



## **TRENTON DIOCESAN FEDERATION KNIGHTS of COLUMBUS**



### **SHOULDER TO SHOULDER**

#### **MISSION STATEMENT**

The Knights of Columbus are committed to publicly and conspicuously supporting and promoting the law enforcement community.

#### **PURPOSE**

To actively demonstrate our solidarity and support for our brothers and sisters in law enforcement through an ongoing promotional campaign.

#### **FUNDING**

This is a State program administered through the Trenton Diocese Federation. Through the generosity of a Brother Knight who donated \$1,000 and a loan from the State Council 1,050 magnets were purchased. They were offered to Councils and Assemblies at a cost of \$3.50 each. The initial order was sold in less than three weeks. An additional 10,000 magnets have been delivered and to date over 5,200f have been distributed. Through re-investing the proceeds the Program intends to distribute a magnet to every one of the 64,000 Knights in New Jersey. The funds generated by this project are to be applied to the establishment and development of an ongoing Public Service Announcement campaign promoting and supporting the law enforcement community and other programs designed to fulfill the mission statement. Councils are encouraged to utilize their portion of the proceeds to create and implement other programs that promote a positive image of law enforcement in the community.

#### **PUBLIC RELATIONS**

The public relations aspect of this program is of primary importance. We are committed to our mission and determined to utilize the media to its fullest extent to carry our message forward. The program would also be the vehicle to promote those positive stories of community service that highlight the good works that most every police officer performs every day, but usually never makes it to the news outlets. The program committee is seeking the services of Brother Knights who have experience in media and its related fields to brainstorm and develop ways to implement this objective. Those who have contacts in the media and are willing to share them are encouraged to contact us.

#### **BILL BOARD CAMPAIGN**

As we continue to distribute Shoulder to Shoulder magnets throughout the State, simultaneously we are surveying the geography for appropriate bill board locations. This would be an effective and economical way to promote both the program and its message simultaneously. Local Councils may be interested in co-sponsoring a Shoulder to Shoulder bill board with their council name and council number included in the display.



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### **COMMUNITY RELATIONS**

The Good Neighbor Police Community Relations program is an effort to support a great relationship between the police and the community. Pens, pencils, paper, crayons, calculators etc. are carried in each patrol car. The officers are on alert for the child that he suspects may be on the fence from a poor family or bad environment. He or she will talk to that child and his family and offer that family some of the school supplies that their child might need. The program is currently being run by Vincent T. Lombardi Council 6552 and the Middletown Police Department.

### **OTHER PROGRAMS**

**SHOULDER TO SHOULDER** is a work in progress. As it continues to expand through the distribution of magnets our intention is to support all members of law enforcement; especially those killed in action and their families in as many ways as our collective imaginations allow. Hopefully, through the continued support and generosity of our brother knights and the public we will be in a position to provide moral and financial support to the survivors of those officers who are killed in action.

### **GET INVOLVED**

Since January 1, 2016 ten law enforcement officers have been violently murdered. This does not include police officers who died from other causes while in the line of duty. We as Knights do make a difference. When we accept a challenge we hold on to it like pit bulls. Our Brothers and Sisters in Blue deserve our full support.

### **CONTACT INFORMATION**

Anyone interested in helping to carry out the mission of the Shoulder to Shoulder Program should contact:

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