

Membership Talking Points for Jurisdiction Midyear Meeting

The State Deputy and I have just returned from the mid-year State Deputy meeting in Baltimore and we can both assure you that there are great changes happening within the Order. Collectively we all need to start "bragging" if you like about who we are and what it is we do. We have been silent for so long about our activities that we have given credence to the belief many have that we are a "secret society" when we all know, nothing could be further from the truth. We need to become more open and more vocal about our projects. We need to let people know about our relief work in the Philippines and Pakistan for example. We need to proudly share with our parishioners about the containers of wheelchairs we have donated to Haiti and that we are providing prosthetics to 800 Haitian children who lost limbs during the earthquake. We need to brag about the successes we have at the State, District and Council levels. The goal is to raise our profile in every parish through the good works that we do. Every Officer at every level needs to be carrying this message of pride. This is how we will grow.

We have to plan Long term growth for the future: We have to believe in who we are and why we are knights. If we understand this simple message then every council should be able to invite men into the Order. It isn't about numbers it's about keeping people catholic and active in their faith. It is about impacting our youth at an early age, it's about inviting our ethnic brothers and sisters to join us in our efforts, and it is about planting seeds.

Work to be done: We have to get Back to the basics. We have to create or enhance a cultural environment that portrays our catholic identity to all people both catholic and non-catholic alike. (Changing our image, branding, how do people see us). Think of "quality is job one" for example. Who doesn't know that slogan and who it represents?

Leadership: The importance of each level of leadership (Gk, DD, SD) teams to establish measurable goals, foster environments that motivate councils to buy-in and achieve those goals. The District and State levels should provide assistance, guidance, and direction when councils fail to reach or even strive to support organizational goals.

Alignment: The importance of ensuring that each level of the organization provides input to the operational plan. The council should build activity schedules that support district growth plans and the district input should roll into the state's overall plan. Modify the plan for the next six months!

Succession Planning: Using the long term planning process to not only create a plan but to also build synergy within the jurisdiction, which will yield continuity and unity on the future direction of the jurisdiction. Identify leaders early and mentor/coach them into increasingly larger leadership roles

Communication: Foster a sense of teamwork between the state and districts and councils through open and frequent dialogue. There is no “us versus them”, we are all on the same team!

Resources: Using all available tools to be successful: the new Membership Growth Dept., MPCs, the various membership tools (one-one, husband-wife, blitz, church drives).

District Deputies: Training will be available for District Deputies in order to accomplish a mission to ensure every council is active.

Grand Knights: Inspire Grand Knights and their officers to set goals, build long-term plans, and then provide them the resources to be successful.

So how will we grow in the upcoming years? Allowing Families to see what we do is what will attract them to us, not talking about numbers. We have nothing to hide, so we need to stop hiding who we are. Speak out at every opportunity! Speak proudly of who we are and speak with confidence that we have the best programs and products available to help our fellow Catholics. Be proud of who we are and share that pride with others. And when people ask “are the Knights of Columbus relevant today”, talk to them about our programs like the ultrasound initiative. Like the \$2,000,000.00 we raised for 9-11; like the wheelchair distribution program; like the limbs for Haiti project. Talk to them about our strong support of the family and our support of the church. The Knights of Columbus are very relevant today because ***we are changing lives, we are saving lives and we ARE making a difference.*** It's time we began to raise our voices and speak out about who we are!! And remember, in all our charitable works that we – as individual members - must all be able to stand in front of the mirror at the end of each day and say, "Yes - ***I am my Brother's Keeper*** and today I have served him to the best of my ability. "

Vivat Jesus,

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