



# IN SERVICE TO ONE. IN SERVICE TO ALL. KNIGHTLINE

NEWS FOR KNIGHTS OF COLUMBUS

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*Image courtesy Tom Tracy*

## A Lasting Legacy

**F**ather's Day. First Communions. Confirmations.

These traditions and sacraments are part of the legacy that we've inherited, the tradition we pass on and the standard we live by. It's what we leave behind as Catholic men.

As Knights, we're part of this legacy.

We want to share our experience with the next generation. Here's your challenge: Invite your family and friends to join the Knights of Columbus. Welcome them into your council and watch them build a legacy that they too will pass on.

Build your legacy by welcoming family and friends to join. Anyone you invite during the month of June can get a 50% discount on their first year of membership.

Simply share a link to [kofc.org/joinus](http://kofc.org/joinus) and tell them to use the code **KNIGHTS62019** when completing the online registration.

# How Michigan Is Reversing the Trend and Finding Committed, Catholic Men

*Michigan Knights are growing thanks to these helpful recruiting strategies*

Michigan has had a steady decline in membership for 10 years. It's a decline that matches the sharply decreasing numbers of Catholics in Michigan parishes. The state council had to do something fast if it was going to ensure the future of the Knights — and the Church — in the state.

The state has more than 430 councils. State Deputy William Chasse said the state's leadership realized that growth would depend on all of them working together.

To achieve this, state officers created the "Fresh Start" program that rolled out July 1, 2018. At the program's center is the phrase "council sustainability." The state officers chose this term as a way to avoid talking about "membership" or "membership numbers."

"[We need] to always be here to help our community as they count on the Knights of Columbus," Chasse said. "This sustainability is a key to our renewed success — to support our priests, our parishes and our communities."

Another key to success was creating membership and retention teams. The state held training sessions for these teams, who were taught to think of membership as a lifelong process.

"Retention starts with having a Form 100 signed and continues until we present the family with a Bible after the member passes away," Chasse said.

As part of the Fresh Start Program, council retention teams were encouraged to keep in touch with fallen away members. They hoped this regular contact would help inactive Knights remember the joy of being involved and get re-engaged.

Online membership was also promoted as a way to welcome new men.

"We have seen a strong trend of these members converting to their local councils," Chasse said. "We inform the council leadership and district deputy within a day of the new member joining, so they can reach out to the man about their council and share with them how to join."

Another benefit of the Fresh Start program is that it helps keep state leadership accountable, as it allows Knights on the council level to offer their own suggestions.

This communication process "has seen a positive return of council engagement" and has helped ensure that "councils remain strong and able to remain a vital part in our faith communities," Chasse said.

And it's working, too. Not only were two new councils formed at the end of April, but the state is on track for earning the Circle of Honor Award.



*Have a similar story? Share it with [knightline@kofc.org](mailto:knightline@kofc.org).*

## Your Recruiting Can Help Make a Priest

*You never know the impact of asking a man to join.*

*In the case of Father Michael Mary Dosch — a Dominican friar of the Province of St. Joseph and novice master at St. Gertrude Priory in Cincinnati, Ohio — being asked to join the K of C was the first step in finding his vocation.*

"My introduction to the Dominicans was thanks to a one-day retreat for the College Council Knights at the Dominican House of Studies. I knew the Knights from my parish growing up. I joined right away my freshman year. ... The Knights of Columbus were a huge support for me throughout my college years in trying to learn and grow in my faith. That helped plant the seeds for my vocation."

## New Hampshire Knights Offer Tip for Welcoming Back Members

*New Hampshire is seeing record growth.*

*Their suggestion to councils looking to do the same?*

*Send former Knights a message like this:*

"The Knights of Columbus hasn't seen you in a while. We aren't sure why you drifted away, but we'll take the blame for that. We need your help and we can't do it without you. We want to sponsor your membership for a year at no cost to you. We want you to come back and participate in upcoming programming."

While not all councils can offer to pay a full year of dues, such messaging can easily be adapted for whatever your council's needs.

# The Best Recruiting Approaches in Washington, D.C.

*Honest feedback, simple steps and innovative ways to reach success.*

*State Membership Director Nicholas Shields explains.*



The District of Columbia is home to 20 councils. Knights serve in almost every parish in the area, including three college campuses.

So how do the Knights serve all these parishes' needs? They work as a team — utilizing online membership, an easy process, marketing to your prospects, and public relations.

## **Online Membership**

“Online membership makes it easy to get a man from prospective member to be involved in a council quickly and efficiently,” Shields said.

The biggest success in online marketing is men in their 30s and 40s. Men this age are often busy with family and work, making it hard to commit to weekly K of C events. But online membership lets them “pick and choose where their impact can make the most difference without competing with the needs of their families.”

Online membership also gives councils in the area the chance to target local Catholic organizations, legislators on Capitol Hill, police and fire departments and Catholics returning to the faith.

## **An Easy Process**

Part of their success in implementing Online Membership stems from the way the state council encourages local councils to skip paperwork for the ease of the online process. Councils with younger membership have embraced the process.

“Our councils with large young adult populations have jumped at this, and our older councils have started to as well,” Shields said. “Part of this effort is making sure sign-ups are easy and accessible for candidates — all members have been told to put out a phone, tablet or laptop at every council event to encourage enrollment on the spot.”

The state also encourages all their councils to go to [info.kofc.org/pagerequest](http://info.kofc.org/pagerequest) to create a customizable Prospect Landing Page. Once customized, a Prospect Landing Page can be used to collect prospects' email addresses and stay connected.

It's a “quick way to capture relevant contact information from prospective Knights,” Shields said.

## **Marketing to Young Prospects**

The jurisdiction's success also benefits from its three active college councils (The Catholic University of America, Georgetown University and George Washington University).

“Over the last 10 years they have provided consistent recruitment gains that allow them to be some of the most successful councils in D.C. and in the Order. They have been and continue to be an integral part of our recruitment strategy.”

## **Public Relations**

You can't speak about recruitment in D.C. without mentioning one vital role: the state public relations chairman.

Shields explained that this role helps “simplify, unify and execute our message across local news media, handouts and social media by not only advertising the Order and our events, and by highlighting the unique programs that make up the D.C. Knights of Columbus. This kind of strategy is critical in a jurisdiction full of young adults and families.”

While not every council can relate to having three universities within their border, most councils can easily look at local community colleges or nearby universities as recruitment opportunities. Host an open council event, and welcome the men in these schools. Invite them to volunteer or pray with your council.

*Seen a change in your council's numbers? Share your story by emailing [knightline@kofc.org](mailto:knightline@kofc.org).*

# Recruiting on the Local Level: Tips From O'Boyle Council 11302

By Patrick Abbot

*Even the greatest recruitment idea is worthless if a local council can't implement it. Patrick Abbot, a member of O'Boyle Council 11302 in Washington, D.C., shares how four recruitment ideas helped grow his local council.*

## 1. Encouraging New Ideas

"O'Boyle Council owes its success to many factors but most boil down to empowerment and fraternity. We empower members to propose new event ideas, and now O'Boyle Knights feel comfortable approaching leadership with things they want to do."

## 2. Facilitating Charity

"Officers view their roles to facilitate charity. When a member has a new idea, the leadership works with the proposer and an action plan is created to quickly accomplish the task."

"This has allowed us to raise funds for an ultrasound in 90 days, combine a planned clothing drive with a fundraiser for Notre Dame Cathedral, and fill last minute gaps our parishes have with volunteers. ... Priests and Catholic men quickly saw us as a proactive group doing good and wanted to be a part."



*Image courtesy Patrick Abbot*

## 3. Integrating Fraternity, Community and Family

"We have integrated ourselves with groups such as young adults, altar guilds and other societies like [the Catholic chastity apostolate] Courage. We befriend them and invite them to join us for charity events. Families are welcome as well at all social and charitable activities, forming a true sense of community."

"Our business meetings may average 45 minutes but most attendees spend up to 90 minutes extra eating a meal together and socializing. Attendance has more than doubled at our meetings as people want to make time for the Knights."

## 4. Seeing Joining as a Way to Make a Difference

"After seeing and experiencing all we do, getting people to sign up online is very easy. They are eager to join, and look forward to future events. In our social media world, many people realize that they are missing out on true connections and want to make a difference but they don't know how. The Knights of Columbus allows everyone, members and families, to connect to create a community to live the Gospel."

## 'Joining Online Is The First Step in a Life-Long Commitment' Says Marine Corps Vet



*Image by Spirit Juice Studios*

*Jon Marsili is a Marine Corps veteran who served in Afghanistan.  
His brushes with death brought him to prayer and the rosary.  
Now, he strengthens his faith as a Knight of Columbus.  
Here's what he says about joining.*

**J**oining the Knights was easy. You can go online, fill out a quick form, they send you an e-mail, and you're a member. You can select if you want someone from a local council to contact you, plug you in. You can start today.

Once I became a member I instantly had faith at my fingertips, and you can see what the Knights are doing around the world.

Joining online is the first step in a life-long commitment."

*It's simple. Invite a friend to join today. [Kofc.org/joinus](http://Kofc.org/joinus).*

# A Year of Successful Growth and the K of C Trifecta

*West Virginia State Deputy Scott Nale has found three keys to expansion: programs, insurance and membership.*

In West Virginia, Knights are growing in size thanks to what the state deputy calls the trifecta: programs, insurance and membership.

State Deputy Scott Nale says these three are “of equal importance” and “build the Order.” In his state, the directors of these programs train together. Each can speak about the importance of the other two.

“For example, my program chair would discuss how to drive membership through exciting programs, and my membership chair would talk about how to promote insurance to new members,” Nale says. “We follow that up with supporting some awesome programs at the state level that make it easy for councils to recruit.”

This effort is supported by a steady communication stream.

“I try to connect with my individual Knights as much as possible,” Nale says. “Each new Knight receives a welcome letter, asking them to get the Shining Armor Award, encouraging they meet with their agent and providing contact info.”

Social media (especially Facebook) is vital to the state’s successful communication. Nale encourages every Knight and prospect to follow his State Deputy Facebook page, which he uses to promote programs around the state. He also uses it to share his family’s involvement and his personal experiences as a Knight.

“I show them pictures of what we are doing and where the Knights are going. In this way, I include all of my Knights in our journey and promote a feeling of inclusion.”

It’s not just virtual communication. When he was elected state deputy, Nale committed to personally visiting the 53 councils in the state. He says he is close to meeting his goal. It’s his way of reaching out to those Knights who felt “disconnected or isolated in the past.”

The last part of trifecta — and the biggest improvement according to Nale — is working with agents.

“We have an awesome general agent and he has a great staff of field agents,” says Nale. “I believe working together with them has been the single largest step forward.”



*Image courtesy Scott Nale*

*Special thanks to State Deputy Scott Nale for sharing the trifecta of his jurisdiction’s success.*



*In 1997 the Canada Postal Corporation issued a commemorative stamp recognizing the Knights of Columbus and the founding of the first council in Canada in Montreal, Quebec, in 1897.*

## Your First Meeting With a Prospect Matters: Here’s Why

*Daniel Duchesne, state deputy of Quebec and member of Trois Rivieres Council 1001, first met the Knights as a young boy.*

*The moment changed his life.*

“I joined the Knights of Columbus because when I was young my family was very poor and one day when I was coming home from school, I had just learned a prayer ‘I salute you Mary’ and I started to pray to Mary telling her to tell Santa to not send a gift because my family needed a good meal.

Some days later some people came knocking at the door of our house. ... One of these people was introduced as a member of the Knights of Columbus and he told my mom that he had food and gifts for us. For me, who had prayed to Mary, I thought, I had just seen angels. But no, it was the Knights of Columbus Council 1887 in La Tuque.

Years later, I remembered those moments when the Knights of Columbus helped us and I wanted to give back. So I went to see the grand knight of Council 2662. I asked the grand knight, “How do I join the Knights of Columbus?” He asked me if I knew the organization, I told him my story and he replied, ‘I will take care of you.’”

*Read more in the full article “Celebrating Canada” on [kofc.org/news](http://kofc.org/news).*



## PUT YOURSELF IN THE DISCIPLES' SHOES

A CHALLENGE AND MESSAGE FROM  
SUPREME CHAPLAIN ARCHBISHOP LORI

*Jesus said to his disciples,  
"I have told you this while I am with you.  
The Advocate, the Holy Spirit whom the Father  
will send in my name, will teach you everything  
and remind you of all that I told you."*

— Gospel for June 9, Pentecost Sunday, Jn 14:23B-26

Try putting yourself in the disciples' shoes at hearing these words at the Last Supper. They probably felt anxious and confused. This month, we will celebrate Pentecost and train our focus on this promise which Jesus made to each one of us: that he would never leave us; that he would send the Holy Spirit as our guide, advocate and helper. Your body is in fact a temple of this same Holy Spirit (cf. 1 Cor 6:19). As disciples of Jesus and beloved sons of the Heavenly Father, let us be known as men who are constantly drawing closer to the Holy Spirit and unlocking the Spirit's power in our lives.

### This Month's Challenge

This month, I challenge you to deepen your relationship with the Holy Spirit by praying the words "Come, Holy Spirit" as you begin your daily time of prayer, your workday or an activity at home. Second, I challenge you to invite a friend or family member (who is not active in their faith) to join you at Mass or at eucharistic adoration.

## New Investment Option for Knights of Columbus Councils

Did you know that your council can create a legacy of generosity through a new personalized donor-advised fund through Knights of Columbus Charitable Fund?

Donor-advised funds are IRS-approved philanthropic vehicles that are established as public charities. The K of C donor-advised fund allows your council to accept and make tax-deductible gifts that will ultimately be given to charities that align with Catholic values and teachings and are qualified 501(c)(3) charities.

*For more information, contact:*

Dennis Gerber, president of KCCF | 475-227-6701  
dennis.gerber@kofc.org | www.knightscharitable.org

## Do You Like This Issue?

What do you want to see in *Knightline*? As always, we want your questions, feedback and advice. Email us at [knightline@kofc.org](mailto:knightline@kofc.org).

## Grand Knight's Checklist

### Things to Do

- Verify that you've completed and submitted the *Survey of Fraternal Activity* (#1728).
- Make sure you qualify for the Star Council Award; [kofc.org/star](http://kofc.org/star).
- Remain compliant with the Office of Youth Protection's requirements for all activities; [kofc.org/safe](http://kofc.org/safe).
- Meet with your pastor to ensure your council is supporting the parish's mission.

### Planning

- Plan an organizational meeting with your council's officers, appointed directors and chairmen before July 1.

### Upcoming Deadlines

- June 30 — *Columbian Award Application* (#SP-7), *Round Table Report* (#2630), *Civic Award Application* (#2321), *RSVP Refund and Plaque Application* (#2863) and *Report of Officers Chosen* (#185).
- Aug. 1 — *Service Program Personnel Report* (#365).
- Aug. 15 — *Semiannual Council Audit Report* (#1295).

MEMBERSHIP IN THE KNIGHTS OF COLUMBUS is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See. This means that an applicant or member accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the precepts of the Catholic Church, and is in good standing in the Catholic Church.

# KNIGHTS OF COLUMBUS INSURANCE

## Insurance, Father McGivney and St. John Paul II

*General Agent Shawn Williams shares advice from these holy men, and how Knights bring love, faith to families. It's the reason he's a Knight, and the reason to invite people to join.*

One needs only to examine the life of any saint to find a story of great love and limitless sacrifice.

Our founder, Father Michael McGivney, understood the power of great love to transform hearts, souls, communities and eventually the whole world. It makes sense, then, that he would be the founder of the biggest and what is said to be the most impactful Catholic charitable organization in the world. Born from his vision of drawing souls closer to Christ and protecting them financially, Father McGivney created a fraternity which could tend to both the spiritual and temporal needs of Catholics everywhere.

Today, the Knights of Columbus are part of what St. John Paul II called "the New Evangelization."

Globally, our members are defending the dignity of the human person, promoting peace and bringing the light of Christ — his truth, beauty and goodness — into the world through selfless acts of charity. Our Knights are actively responding to the universal call to holiness and working passionately with great faith to transform a world plagued by a culture of death into a civilization of love.

That is the reason I became a Knight of Columbus and the very reason I became a field agent.

Now, I head up a K of C insurance agency in the western half of North Carolina. The mission of our agency is the same as it has always been for the Knights: To draw souls closer to Christ and to protect them financially.

In our agency, we put our love of Christ and love of our neighbor at the center of all that we do. Our agency credo states "With love, faith and financial smarts great things happen." This credo is our order of operations and the very foundation of our relationships with our members, parishes and councils.

It is this Christ-centered love and faith that moves us to recruit so heavily. We want to invite all Catholic men and their families to come experience a spiritual encounter with Christ through charity. It is this same love, which drives us to ensure our members are prepared financially for the future and achieve their financial dream.

For this reason, our field agents are encouraged to reach out regularly into their parish communities, and personally invite every Catholic man to join the Knights of Columbus. Our agents are encouraged to speak before, during and after Mass, inviting men and their families to come to an orientation meeting and learn more about our fraternity. Additionally, our agents strongly promote the Shining Armor program in their councils.

The Shining Armor program (see box for details) is an excellent tool for maintaining new membership engagement and encouragement. When properly coordinated, this program provides a significant boost to new membership. It also encourages new members to participate in council meetings, programs and activities.

### Shining Armor Award: Explained

To qualify for the Shining Armor Award, brother Knights must:

- Be involved in at least three council service programs.
- Attend at least three council business meetings.
- Receive their second and third degrees.
- Meet with your council's insurance representative.
- Recruit at least one new member.



*Shawn and his wife, Maria, greet Pope John Paul II  
(Image courtesy Shawn Williams).*

I encourage you to reach out to your local field agent and general agent to formulate a vision and an annual plan for parish and council engagement, in which recruiting and drawing souls closer to Christ is at the heart.

In the words of St. John Paul II, "Do not be afraid. Do not be satisfied with mediocrity. Put out into the deep and let down your nets for a catch."

*Vivat Jesus!*

*Live in the Charlotte area and have questions about K of C insurance? Shawn's team can help.*

*Email [shawn.williams@kofc.org](mailto:shawn.williams@kofc.org).*

KNIGHTLINE

1 Columbus Plaza, New Haven, CT 06510-3326, USA

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opportunity to soar.



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