your great Council and our great Order. Be a good brother, make the effort, fulfill your moral obligation and offer the gift to your brother to become a Knight!

Please follow up with us and tell us what you think of the program.

God Bless

Brian Schatz  
State Advocate and State Membership Director

## COUNCIL RECRUITERS

- We recommend that Councils develop and implement their own Council programs to recognize their Council Recruiters. Councils are encouraged to look at implementing the VIP Club and Shining Armour Award. Although the Shining Armour Award program outlined by Supreme is for new members, we would recommend councils go so far as revising the program to make it available to all council members, even those who have been members for many years (ie. not just new members). If it isn't the VIP Club and the Shining Armour Award – what is the program your Council will develop? If you wish discuss further, or if you need help, please ask your District Deputy for assistance in developing your Council Recruiter Recognition Program.
- Details regarding Supreme Membership incentives for individual recruiters and Council are available on-line at: <http://www.kofc.org/un/en/officers/index.html>. Once you get to that page just click on the “Membership Incentives” tab and then on the heading “2011-2012 Incentives”.
  - Each member that recruits a new member between July 1, 2011 and September 30, 2011 will receive the Blessed John Paul II “Be Not Afraid” Medallion.
  - Quick start Councils will receive the official beatification portrait of Blessed John Paul II when the Council has submitted both Form #185 and Form #365 by August 1<sup>st</sup>; conducts a recruitment drive; and Schedules & Conducts one or more First Degrees by September 30<sup>th</sup> (Report on Form 450)
  - Each new member who receives the 1<sup>st</sup> Degree between July 1, 2011 and September 30, 2011 will be awarded the Blessed John Paul II First Degree Certificate

# SASK RECOGNITION PROGRAM FOR COUNCIL RECRUITMENT

2011 – 2012

Saskatchewan State Council will recognize Councils who recruit new members as follows:

- **\$10.00 per new “net” member per Quarter** (July – September; October – December; January – March; and April – June); and
- **\$10.00 Bonus for the 1<sup>st</sup> member recruited in the year.**

In addition, we recognize council recruitment is tied to programs and effective council administration. Therefore we and will provide each council with:

- **\$25.00 per Quarter** for meeting or exceeding Council Membership and Programming Objectives within that Quarter;
- **\$100.00 per half year** for meeting or exceeding Council Membership and Programming Objectives within the first 6 months or the last 6 month of the year; and
- **\$200.00 per year** for meeting or exceeding Council Membership and Programming Objectives for the full year.

Each period is separate from every other period. We will look at what objectives the Council has achieved for each Quarter, for each half year, and for the full year. We want to encourage Councils achieve their recruitment and programming objectives for each period. But if the council misses a period or two, the council will still be eligible and will be recognized for achieving the objectives met in each Quarter, half year, and full year.

## **Council Membership and Programming Objectives are based on:**

- Achieving the Council Membership Target for that period
- Appointing the Council Membership Director and Chairs for the Recruitment, Retention, Insurance Promotion Committees by September 30th
- Appointing the Council General Program Director and 6 main Council Program Directors by September 30th
  - Please note: appointment of the Directors and Chairs will be verified using Form #365 submitted to Supreme and copied to the DD. Form #365 is required to be submitted by August 1<sup>st</sup>. However, because we are communicating this program in late August we will recognize these appointments by the end of the first Quarter)
- Developing a **Council Membership 365 Plan/Program** by Sept 30<sup>th</sup>. (Submitted by the Council to the DD who will report to Regional Consultant and copy the State Membership Director.)
- Submitting Council Monthly Program Evaluation Reports on time each month
- Submitting the Annual Survey of Fraternal Activities by January 15<sup>th</sup>
- Submitting the Application for Columbian Award by June 30<sup>th</sup>
- Scheduling 1<sup>st</sup> Degrees scheduled in advance of the Quarter. Schedules will be submitted to the DD who will report scheduled 1<sup>st</sup> Degrees to State Ceremonial Director and copy State Membership Director & Regional Consultants (RCs). There will be a bonus(es) for hosting a 1<sup>st</sup> Degree in July and/or Aug and/or Sept. Credit will also be given as if scheduled in advance of the Quarter.
- Establishing a Round Table
- Organizing and conducting a Church Drive
- Appropriate Council Officers attending the DD/Zone Organizational/Mid-Term meeting
- Appropriate Council Officers attending a scheduled DD District Meeting

# Points will be awarded for each of the Membership and Programming Objectives.

<b>MEMBERSHIP &amp; PROGRAMMING OBJECTIVES</b>	<b>POINTS AWARDED</b>
Membership Target <ul style="list-style-type: none"> <li>○ ¼ of Supreme target for each Quarter</li> <li>○ ½ of Supreme target for each half year</li> <li>○ 100% of Supreme target for the full year</li> </ul>	<ul style="list-style-type: none"> <li>○ 400 points for each quarter</li> <li>○ 800 points for each ½ year</li> <li>○ 1,600 points for the full year</li> </ul>
Appointing the Council Membership Director	<ul style="list-style-type: none"> <li>○ 100 points by Sept 30<sup>th</sup></li> <li>○ 50 points if later than Sept 30<sup>th</sup> but before Dec 31<sup>st</sup>.</li> </ul>
Appointing the Chairs for the Recruitment, Retention, Insurance Promotion Committees	<ul style="list-style-type: none"> <li>○ 100 points by Sept 30<sup>th</sup></li> <li>○ 50 points if later than Sept 30<sup>th</sup> but before Dec 31<sup>st</sup></li> </ul>
Appointing the Council General Program Director	<ul style="list-style-type: none"> <li>○ 100 points by Sept 30<sup>th</sup></li> <li>○ 50 points if later than Sept 30<sup>th</sup> but before Dec 31<sup>st</sup></li> </ul>
Appointing 6 main Council Program Directors	<ul style="list-style-type: none"> <li>○ 100 points by Sept 30<sup>th</sup></li> <li>○ 50 points if later than Sept 30<sup>th</sup> but before Dec 31<sup>st</sup></li> </ul>
Developing a Council Membership 365 Plan/Program	<ul style="list-style-type: none"> <li>○ 200 points by Sept 30<sup>th</sup></li> <li>○ 100 points if later than Sept 30<sup>th</sup> but before Dec 31<sup>st</sup></li> </ul>
Submitting Council Monthly Program Evaluation Reports	<ul style="list-style-type: none"> <li>○ 75 points for each month report is submitted on time</li> </ul>
Submitting the Annual Survey of Fraternal Activities by January 15 <sup>th</sup>	<ul style="list-style-type: none"> <li>○ 100 points</li> </ul>
Submitting the Application for Columbian Award by June 30 <sup>th</sup>	<ul style="list-style-type: none"> <li>○ 100 points</li> </ul>
Scheduling 1 <sup>st</sup> Degrees scheduled in advance of the Quarter	<ul style="list-style-type: none"> <li>○ 100 points per quarter</li> </ul>
Bonus(es) for hosting 1 <sup>st</sup> Degree in July and/or Aug and/or Sept.	<ul style="list-style-type: none"> <li>○ 100 points per Degree</li> </ul>
Establishing a Round Table	<ul style="list-style-type: none"> <li>○ 100 points per Round Table</li> </ul>
Organizing and conducting a Church Drive	<ul style="list-style-type: none"> <li>○ 100 point per Drive</li> </ul>
Appropriate Council Officers attending the DD/Zone Organizational/Mid-Term meeting	<ul style="list-style-type: none"> <li>○ 100 points per meeting</li> </ul>
Appropriate Council Officers attending a scheduled DD District Meeting	<ul style="list-style-type: none"> <li>○ 100 points per meeting</li> </ul>

The following Table shows our estimate for the total points to be available for Councils who achieve all of their Membership and Programming Objectives on time and the minimum number of points the Council will need for recognition:

<b>Period</b>	<b>Estimated Total Points Available</b>	<b>Minimum # of Points Needed for Recognition</b>
<b>Quarter 1</b>	1575	1000
<b>Quarter 2</b>	875	500
<b>Quarter 3</b>	975	500
<b>Quarter 4</b>	875	500
<b>First half Year</b>	2350	1500
<b>Last half Year</b>	1850	1500
<b>Full Year</b>	4200	3000

The following Table shows our estimate for the total points to be available in Quarter 2 for Councils who achieve all of their Membership and Programming Objectives if they appointed their Directors, appointed their Chairs, and developed their Council Membership 365 later than September 30<sup>th</sup>, but before December 31<sup>st</sup> and the minimum number of points the Council will need for recognition:

<b>Period</b>	<b>Estimated Total Points Available</b>	<b>Minimum # of Points Needed for Recognition</b>
<b>Quarter 2</b>	1175	1000

The following Table shows the Quarterly, ½ year and full year Membership Objectives based on the Membership Target given to the Council by Supreme. The same pattern would be applied for Council Membership Targets greater than 12.

<b>SUPREME TARGET</b>	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>1<sup>st</sup> ½ Yr</b>	<b>2<sup>nd</sup> ½ Yr</b>	<b>Full Yr</b>
<b>3</b>	1	1	1	1	1	2	3
<b>4</b>	1	1	1	1	2	2	4
<b>5</b>	1	1	1	2	2	3	5
<b>6</b>	1	1	2	2	3	3	6
<b>7</b>	1	2	2	2	3	4	7
<b>8</b>	2	2	2	2	4	4	8
<b>9</b>	2	2	2	3	4	5	9
<b>10</b>	2	2	3	3	5	5	10
<b>11</b>	2	3	3	3	5	6	11
<b>12</b>	3	3	3	3	6	6	12