

# ***District Deputy Organizational Meeting***

## **Key Take-Aways**

**Dannie Harris**

**MPC – Membership & Fraternal Mission**

**KofC Supreme Council**



# MICHIGAN

# 5 YEAR

2013-14

2014-15

2015-16

2016-17

2017-18



# MICHIGAN MEMBERSHIP

Date	Intake	Suspend	Withdraw	Net	Death	Trans In	Trans Out	Net/Net	68748
2013-14	2205	989	396	820	1412	790	833	-685	68063
2014-15	2270	1000	306	964	1537	707	739	-701	67362
2015-16	2210	1001	275	934	1494	854	895	-659	66703
2016-17	1937	754	264	919	1540	684	712	-738	65965
2017-18	2023	810	284	854	1514	754	778	-654	65229
<b>Total</b>	<b>10654</b>	<b>4554</b>	<b>1525</b>	<b>4491</b>	<b>7497</b>	<b>3789</b>	<b>3957</b>	<b>-3437</b>	
<b>Average</b>	<b>2129</b>	<b>910.8</b>	<b>305</b>	<b>898.2</b>	<b>1499.4</b>	<b>757.8</b>	<b>791.4</b>	<b>-687.4</b>	



# MICHIGAN MEMBERSHIP

Intake Goal 2700

Less avg. Suspensions of 911 = 1789

Less avg. withdraws of 305 = 1484

Less avg. Transfer of 33 = 1451

Less avg. deaths of 1499 = **-48**

Just to break even your goal should be 2748



# MICHIGAN MEMBERSHIP

Intake Goal 2748

Average Degree bring in 3 members

$$2748 / 3 = 916$$

Michigan must hold 916 Degrees to break even



# MICHIGAN MEMBERSHIP

Michigan must hold 916 Degrees to break even

Michigan has 93 Districts

$916/93 = 9.85$  (10) Degree per District per Year

1 Degree per District per Month

$93 \times 12 = 1116$

Average Degree 3 member  $\times 1116 = 3348$



# MICHIGAN MEMBERSHIP

Michigan Needs 1116 Degrees this Year

This would make Michigan positive 600 instead of -700

How are you going to make that happen?



Here are some take-aways from this weekend  
that should help.

# ***Programs***

- **Monitor the Adoption and Implementation of the Faith in Action Model.**

Most people resist change and defend the status quo; you must be the catalyst for change.

- **Promote the reason for the change.**

Explain how it will help their council, their member, their parish and help their recruitment efforts.

Educate; we must ensure that everyone understands our new program model. That would be members, parishioners and most of all Chaplains and Priest.

- **Hold GKs/Officers accountable to Plan Ahead, Keep on Track, Measure Success.**

Work with councils to create a action plan using smart goas to track and measure success.





# ***Programs***

- **Publications and Web resources.**

New and updated resources are forthcoming; will be available in late July, or sooner.

Use resources already available to councils, keep not only the council members but parishioners and the community informed of council activities.

- **Encourage maximum adoption of the Faith in Action Monthly Challenge.**

The supreme chaplain's monthly challenge is a council activity in which each member of the council is challenged to read and then fulfill the activity.

- **Faith in Action Guidebook.**

Each of you will get a copy of the Faith in Action guidebook. It is your text book when it comes to education everyone.

I will email a PDF copy to all DDs.



# ***Membership Recruitment***

- **Recruit men to our mission.**

*Faith in Action* gives you the framework and tools to build a better council experience for all. Gives members and families the opportunity to be more involved with the parish, council and community.

- **Build a culture of recruitment.**

Create a team environment where everyone takes shared responsibility for their growth goals. How many times have we seen the council leave recruiting up to the membership chairman?

- **Train councils on best practices for recruiting.**

“Talk track” on why men should join and a growth plan with multiple recruitment strategies. This growth plan should be part of the action plan that we talked about earlier.



# ***Membership Recruitment***

- **Appeal to younger men and their families.**

Promote faith-focused and family events. Promote leadership appointments of younger men. Get them involved and active.

- **All events are opportunities.**

Men's conferences, state programs, and large regional events.

- **Create events of their own.**

Benefit nights, Estate planning; take advantage of the help that is there for you. Use the Field Agents and General Agents. They want to help you be successful!!

- **Make use of the training portal on line.**

Courses available for DD, GK, FS, DGK and personal recruitment skills.



# ***Online Membership***

- **Talk. Train. Engage. Answer. Lead.**

Promote online membership in your district and train your councils to use it effectively.

- **Hold councils accountable for men that want to join.**

Use the “Prospects” tab in Officers Online. to coach, motivate, and hold councils accountable.

- **Incorporate online membership into your overall membership plan.**

Not just a nice, added bonus. Online membership can help you increase intake by 10-20%.

- **Share events and news stories.**

Help enrich online members’ experiences by sharing info we can post on Knights.net.

- **Don’t just focus on the really young.**

Average age of on line members is 42. That means some older Brothers are on line members.



# ***Hispanic & Ethnic***

## **Hispanic Growth**

- **Identify targets for Hispanic/Ethnic recruitment, NCD and reactivation opportunities**

Look at your district, where could you establish an ethnic Round Table or Council?

Do you have a ethnic council in your area that has been suspended? Could it be reactivated?

We are not just talking Hispanic. It could be Vietnamize, Burmese, Polish, Korean or any other.

- **Share Hispanic/Ethnic members recruiting best practices**

If you find something that works share it with everyone.

- **Knowing what resources are available through the Supreme Office**

Several recourses available in Spanish, Polish and French with some Vietnamize. Other materials are very limited.



# ***Young Adult***

## **Young Adult**

- **Make it a priority to recruit young adults.**

Church Drives, Men's conferences, Theology on Taps, etc.

- **Form Young Adult recruiting teams in your district.**

When you recruit younger Brothers in a council approach them and ask if they might assist in other areas helping other councils recruit. Training webinars will be available.

- **Organize quarterly events for young adults in your district.**

Interactive services, spirituality and sacramental, family friendly.

- **Fraternal staff is here to assist you.**

Webinars and on site training. Will coach and help in planning.



# *Training & Ceremonials*

- **Training courses and webinars provide useful tools to help councils be successful**
- **Encourage and promote participation in Webinars and Training Portal Courses**
  - Direct correlation between high participating jurisdictions and high performance jurisdictions
- **Set a good example!**

Endorse and attend Fraternal Training Webinars; promote on-demand as well as live
- **Demonstrate use of the Fraternal Leader Success Planner**

Hold GKs accountable to Plan Ahead, Keep on Track and measure Success on a monthly basis (action plan)
- **Open enrollment microsite**

Direct Brother Knights to <http://www.kofc.org/trainingmicrosite> This site is open to any Brother interested in learning more. Can take training and print certificate.



# ***Legal***

- **Read the Officers' Desk Reference (kofc.org)**
- **Obtain appropriate insurance coverage for your state council and strongly encourage local councils to obtain coverage - Lockton**
- **Report Allegations of Sexual Misconduct – oyp@kofc.org**
- **Follow best practice on how to comply with Arch/diocesan Safe Environment Requirements**
- **Follow 5-Point State Deputy Safe Environment Program Compliance Plan**
- **Know “Faith In Action” roles w/ Training and Background Check Requirements**
  - **Promote 12 month timeline for Council/Home Corporation Relationship evaluation “Five Factors”**

