Georgia Knights of Columbus
Fraternal Leader Training

Mark Corrigan, State Deputy
state.deputy@gakofc.org

Be the Prayer that Changes the World
“Who is making an effort to strengthen marriages, to help married couples overcome their problems, to assist them in the work of raising children and, in general, to encourage the stability of the marriage bond?”

Be the Prayer that Changes the World
“It is time that the Knights of Columbus step up and be a dynamic engine within the parish that promotes Catholic family life and new charitable initiatives, and that calls Catholic men to greater spiritual formation and evangelical action.”

Be the Prayer that Changes the World
State Deputy Organizational meeting

• Knights of Columbus has no clear identity among Catholics

• Parish priests/pastors view Knights as Great guys that write checks & flip pancakes & fry fish. They DIDN’T see us as an organization that could help them fulfill their mission and goals.

• Grand Knights have little to NO relationship with their Pastors/Chaplains

*Be the Prayer that Changes the World*
Surge with Service Program Model

- Council
- Community
- Church
- Culture of Life
- Family
- Youth

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Faith in Action Program Model

Faith
Family
Community
Life
Faith in Action Program Model

- Come together in faith and celebrate fraternity with families
- Do what we do best — stand shoulder to shoulder in service to our community
- Councils can concentrate on quality faith-filled family programs
- Fully integrates Building the Domestic Church as foundational to the model

Be the Prayer that Changes the World
Membership Recruitment

• Recruit men to our mission. *Faith in Action* gives you the tools to build a better council experience for all.

• Build a culture of recruitment. Create a team environment where everyone takes shared responsibility for your growth.

• Train councils on best practices for recruiting. “Talk track” on why men should join and a growth plan with multiple recruitment strategies.

• Appeal to younger men and their families. Promote faith-focused and family events. Promote leadership appointments of younger men.

• All events are opportunities. Men’s conferences, state programs, and large regional events.

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Plan & Focus on the result you desire

- Determine your focus group
- Plan with recruitment in mind
- Online membership strategy

Be the Prayer that Changes the World
Who is your focus when planning an event?

Fathers  Parishioners  College Students

Baby Boomers  Leaders  Hispanic Catholics

GenXers  Millennials  Ethnic Communities

Sons  GenZers  Former Members

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U. S. Catholics by Age Group

Source: 2014 Pew Research Study

- 18 - 29: 20%
- 30 - 49: 17%
- 50 - 64: 34%
- 65+: 29%

Be the Prayer that Changes the World
U. S. Members by Age Group
As of January 31, 2018

5%

40%

21%

34%

Be the Prayer that Changes the World
“SMART” Recruiting Techniques

S
Smile and maintain eye contact. Be friendly.

M
My Story – Why did you join? How has it helped you?

A
Ask questions about his and his family’s life.

R
Restate reasons to join. Talk about the real benefits.

T
Talk less. Listen more to what he has to say.

Be the Prayer that Changes the World
Online membership

• Make it part of your overall membership plan, not just a nice, added bonus.

• Be accountable for men that want to join.

• Help enrich Online Members’ experiences.

  Send in your events to the Communications Director!
  Send your news stories!
  Think of how they can participate in the life of our councils.

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Online statistics from Pilot

• 1,900 Knights joined Online
• 35% were referred by members or councils
• 20% were referred by Field Agents
• 30% joined as a result of the Order’s Marketing efforts
• 15% joined from other sources (unknown)
• Average Age of Online members is 43
• 65% have expressed a desire to join a local Council

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Membership as a culture

• **Plan**
  – Put into place a variety of growth opportunities and strategies, starting with an engaged membership team

• **Prepare**
  – Train your leadership and your teams. Promote new KofC initiatives and activities

• **Execute**
  – Lead by example with monthly status and planning reviews.

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Grand Knight Responsibilities

1. Complete the GK Training (certificates to Your DD NLT 8/31)
2. Attend District meetings
3. Train your leaders to the Standard
4. Be available to your Council Leaders
5. Be an ACTIVE member of your council’s retention teams
6. Hold your council leaders Accountable
7. LEAD BY EXAMPLE

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What are my Takeaways?

- Embrace the “Faith in Action” Program model
- Encourage your Officers to use the Online Training Portal
- Make Hispanic/Ethnic Online Membership part of your councils’ overall membership plans
- Train your Officers to the Standard
- Grand Knights MUST meet with their Pastors.
- Align YOUR mission with the Pastor’s Mission for the Parish.
- HOLD YOUR OFFICERS ACCOUNTABLE

*Be the Prayer that Changes the World*
“We’ve been entrusted to guide this organization into the future. Knights of Columbus is going to grow or decline in the local council. We have to reach out and make sure that our local councils are active, that they have sustainable leadership, and that they understand the necessity of bringing new and more people in. What we do in our families and parishes will change the history of the Catholic Church in our communities and help to ensure its future. The strong right arm of the Catholic Church must also be the strong right arm of the parish church.”

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