





**Knights of
Columbus®**

General Session
“Half Time Update”
Keys to Success

December 2021

HALF TIME

**What do all
successful teams
do at halftime?**



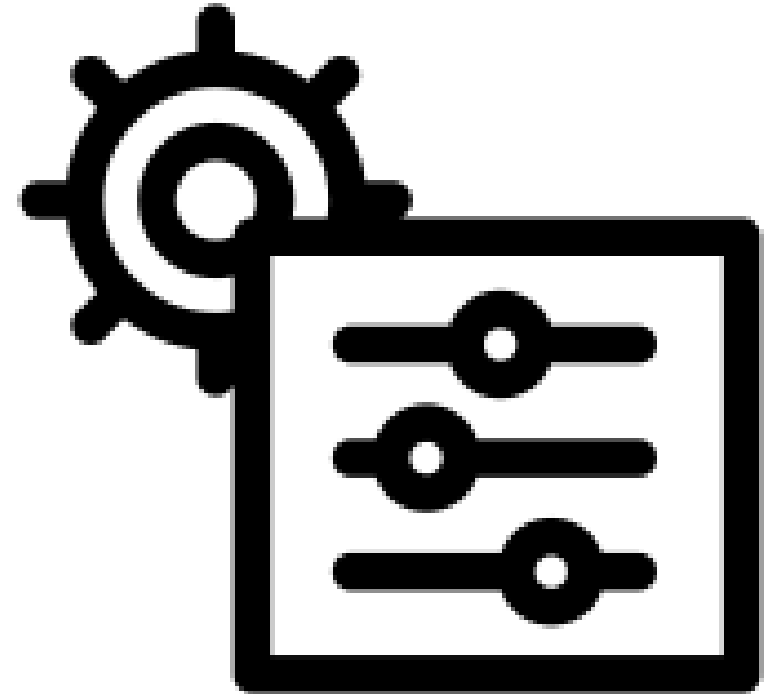
HALF TIME

Identify what went well – and not so well in the first half



HALF TIME

**Make the necessary
adjustments to win the
game!**



Agenda

- **Membership Update**
- **Critical Success Ingredient**
- **10 Keys to Success**



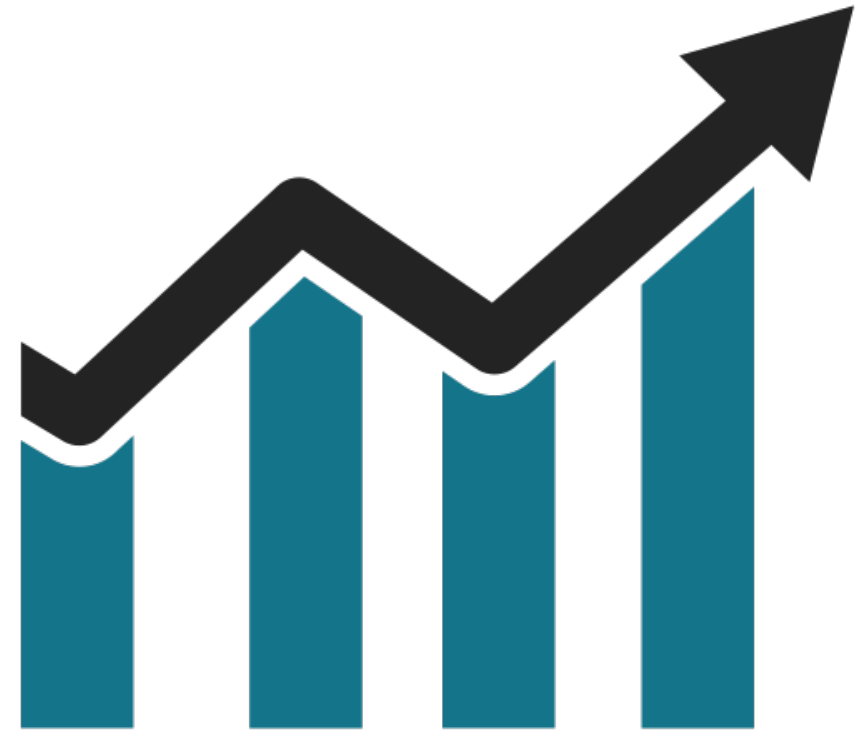
Membership Highlights

	November MTD Intake	2021 YTD Intake
Ontario	142	24.11%
U.S.	+33.51%	+16.86%
Canada	+44.92%	-4.41%
Philippines	-13.84%	+14.22%
Mexico	+71.05%	+141.67%
Order	+12.28%	+15.95%



Membership Update

- **Performance through October:**
 - July – Good
 - August – Soft
 - September – Good
 - October – Better
 - November - OK



Critical Success Ingredient

- **Relationship Building** at all levels
 - Build 1:1 relationships with as many Grand Knights and Council leaders as possible.
 - If you have a relationship with them, they will perform for you!



10 Keys to Success



10 Keys to Success

1. Focus on the “Why” Message

- Inviting vs. Recruiting
- KofC gives men the opportunity to “be someone” vs. “to do something”.
- Be the best that they can be – better husbands, fathers, Catholics
- *Faith In Action!* and *Leave No Neighbor Behind* = key message platforms
- Encourage Councils to show the *Into the Breach* and *Everyday Heroes* videos at events
- Perfect time to recruit new members leveraging the beatification of our founder – and the year of St. Joseph!
- Use the “**I am a Knight**” cards in recruiting efforts



10 Keys to Success

2. WIIFM!

- Key to recruitment success...
- Find out what men are looking to get out of their membership
- Give them every chance to get it!



10 Keys to Success

3. Make Membership Growth an **Attitude** – and a **Team Effort**

- District leaders – model an attitude of membership success!
- Keep councils focused on their goals
- Hold Council leaders accountable for goal achievement
- Encourage councils to make membership growth everyone's responsibility!



10 Keys to Success

4. Get ALL Councils Recruiting Active

- Make this a priority
- If you get them started, the momentum will continue!
- Ensure that all councils are working their COVID Recovery Plans!



10 Keys to Success

5. Keep **Communication** at a High Level

- Schedule regular monthly calls with Council leaders in your district:
- Share best practices and address issues
- Call Grand Knights close to achieving Star Council
- Your phone call can be just the motivation they need!
- “Make the Call”



10 Keys to Success

6. Make Training a Priority

- Use your ARGTD and RGD
- Focus on areas where training is most needed to hit goals
 - Membership Recruitment
 - Member Engagement and Retention
 - Programs
 - Officer Roles and Responsibilities
 - Forms: 1728s, SP-7s, 10784
 - FS Training
- Promote Supreme and Canadian Menu training webinars and videos
 - *Direct correlation between state/district/council leaders participating in webinars and performance!*



10 Keys to Success

7. *Faith in Action* and *Leave No Neighbor Behind* in All Councils

- Ensure that all councils are implementing *Faith in Action* and *Leave No Neighbor Behind* programs
- Encourage councils to meet with their pastors as a key first step to determine what programs are best fits with the parish



10 Keys to Success

8. Turn **Clergy and Field Agents** into your Best Recruiters!

- Focus on Council *Chaplains and Pastors*
 - make sure they know about our mission, *Faith in Action* and *LNNB* programs
 - ask them to encourage men to join
- Build strong relationships with Field Agents
 - schedule and promote Fraternal Benefit Nights



10 Keys to Success

9. Use Incentives

- Leverage both Supreme and your State Incentives to drive growth!
- Consider developing your own District incentive to create fun and competition in your district
- Keep incentive communication at a high level
 - Use leaderboards to motivate competitiveness



10 Keys to Success

10. Online Membership, Online Exemplifications, Live Exemplifications

- Use online membership as the preferred path to entry
 - Aggressively promote the Free Online Membership offer – MCGIVNEY2020!
- Proactively promote Supreme and your own State-led Online Exemplifications
- Schedule your own live exemplifications – be creative
- Expectation of DDs: 1 exemplification per district per month!



Always Remember to Inspire!

- **Teams accomplish goals!**
- **As a leader, your main job is to *inspire* and *motivate* your Council leaders to achieve goals!**



Thank you!

- **For all you do – everyday – to grow the Order!**
- **Never hesitate to reach out to us if we can help in any way!**





**Knights of
Columbus®**

Thank you.

**Paul Perry, PSD
Regional Growth Director:
ON, NS, PEI, and NL**