

January 2020 Diocesan Update



Districts 13,14,20,23

State Membership Status –December 31, 2019 - goal -562, new members to date- 148, 26.338% - order wide ranking #71/75

Multi District Meeting -February 22nd, 2020, from 11:00 am to 2:00 pm, at Holy Cross Parish Gym.1327 N Miranda St. The New Degree will start following the meeting at 1:00 pm all family members and friends are invited to this degree.

Charity-Unity-Fraternity Degree - A major announcement was made at the Midyear Meeting that the First, Second and Third Degrees have been combined into a single degree (**Charity-Unity-Fraternity Degree**). on February 22nd 2020 we will be conducting the new Exemplification for all new Knights as well as first degree and 2nd degree wishing to advance in the order to 3rd degree at the Holy Cross Gym 1327 Miranda St. Las Cruces, Registration conducted 12:30 pm and the Degree will be at 1:00 pm. Dress code will be your Council Shirts and or vests.

The Annual Survey of Fraternal Activity (#1728) - Ensure you complete the 2019 Annual Survey of Fraternal Activity (#1728), due Jan. 31. It is vital for the health of our Order that we keep accurate records of our charitable donations and good works. Your diligence is crucial to our success in gathering this information. The best method for submitting this very important form is by using ONLINE submission which can be accessed with Officers Online.

Form 100s via email - As a friendly reminder, when sending Form 100s via email to the Supreme Council, please be sure to send them to: Membership@kofc.org

Many of you may have previously used a different email address (MembershipRecords@kofc.org). **That address no longer works and has been out of service for two years.** Please check your email address books to be sure that you are sending to the correct address. As always, when submitting Form 100s via email, please check that **all the requested information is completed and the forms are legible and signed by both the council officers and the new member.**

Thank you for the wonderful service you provide to your councils and the Order. Fraternally,
Kevin Brady
Manager, Membership Records

Membership - It is very important that you plan, recruit and make a commitment for your Council(s) to attain **Star Council** for 2019-2020 Fraternal Year and for New Mexico to attain Circle of Honor status. Take advantage of new tools and programs to bring new men into the order, at least one new member a month per Council would contribute greatly to this effort

Star Council Award

The Star Council Award is the highest award given by the Knights to a council and it recognizes outstanding achievement in service program activities, membership and insurance. The goal of every council is a commitment to obtain the Star Council award, the most prestigious award that a council can achieve

In order for your council to earn the star Council award, you must:

1. Earn the Columbian award for FIA council programs - Columbian Award Application (#SP-7) - due by June 30
2. Earn the Father McGivney award for membership growth
3. Earn the Founders' award for insurance growth
4. Submit the Service Program Personnel Report (#365) - due by Aug. 1
5. Submit the Annual Survey of Fraternal Activity(#1728) - due by Jan. 31
6. Be compliant with Safe Environment Training and background checks
7. Be in Good Standing as a Council, remain current with assessments from Supreme

Delta Church Drive Program, Council Landing Page and E Membership Programs

January 2020 Diocesan Update



Districts 13,14,20,23

Delta Church Drive - Make this part of your recruiting/church drive

- A new concept, the "Delta Drive" builds on the methods of hosting a church drive or a parish campaign to make the process easier to conduct and to increase the positive results and packages it with your councils Landing page. The program has been tested and shown to be easy to use and effective in introducing men, especially younger men to our Order. This program is a new approach to recruiting and is meant to be simpler, softer and more effective.
- The purpose of the Delta Drive is to have technology work for you and your councils in a new approach to attract younger members. Using the Delta approach, we are relying in part on an effective pulpit speech and brochures in the church pews to share our message with the addition of a web page and e-mail contact.
- After getting the prospect's name and email information during the Delta Drive and entering this information in a "landing page" provided to your council by Supreme for this specific event, the prospect will receive emailed information from Supreme about the Knights of Columbus story.
- Additionally, the council will have email sent to inform the prospect of events happening at the council-level and how to set up a time to learn more about the local council. The prospects will continue to receive information on a weekly basis about who we are as Knights and how your Council makes a difference in your parishes and your communities.
- There is a kit needed for the Delta drive and this is NOT the traditional church drive kit available to order from Supreme. These new kits are only available by contacting our Supreme Regional Training Director Ken White at: ken.white@kofc.org. Contacting Ken and ordering the Delta Kit will start the process. He will show you how to request your prospect landing page and explain how the prospect will get personalized information from Supreme. As well as answering any questions you may have on how this program works.
- There is a kit needed for the Delta drive and this is NOT the traditional church drive kit available to order from Supreme. These new kits are only available by contacting our Supreme Southwest Regional Training Director Kenneth White 203-500-4096 ken.white@kofc.org

Training

Contact for the training schedule Kenneth White Knights of Columbus Regional Training Director-Southwest Region 203-500-4096 ken.white@kofc.org

Council Landing Page

A prospecting landing page is a digital version of a prospect card

How does our Prospecting Landing Page work?

When a prospect fills in his information on your council's customized Prospecting Landing Page, he will immediately receive an Auto-Generated Prospecting Email, customized for your council, thanking him for his interest in becoming a Knight

- First, the digital prospecting tool allows you to follow up with a prospective member immediately. Once the prospective member hits submit on the form, they will immediately receive a personalized email from someone in the council thanking them for their interest in the Knights.
- Second, they will automatically start receiving emails that have been hand crafted to give the prospective member more information about who the Knights are and what we do.
- Finally, it allows the online membership team to track the prospective members to better understand the content prospective members are interested in and clicking on.

How do I get a customized Prospecting Landing Page for my council?

Simply fill out the Prospecting Landing Page Request Form at: <https://info.kofc.org/pagerequest>

You'll be asked for some basic information, including your council's name, state, and contact information for whomever is your council's point-person for recruitment. In 2-3 business days, we'll get back to you to finalize your custom Prospecting Landing Page and Auto-Generated Prospecting Email.

Will my council receive the prospective member's contact information?

Yes. A designated council member will receive an email every time a prospect fills out the form

January 2020 Diocesan Update



Districts 13,14,20,23

What doesn't this form do?

The form does not enroll a man as an online member, or add him to the Prospects tab of Officers Online. Once a prospect has joined online, and if he has indicated he's interested in joining your local council, his information will then appear in the Prospects tab of Officers Online.

Think about it:

If all you do is collect a prospect card with someone's phone number, you have to hope and pray that that person answers the phone and remains interested. But if you have and use a prospect landing page, you can still call them, but Supreme can communicate with them on your behalf every week, tell them more about our story, get them to learn more about why they should become members, and ultimately get them to join.

Online Membership - The Online Membership program seeks to help the Order maintain sustainable long-term membership growth by providing the opportunity for membership throughout the modern man's life cycle. **This streamlined alternative helps acclimate men to the Order.** Once a man has joined online, we will then work to incorporate him into a council and get him fully integrated with its activities

What Online Membership Does

- **A Digital Experience** – This initiative provides a new membership experience that is tailored to younger men and busier men who may not yet be ready for council-based membership. This low-pressure, low-commitment and digital experience meets men where they are, helps to form them as Catholic men, and enables us to bring more men into the fold.
- This initiative is an important step for our Order, and presents a tremendous opportunity for membership growth and engagement. The initiative allows for:
- **A Faster Way to Join** – One of the most common objections to joining the Knights of Columbus is “I don't have time.” Through Online Membership, a join process that can take as many as two months now takes five minutes.
- **An Amplified Message** – The Online Membership initiative is backed by a substantial marketing campaign that will find and work to convert prospective members.

What Online Membership does not do

- **Does not change requirements for membership.** Membership in the Knights of Columbus remains open to practical Catholic men.
- **Does not** eliminate degrees. Men who join online are non-degreed members. Once they are ready to convert to a local council, they are required to take the first degree.
- **Does not** eliminate councils. The goal of online membership is to form men for committed, lifelong and council-based membership in the Knights of Columbus. In fact, Online Membership creates a pool of recruits for local councils to engage with.
- **Does not** eliminate dues. Online Members are required to pay \$30 annual dues.
- **Does not** create a new class or type of member. Online Members are members of the Knights of Columbus. They are non-degreed members, and they do not belong to local councils, but they are not provisional or partial members.

Membership Recruitment and Retention Manual - The Membership Recruitment and Retention Manual will assist your council in implementing a membership program that will: increase your council's manpower to assist parish and community members by providing for those in need — CHARITY; provide the opportunity for eligible Catholic men to work together and accomplish great deeds that they could not accomplish alone — UNITY; and provide the opportunity to build the bonds of friendship with council members that will last a lifetime — FRATERNITY. This manual highlights successful recruitment and retention strategies. What's important is that your council takes the basic information contained in this manual and adapts it to work for your council. By implementing successful recruitment and retention strategies, your council continues the vision of our founder and assists people in need while at the same time strengthening the bonds that unite your members. View this manual online at <https://www.kofc.org/un/en/forms/recruitment/membership-recruitment-manual10237.pdf>.

January 2020 Diocesan Update



Districts 13,14,20,23

Maintaining Membership and Recruiting New Members - NMSC Membership Director Jimmy Beasley

Maintaining membership and recruiting new members into your council is a sign of an active, growing council. Here are some tips to help your council with recruiting.

- Utilize the Supreme Council Web-site.It has a wealth of information on recruiting, strategies, videos, materials, etc.

Every active member of your council should take a look at what is available and can be used to bring new members/families into the Order. Most of the items are at little or no cost and can be downloaded for your use. The address is www.kofc.org then click on the red box FOR MEMBERS, then click on Continue. From there open the MEMBERSHIP tab. There is plenty of information that each of us can use to increase our understanding of what is available to us to and how to recruit new members and their families more effectively. The knowledge and use of these tools will greatly increase your recruiting efforts.

- Recruit new members at every event. A way to be more visible as a council and to have more opportunities to talk

to prospective members and their families is to have a recruiting table at every council/parish event. Raffle Ticket/Burrito sales after the Masses, Parish Fiestas, Retreats, etc. are great ways to increase your number of contacts and be able to talk with your prospects. Have one or two members manning the table to distribute prayer cards and Knights of Columbus literature (wear your K of C shirts/vests) and be available to answer questions and to have prospects fill out an interest card or Form 100. Your council must have an Admissions Degree scheduled within a few weeks after the event. Do not have a prospect wait too long to make the degree. If need be, use the Admissions Degree Video (English or Spanish) which are available from Supreme Council at no cost to the council.

If you have any questions or, recruiting strategies that are working for your council, please feel free to contact me any time. NMSC Membership Director Jimmy Beasley, 575.644.6293, boomer7@aol.com

Faith in Action (FIA) Council Program Planning

It is not too early to begin your SP7 process.

Faith in Action Programs web page ([www.kofc.org/ Faith in Action For all the latest news and notes regarding programs and forms, please be sure to visit our Faith in Action Program page.en/programs/index.html](http://www.kofc.org/Faith%20in%20Action%20For%20all%20the%20latest%20news%20and%20notes%20regarding%20programs%20and%20forms,%20please%20be%20sure%20to%20visit%20our%20Faith%20in%20Action%20Program%20page.en/programs/index.html)). On this page, you will find up-to-date information about all Faith in Action programs, general announcements, and form updates. Please become familiar with the new Fraternal Programs Report Forms for tracking and reporting activities.

([www.kofc.org/un/en/resources/programs/10784-fraternal- programs-report-form.pdf](http://www.kofc.org/un/en/resources/programs/10784-fraternal-%20programs-report-form.pdf)). By the end of the fraternal year, complete the **Fraternal Programs Report Form (#10784)** for each of the service programs that you participated in.

Minimum Requirements

Columbian Award - There are 32 Supreme Council recommended programs,. Your council is encouraged to implement any program(s) that will help make a difference in your parish and community.

Conduct at least four major programs in each of the 4 Faith in action categories of

Faith, Family, Community and Life and you will obtain a maximum of 16 program credits that qualifies the council to earn the Columbian Award.

The Supreme Council has designated select programs as featured programs in each of the four programs categories. When your council conducts a featured program and satisfies the associated requirements it will receive **two credits** towards that program category on the Columbian Award Application (#SP-7).

Councils must conduct and report at least four major programs in each of the Service Program categories: Faith, Family, Community, and Life. *Required Programs*

The required programs are:

Faith- [Spiritual Reflection](#)

Family- [Consecration to the Holy Family](#)

Community- [Helping Hands](#)

January 2020 Diocesan Update



Districts 13,14,20,23

Life- [Novena for Life](#)

The featured programs are:

Faith- [Refund Support Vocation Program \(RSVP\)](#)

Family- [Food for Families](#)

Community- [Coats for Kids](#), [Habitat for Humanity](#), and [Global Wheelchair Mission](#)

Life- [March for Life](#), [Special Olympics](#), and [Ultrasound](#)

Complete the [Fraternal Programs Report Form \(#10784\)](#) for each of the service program

Safe Environment

Safe Environment Training - Safe Training is and will continue to be a priority. The Council Officers that are required to complete training; Grand Knight, Program Director, Family Director, Community Director, Chief Counselor and Adult counselor. In addition, the Family Director, Community Director and Counselors are required to submit info for a background check. New Officers in these positions will be required to participate in the training. Each will receive an e-mail from Fraternal. Be on the lookout for it and remind all that they need to be looking for this. Each e-mail received will include a login-in name, password and site link that must be used to get into the training site. The Family Director and Community Director must also undergo a background check. An e-mail from Fraternal will request permission to do the check. For those that have completed training and remain in office the training is good for 3 years.

Safe Environment information is now available on your Council Member Management page under the reports tab