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Making a Lasting Difference in Your Community



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- What does your council do for your community?
- Does your council help make your community, your parish(es) and your members better?
- If your council didn't exist, who would do the work you currently do?
- Your job as a leader: leave your council better than you found it



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Leave It Better Than You Found It



- **Programs**
- **Leadership**
- **Council Culture**
- **Membership Growth**
 - Grow to ensure your council's legacy.
 - Grow to give the gift of membership to men in your community.



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How To Plan For Membership



- Set a goal
- Have a plan
- Hold each other accountable

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Your Council Membership Growth Plan



- Simple
- Specific
- Year-Round
- A Team Effort

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First Degrees



- Have a first degree every single month
- If no one shows up, practice
- If you don't have a degree team, make that part of your goal

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Work With Your Pastor



- Meet with your pastor *regularly*
 - Make sure he knows what you do
 - Make sure you know how you can help
- Ask to hold a Church drive
- Ask if he'd be willing to deliver the pulpit announcement
- Find a creative alternative if you need to
- Enlist your field agent's support

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Every Event Is An Opportunity



- Your council runs and participates in dozens of events
- *Leverage these opportunities*
- Don't just go through the motions
- Use an Online Prospect Form
- Ask the right men to lead the effort
- Don't feel bad about it!

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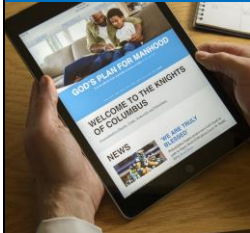
Create a Membership Culture



- You set the tone
- Make membership a team sport
- Challenge every member in your council to recruit one new member this year
- And never forget to underscore the why

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Get Back To The Basics



- Schedule and hold degrees
- Work with your pastor
- Work with your agent
- Run good, simple Church drives
- Promote membership at council events
- Challenge your members to invite men to join

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Pick A Good Leader



- Your membership director matters. Pick the right man!
- Give him whatever support he needs
- Make sure he has the team he needs
- Have him report at every meeting
- Hold him accountable

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Action Steps



1. Establish your goal.
2. Select a strong membership director.
3. Give him the team and resources he needs.
4. Establish a membership-first culture in your council by having frequent discussions on it and emphasizing the why.
5. Hold a first degree every month.
6. Work with your pastor.
7. Work with your agent.
8. Hold at least two Church drives per year.
9. Promote membership at every event leveraging the Online Prospect Form.
10. Challenge each of your members to recruit one man this fraternal year.

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Need Help?



- Ask me!
- Ask your DD.
- Don't wait.
- Don't wonder.
- We are in this together.

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