



Membership

**DDs Meeting
July 9th, 2022**

INSPIRE



WHY: I'm inspired

BE: I'm now visible

DO: I choose to serve



What inspires you?

Membership Focus

1. NCD College Goals – Micah Remedios
2. Why Recruiting? 4 step plan – David Fisher
3. Ontario State Recruitment Goals:
– Overall State | By District | By Council
4. Recruitment Best Practices
5. Supreme Membership Growth– SD Marcel Lemmen
6. New Council Development – IPSD David Peters
7. Combined Exemplification Goals – IPSD David Peters
8. Online Membership Goals – Joe Mathews



Why Recruiting is important?

**My preparation
for this role**



Why Recruiting is important?

**My most
important
discoveries**



Why Recruiting is important?

**Other revelations
from a bunch of
great Knights**



Why Recruiting is important?

**Moving from
numbers to
growth**

The CASTLE® Principles:

- Courageous
- Authentic
- Service Focused
- Truthful
- Love
- Effective

[The CASTLE® Principles come from the work of Dr. Lance Secretan]

Why Recruiting is important?

Our 4-step plan

Step 1: Identify

Step 2: Reach out

Step 3: Welcome

Step 4: Involve



Step 1:
Identify who are
your own local
prospective men?


1. Young men
2. Empty Nesters
3. Retirees



Are your prospects...
young men:
20-30?

*What they
value:*

Individual
Faith
formation

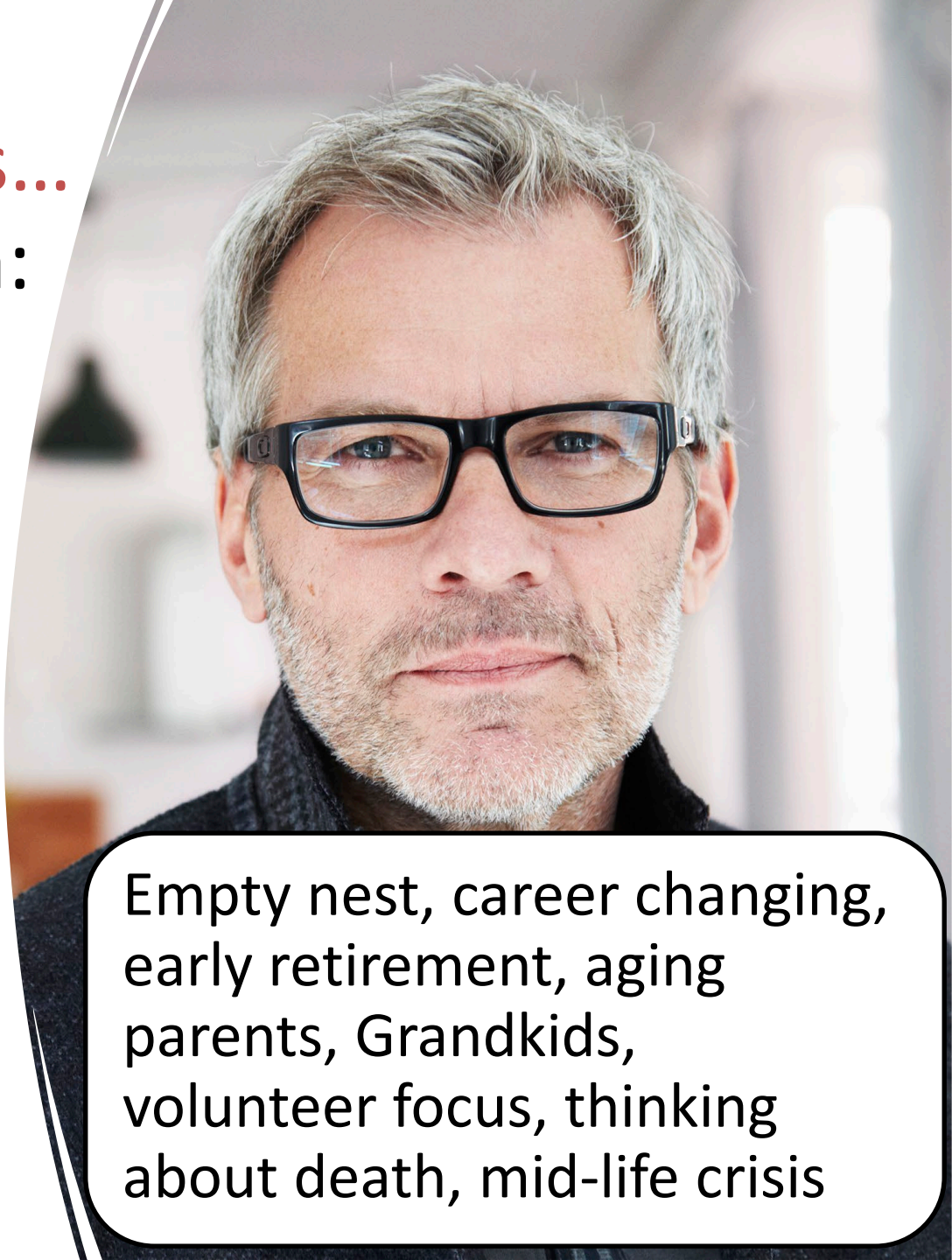
A young man with dark, wavy hair, a beard, and round glasses is looking towards the camera with a slight smile. He is wearing a light blue button-down shirt. He is standing in front of a white bookshelf filled with books and some decorative items. The image is partially framed by a white curved shape on the left side.

Finished school, getting
married, buying a house,
having children and settling
down

Are your prospects...
Middle-aged men:
30-50?

*What they
value:*

Service and
Program focus



Empty nest, career changing,
early retirement, aging
parents, Grandkids,
volunteer focus, thinking
about death, mid-life crisis

Are your prospects...
Retiring men:
50+?

*What they
value:*

Giving back
and spiritual
fulfillment



Career winding down, focus on spouse, Grand kids are teenaged or older, passion for creating a legacy

Step 1:
Who do
you serve?



Step 2:

Reach **OUT**



Step 2:

Where do
you *reach
out*?



Step 3:

Welcome



Step 3:

How do you
welcome
into your
community?



Step 4:

Involve

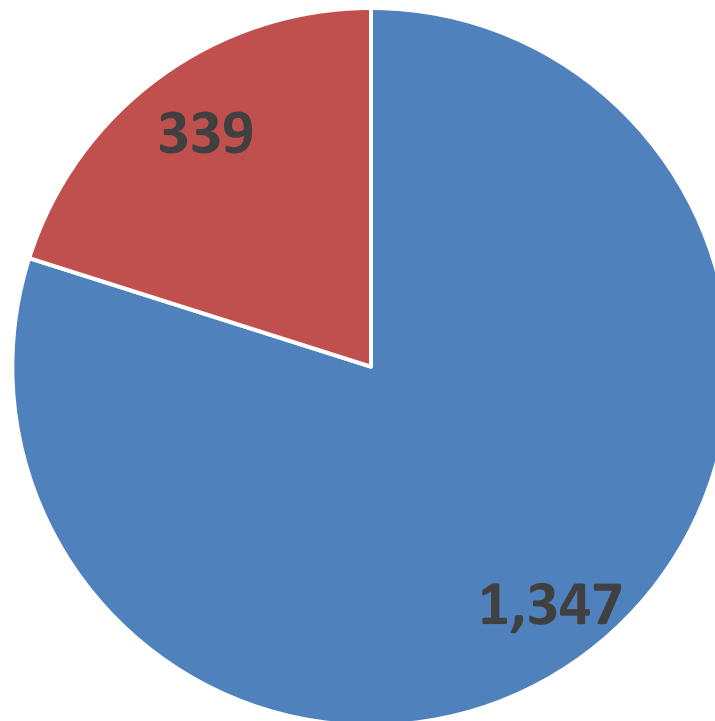


Step 4:
How do you
involve
new Knights?



Ontario State Recruitment Goals

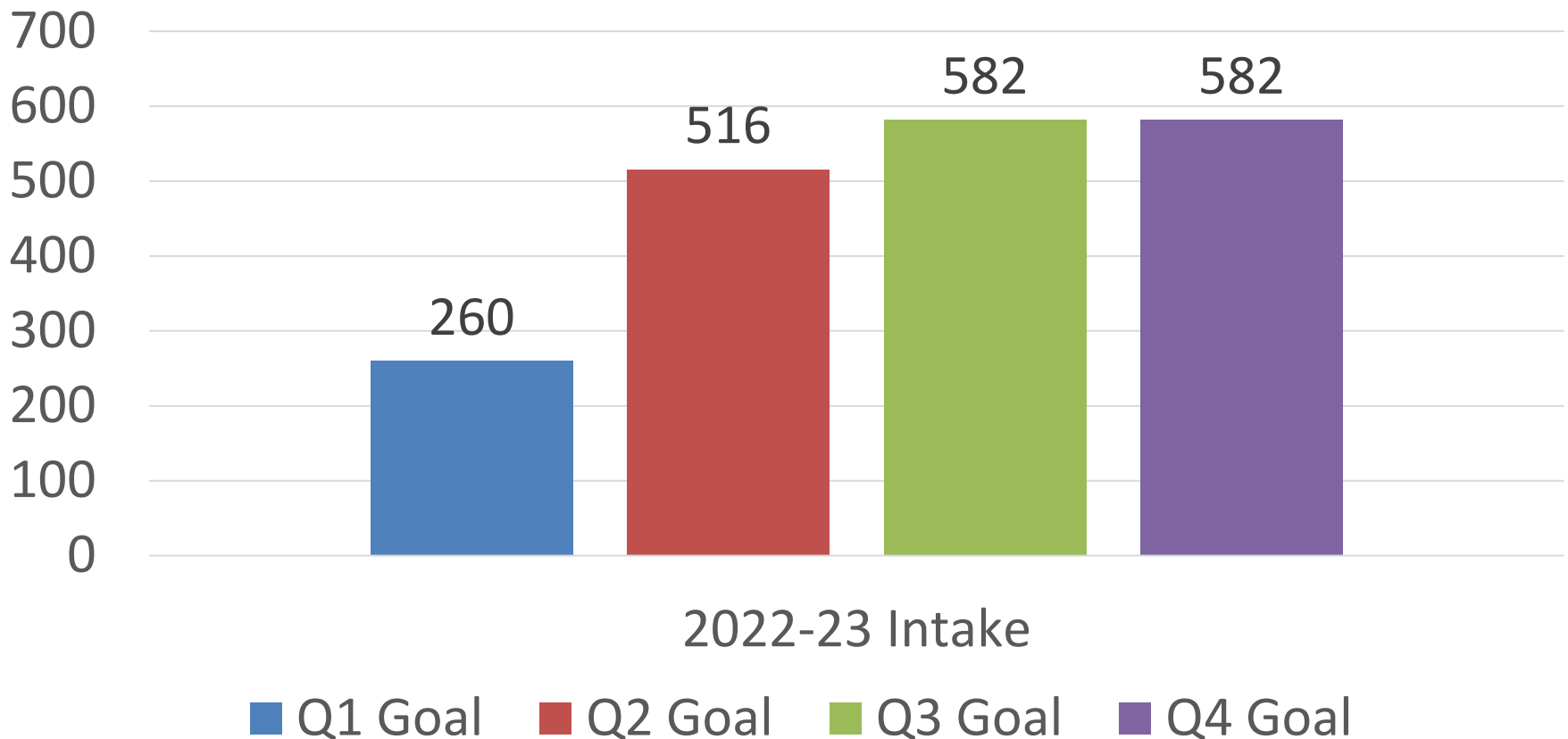
2021-22 Ontario Quota
Actual Membership Intake



■ Actual ■ Need

Ontario State Recruitment Goals

2022-23 Ontario Quota
Our Membership Goals



State Membership Chairmen

Who to call for what?

Membership Initiatives and Church Drives – David Fisher

Recruitment and Council Executive Training – Wayne Fink

State Online Membership – Joe Matthews

State New Council Development – David Peters

State Membership/Council Retention – Jesmond Tabone

State Council Reactivation – Jerry Hayes

Hispanic/Ethnic Growth Chairman – Rolando Chavez

State Roundtable Chairman – Herb Dixon

College Council Chairman – Micah Remedios

Columbian Squires Liaison – Joe Bodnar

Recruitment Best Practices Challenges

- Church attendance
- Prospect engagement
- Motivation or Inspiration?



Recruitment Best Practices Incentives

- Are you aware?
- Do you have skills?
- What inspires you?





Recruit for Rewards

New Program

- A shared recruitment points reward program (Proposer, Grand Knight, District Deputy and MIO all receive points)
- Proposer receives 50 points for each new member
- Earn points from July 1 to September 30
- Select your rewards after September 30

Recruit for Rewards

- Proposer 50 points
- Grand Knight 30 points
- District Deputy 20 points
- MIO 10 points

Available KofC Merchandise

After September 30th, select:

- Ontario Pin (10 points)
- Baseball Cap (50 points)
- Golf Shirt (400 points)
- Light Jacket (600 points)
- Leather Jacket (1,550 points)
- Gold Watch (2,500 points)



Other Recruitment Program ideas:



- One-on-one recruitment
- Ongoing recruitment through FIA programs
- Share your resources and successes
- Integrate Membership into your Council:
 - Welcome or showcase new members at every meeting
 - Communicate through newsletters, postings, ads
- Today's program example: **Member-Chips**

Round 1:

Active Practice

- Pair up with another person.
- Share how you engage a prospect?
(what do you say to them?)



Round 2:

Active Practice

- Open your envelopes.
- Take out one member-chip.
- With your partner, share one thing that inspires you about them and hand them your chip.



Motivation vs. Inspiration



Challenges - Current state - facts

The Pandemic: restrictions are changing

Church attendance: reduction “in person”

Council activity: some yes, some no

Younger people: not attending Mass

Recruiting: most members have not recruited

Negative perspective



All restrictions are bad and alienated people

Church attendance: People will not return

Council activity: Councils will close

Younger people: won't attend Mass

Recruiting: recruiting is hard work

Positive perspective



Restrictions have kept us safe

Church attendance: People will return

Council activity: Councils will open

Younger people: will attend services

Recruiting: we are inspired to invite others

INSPIRE

Together let's
open and grow
our Councils

