

STATUS OF MEMBERSHIP IN KENTUCKY

MEMBERSHIP 2011-2012

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
 B < 5 <75 22

%	FAM. SERVED	3YR TOTAL
42%	180	13

MEMBERSHIP 2011-2012

- COUNCIL D AGE >70 MEMBERS >200 +60 95

%	FAM. SERVED	3YR TOTAL
45%	>5000	19

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• A	180	13
• B	298	21
• C	233	8
• D	>5000	19

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
E >50 >150 111

%	FAM. SERVED	3YR TOTAL
60%	>5000	24

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
F < 20 <200 60

%	FAM. SERVED	3YR TOTAL
30%	498	26

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
G <75 >250 90

%	FAM. SERVED	3YR TOTAL
42%	>1500	15

MEMBERSHIP 2011-2012

- COUNCIL H AGE < 10 MEMBERS < 75 +60 25

%	FAM. SERVED	3YR TOTAL
44%	233	11

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• A	180	13
• B	298	21
• C	233	8
• D	>5000	19
• E	>5000	24
• F	324	26
• G	>1500	15
• H	233	11

MEMBERSHIP 2011-2012

- COUNCIL I AGE <50 MEMBERS <150 +60 50

%	FAM. SERVED	3YR TOTAL
33%	732	15

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
J <75 <350 203

%	FAM. SERVED	3YR TOTAL
66%	>10,000	15

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• A	180	13
• B	298	21
• C	233	8
• D	>5000	19
• E	>5000	24
• F	324	26
• G	>1500	15
• H	233	11

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• I	732	15
• J	>10,000	15
• K	350	6
• L	>2000	2

MEMBERSHIP 2011-2012

- | | | | |
|---------|-------------|-----------|-----|
| COUNCIL | AGE | MEMBERS | +60 |
| M | <75 | <250 | 115 |
| % | FAM. SERVED | 3YR TOTAL | |
| 48% | >600 | 15 | |

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
N >100 <400 159

% FAM. SERVED 3YR TOTAL
39% >1300 19

MEMBERSHIP 2011-2012

- COUNCIL AGE MEMBERS +60
 P >50 <150 41

%	FAM. SERVED	3YR TOTAL
28%	>500	15

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• A	180	13
• B	298	21
• C	233	8
• D	>5000	19
• E	>5000	24
• F	324	26
• G	>1500	15
• H	233	11

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• I	732	15
• J	>10,000	15
• K	350	6
• L	>2000	2
• M	>600	15
• N	>1300	19
• O	>1300	8
• P	>500	15

MEMBERSHIP 2011-2012

- COUNCIL Q

AGE	MEMBERS	+60
>50	>350	167

%	FAM. SERVED	3YR TOTAL
44%	>3900	96

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• A	180	13
• B	298	21
• C	233	8
• D	>5000	19
• E	>5000	24
• F	324	26
• G	>1500	15
• H	233	11

MEMBERSHIP 2011-2012

• COUNCIL	FAMILIES	RECRUIT
• I	732	15
• J	>10,000	15
• K	350	6
• L	>2000	2
• M	>600	15
• N	>1300	19
• O	>1300	8
• P	>500	15
• Q	>3900	96

MEMBERSHIP OVER 60

21-30%	2
31-40%	3
41-50%	9
51-60%	1
61-70%	1
Over 70%	1

RECRUITING PERCENTAGE

• COUNCIL	FAMILIES	RECRUIT	%
• A	180	13	.07
• B	298	21	.07
• C	233	8	.03
• D	>5000	19	.003
• E	>5000	24	.004
• F	324	26	.08
• G	>1500	15	.01
• H	233	11	.05

RECRUITING PERCENTAGE

• COUNCIL	FAMILIES	RECRUIT	%
• I	732	15	.02
• J	>10,000	15	.002
• K	350	6	.02
• L	>2000	2	.001
• M	>600	15	.03
• N	>1300	19	.01
• O	>1300	8	.006
• P	>500	15	.03
• Q	>3900	96	.03

RECRUITED LIKE COUNCIL Q

• COUNCIL	FAMILIES	RECRUIT	SR
• A	180	13	
• B	298	21	
• C	233	8	
• D	>5000	19	150
• E	>5000	24	150
• F	324	26	
• G	>1500	15	45
• H	233	11	

RECRUITED LIKE COUNCIL Q

• COUNCIL	FAMILIES	RECRUIT	SR
• I	732	15	22
• J	>10,000	15	300
• K	350	6	11
• L	>2000	2	60
• M	>600	15	
• N	>1300	19	39
• O	>1300	8	39
• P	>500	15	
• Q	>3900	96	

RECRUITED LIKE COUNCIL Q

- TOTAL RECRUITED SHOULD RECRUIT
- 3YR TOTAL 3YR TOTAL

328

982

REASON WE RECRUIT

- EVENTUAL REPLACEMENT OF OURSELVES AS VOLUNTEERS AND LEADERS. SURVIVAL OF OUR COUNCIL AND THE KNIGHTS OF COLUMBUS.
- FULFILL GOD'S INSTRUCTION TO US; TO KNOW, TO LOVE AND TO SERVE HIM ON THIS EARTH.
- EVANGELIZATION OF OUR CATHOLIC FAITH.

REASON WE RECRUIT

- KNOWING WE DID SOMETHING GOOD FOR ANOTHER CATHOLIC MAN AND HIS FAMILY.
- NEW MEMBERS BRING NEW EXPERIENCES, IDEAS AND TALENTS.
- GIVE BACK TO THE COMMUNITY.
- ASSIST OTHERS TO BECOME LEADERS.
- GROW AND ENHANCE WITNESS TO OUR CATHOLIC FAITH.

WHAT TO DO

- DEVELOP A STEP-BY-STEP ACTION PLAN, INCLUDE GOALS COMPLETION DATES AND FOLLOW-THROUGH.
- THE PLAN SHOULD INCLUDE; 1. HOLD A FAMILY EVENT (PICNIC, STEAK DINNER, PRAYER SERVICE, ETC.); 2. CONDUCT AN OPEN HOUSE; 3. CONDUCT A CHURCH DRIVE; 4. FOCUS ON ONE-ON-ONE OR TWO-ON-ONE RECRUITING; 4. HAVE A CORPORATE COMMUNION WITH A BREAKFAST OR SOCIAL EVENT.

WHAT TO DO

- AFTER EACH EVENT INVITE PROSPECTS TO JOIN.
- PLAN TO RECRUIT ONE NEW MEMBER A MONTH.
- SCHEDULE A FIRST DEGREE EARLY EACH MONTH.
- MOST IMPORTANT CHANGE OUR ATTITUDE ON RECRUITING

STATE COUNCIL ACTION PLAN

- EACH DIOCESE WILL HAVE A STATE OFFICER ASSIGN TO IT.
- STATE OFFICER WILL MEET WITH DD AND GK OF ANY COUNCIL NOT RECRUITING IN 1ST QUARTER.
- TRAINING AT SEMINAR AND REGIONAL MEETINGS
- FOLOW SUPREME'S MONTHLY ACTION PLAN

STATE COUNCIL ACTION PLAN

- ESTABLISH AT LEAST ONE NEW COUNCIL WITH AT LEAST 20 NEW MEMBERS IN EACH DIOCESE
- REACTIVATE 3 COUNCILS
- SOs, DDs, ST DIRECTORS, RECRUIT ONE NEW MEMBER BY SEPTEMBER 31ST.

STATE COUNCIL ACTION PLAN

- STATE MEMBERSHIP DIRECTOR WILL KEEP COUNCIL UPDATED ON SUPREME'S ACTION PLAN AND STATE COUNCIL'S COH STATUS
- ENCOURAGE EVERY COUNCIL TO RECRUIT AT LEAST ONE NEW MEMBER PER MONTH
- HAVE COUNCILS HOLD FREQUENT FIRST AND SECOND DEGREES

STATE COUNCIL ACTION PLAN

- HELP AND ENCOURAGE COUNCILS TO CONDUCT STRONG PROGRAMS TO STIMULATE MEMBERSHIP GROWTH
- SUPREME AND STATE COUNCIL INCENTIVES

SUPREME INCENTIVES

- 45% OF COH GOAL AND POSITIVE GROWTH BY DECEMBER 31ST. SUPREME COUNCIL WILL DONATE \$2000 TO THE STATE'S CHRISTOPHER FUND.
- COH AND NET/NET GOAL: TRIP FOR STATE DEPUTY AND WIFE TO GRAND CAYMAN ISLAND

SUPREME INCENTIVES

- COH AND NET GOAL: STATE MEMBERSHIP DIRECTOR AND WIFE GOES ON TRIP WITH STATE DEPUTY AND WIFE.
- POSITIVE GROWTH: \$500 GIFT CARD FOR STATE DEPUTY AND STATE MEMBERSHIP DIRECTOR.
- STAR DISTRICT: 1 OF 3 TRIPS TO SUPREME CONVENTION

SUPREME INCENTIVES

- ALL STAR DISTRICT: PERSONALIZED JACKET
- STAR COUNCIL: 1 OF 3 TRIPS TO SUPREME CONVENTION.
- RECRUIT IN 1ST QUARTER: SUPREME LIMITED EDITION MEDALLION.

STATE INCENTIVES

- RECRUIT IN 1ST QUARTER: SPECIAL STATE “CHALLENGE COIN”
- 50% OF COUNCIL QUOTA BY DECEMBER 31ST “RECRUITER GOLF SHIRT”
- SPECIAL AWARD FOR 575TH NEW MEMBER RECRUITED FOR NEW MEMBER AND RECRUITER
- SPECIAL AWARD FOR MEMBER 11,000 FOR NEW MEMBER AND RECRUITER

STATE INCENTIVES

- \$100 GIFT CARD FROM ALL COUNCILS MAKING 100% OF QUOTA BY STATE CONVENTION
- THE DIOCESE WITH THE LARGEST PERCENTAGE GAIN , THE BISHOP OF THAT DIOCESE WILL RECEIVE \$1000 DONATION
- QUOTAS: COVINGTON – 117; LEXINGTON - 120
- OWENSBORO – 232; LOUISVILLE - 235

OUR GOAL

- COH

- 575 NEW MEMBERS
- 385 NET (MINUS SUSPENSIONS AND WITHDRAWALS)
- 173 NET/NET (MINUS DEATHS AND TRANSFERS)

REMEMBER

- NO SINGLE PERSON OR COMMITTEE CAN GET THE JOB DONE. IT TAKES EVERYONE WORKING TOGETHER TOWARD A COMMON GOAL TO BE SUCCESSFUL.