

**RECRUIT
RETAIN
REACTIVATE**



Membership Retention

- Retention starts when a member joins
 - First Degree = “Welcoming” Degree
 - Make sure our new brother feels like a “real” brother.
 - Members receive:
 - Virtue of Charity (Men want to give back)
 - Rosary – Link to his Faith (Spiritual Formation)
 - Lapel Pin - Link to the Order (Feeling of belonging)
 - Shining Armor material – Link to Retention



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Membership Retention

- Member Mentoring

- Each member is a valuable council asset.

- (Like Money in the Bank)

- New members need to be introduced to council members and be paired up with a member to be his mentor.

- Have a “Welcome Night for the New Knights and their Families.”



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Membership Retention

- “Roll out” the Welcome Wagon
 - Provide the member and his family with information on the council.
 - Present the new member with a token of appreciation, for example:



- baseball cap
- T-Shirt or
- polo

with the Order's emblem and council's name and number



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Membership Retention

Mentors and Proposers help new members earn:

- **Shining Armor Award**

- **Qualifications (1st Year of Membership)**

- Be involved in at least 3 council service programs.
- Attend at least 3 council business meetings.
- Receive Third Degree
- Meet with their council's insurance representative.
- Recruit at least one new member.
- Present Shining Armor Qualification Card (#4294) to the council to receive award.



The image shows a gold envelope with a silver shield-shaped award on the front. The award is inscribed with "Shining Armor Award". Below the envelope is a qualification card with a similar award on the front. The card has fields for "NAME", "COUNCIL", and "DATE". Below these fields is a section titled "REQUIREMENTS" with five numbered items, each followed by a horizontal line for a signature or date. The items are: 1) WORKED ON 3 COUNCIL SERVICE PROGRAMS, 2) ATTENDED AT LEAST 3 COUNCIL BUSINESS MEETINGS, 3) RECEIVED YOUR THIRD DEGREE, 4) MET WITH COUNCIL INSURANCE REPRESENTATIVE, and 5) RECRUITED ONE NEW MEMBER. At the bottom of the card, there is a note: "The above items must be completed and approved by our Grand Knight during your first full year of membership in order to qualify." and the number "#4292".

THE
KNIGHTS OF COLUMBUS
"SHINING ARMOR AWARD"
NEW MEMBER PROGRAM

Shining Armor Award

NAME _____

COUNCIL _____ DATE _____

REQUIREMENTS

1) WORKED ON 3 COUNCIL SERVICE PROGRAMS _____

2) ATTENDED AT LEAST 3 COUNCIL BUSINESS MEETINGS _____

3) RECEIVED YOUR THIRD DEGREE _____

4) MET WITH COUNCIL INSURANCE REPRESENTATIVE _____

5) RECRUITED ONE NEW MEMBER _____

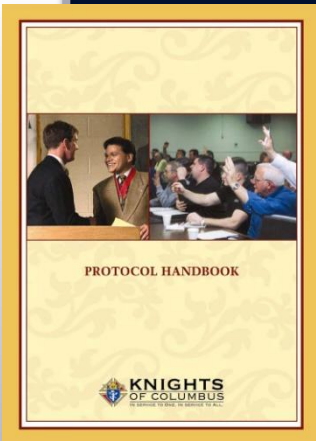
The above items must be completed and approved by our Grand Knight during your first full year of membership in order to qualify.

#4292

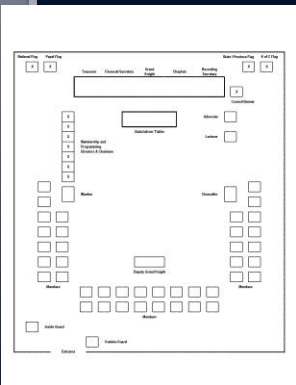
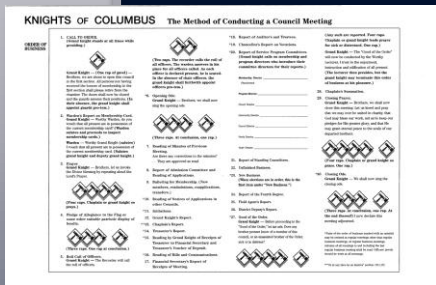


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Council Meetings



- Grand Knight conducts meeting following the 1937 (How To Conduct A Meeting.)
 - Follow Protocol.
 - Hold officers meeting for the orderly flow of business and information.
 - Focus on the Chaplain’s Message for spiritual enrichment and growth.
 - Setup the council chamber for the meetings correctly.
 - Efficient business process.
 - Keep meetings interesting and relevant.
 - Start meetings on time and keep them at reasonable time limits.



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Get Members Interested

- Engage new members in their area of interests or expertise.
- Communicate with members and remind them of meetings by:
 - Phone
 - Email
 - E.t.c.
- Offer transportation to members.
- Get answers to the new members questions.
- Make sure new members are introduced... and made to feel welcome.
- Give recognition where recognition is due.

“Be a Brother to a Brother!”



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Council Retention Committee Members

- The committee that actually contacts a member:
 - Deputy Grand Knight
 - Council Trustees
- Committee Assistants
 - Financial Secretary
 - Chaplain
 - Agents
 - District Deputies
- Do not forget to include the mentor and proposer.

It is not about the DUES, it's about the DOs!



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Council Retention Committee

- Anticipate and solve problems that bring a member to the brink of suspension.
 - Are they involved or engaged?
 - Is it their job?
 - Time Constraints?
 - Money?
 - Is it Something Else?
- Programs conserve the council's membership and positively connect the members to the council.
- Members are a valuable council asset and need to be preserved!



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Retention Tools

- Organize Meaningful and Charitable Council Programs
- Create a bond between the Council and the Parish
- Involve the Family in Programs and Activities
- Recognize Member's Accomplishments
- Active Communication by All Forms
- Assign Member Mentors to New Members
- Promote the Shining Armor Award
- Conduct Meetings that are Interesting and Start On Time
- Engage the Council Chaplain



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Reactivation Tools

- Out of State Members List
- Former Members List
- Inactive Insurance Members List
- Field/General Agents Involvement
- District Deputies Involvement
- Inactive Insurance Members on Council Roster
- Seek advice of Pastor/Chaplain when needed



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