



Effective Communication

Updates and New Initiatives in the Order

You are the primary link in the chain of communication in your District

Your failure to create an effective communication sequencing will, in many cases be a major contributing factor in ensuring that the message at hand is completely lost in oblivion.

Who is Your Target Audience ?

The Councils in your District

This is not necessarily just the Grand Knight but all of the members of the council

In most cases, the first step is in fact to pass on, in an electronic format, the correspondence you received from your Membership Information Officer



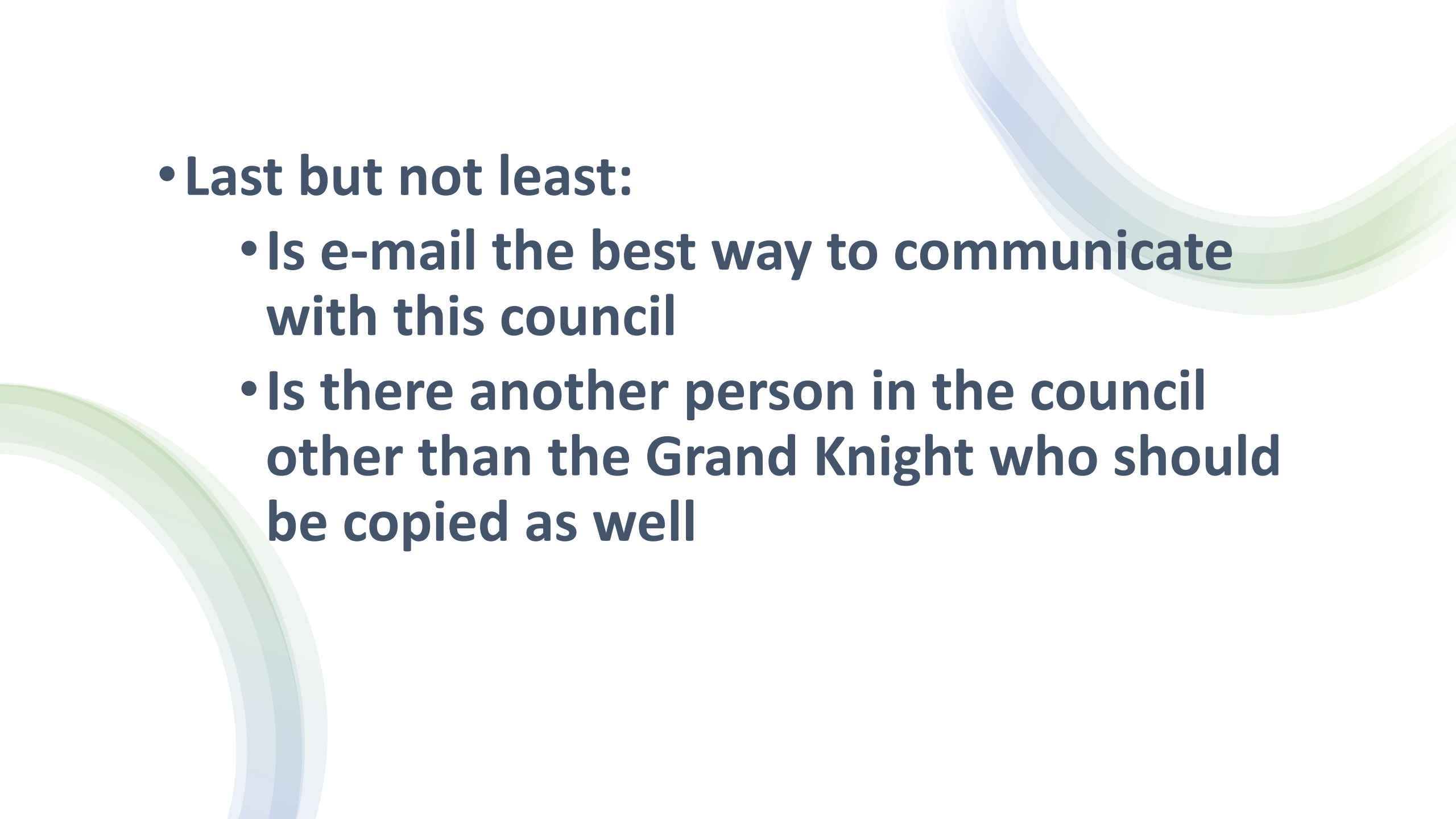
“ Make the Call”

“ Make the Call”

**Guidelines when communicating
with Councils in Your District**

- **However**, simply forwarding the e-mails that you receive from your MIO on to your Councils is not good enough to complete the job.
- You **must** follow up with ongoing phone communication with the council as well.

- **In doing so determine:**
 - **Did they receive and read the e-mail(s) you sent to them**
 - **Did they understand the content of what the e-mail(s) contained**
 - **Did they ensure that all members of their council who are or will be impacted by this information received it as well**
 - **Do they have a plan in place to create success with the information provided to them**

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- **Last but not least:**
 - **Is e-mail the best way to communicate with this council**
 - **Is there another person in the council other than the Grand Knight who should be copied as well**

“ Make the Call”

You **MUST** maintain communication lines with every council

- This definitely includes inactive councils
- These councils should be a top priority
- There will be many councils where this is difficult



“ Make the Call”

Where council communication becomes a problem immediately Correspond with State Office regarding the issues you are having



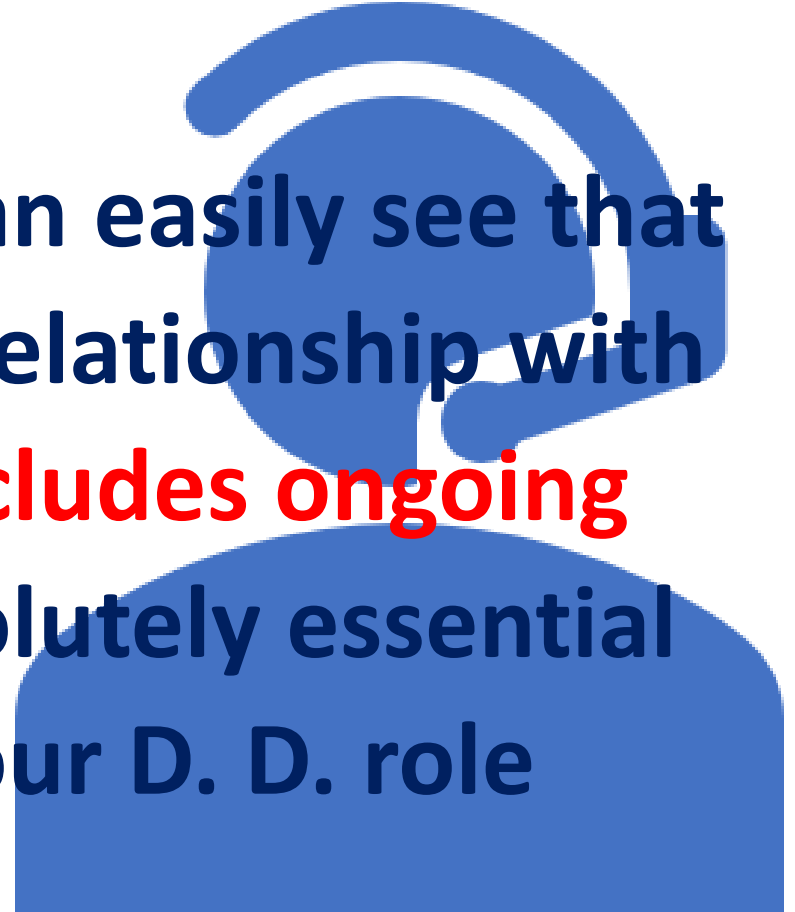
“ Make the Call”

There will be many topics raised where you don't have the answer. When you don't know the answer, -- simply say – “I don't know, -- but I will gladly get the answer from someone who does and get back to you very shortly and answer your question



“ Make the Call”

With all of this in mind you can easily see that maintaining a good working relationship with your Grand Knights, **which includes ongoing verbal communication** is absolutely essential if you are to be effective in your D. D. role





“ Make the Call”



Introduction to Star Tracker

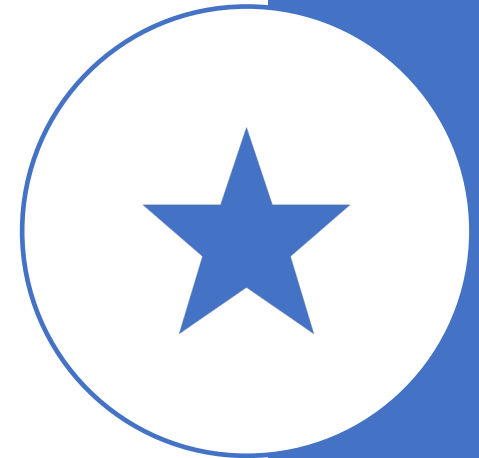
Star Tracker

I realize that many of you have not yet been introduced to “Star Tracker”, but this report is a fantastic tool in assessing how the councils in your District are doing.



Star Tracker

It is prepared by Supreme and summarizes very useful information such as new members, fraternal benefits requirements, reports on file, safe environment accreditation etc.



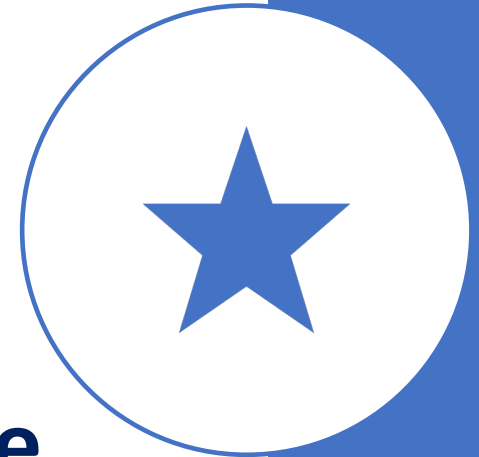
Star Tracker

It is essential that you and your MIO review “Your District’s Section” together, on a regular basis.



Star Tracker

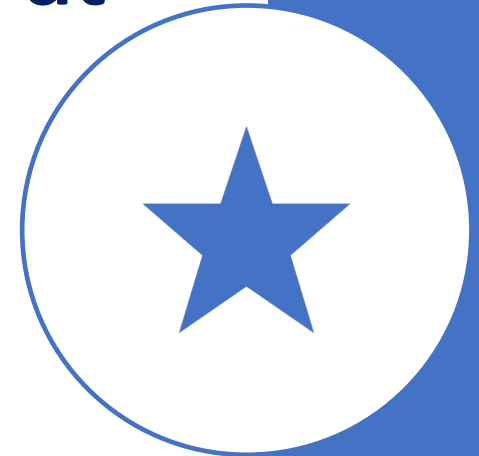
Your MIO will be able to provide you with all kinds of information regarding improving the level of success your councils are generating, and in turn this report will also provide you with valuable input on the areas of focus that must be addressed at the council level.



Star Tracker

Familiarity with this report is Mandatory at the D.D. level. – so make sure that you follow up by ensuring that you are receiving it from your MIO.

Any questions regarding report interpretation, -- you may also give me a call.



“ Make the Call”

For More Information Contact:

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Never Hesitate to give me a call !!!