



KNIGHTS OF COLUMBUS  
MAKING A DIFFERENCE FOR LIFE

November 29, 2018

Worthy State Deputies:

It was my sincere pleasure to meet many of you at the Mid-Year Meeting in Houston. As you may recall, at the Ideas Forum I led the discussion on *Working With Your Pastor*. Just prior to the Mid-Year meeting I was appointed **Senior Director of Member Experience and Formation** in the Fraternal Mission Department. This new division of Fraternal Mission is part of an ongoing restructuring that is currently well under way. This process has been influenced in no small part by your feedback given at the *Member Experience Workshop* at the Mid-Year Meeting.

We have formed this new team to directly and positively impact member retention which, as you know, is just as important as new member recruitment. We are developing a team that will directly support council officers and individual members, in addition to improving our membership support and services. We will specifically be focusing on council retention, officer development, customer service and member communications. Additionally we are committed to building member retention strategies that aren't simply translated into other languages, but are developed specifically for (and representative of) the multicultural reality of our membership.

We recognize that today an important part of our membership experience is faith formation. We are committed to becoming a valuable resource for councils, members and their families to grow in their faith and follow the Supreme Knight's call to *Build the Domestic Church*. There is no other Catholic lay organization in the world with more potential to literally change the culture if we simply put our faith into action!

Admittedly this structure is overdue and we have a sense of urgency to implement it. We are prayerfully developing multilayered resources for all Knights of Columbus that are not only in service to you, but create a genuine interdependence that respects and relies on your ability to continue improving member experience as well. We are resolved to fully initiate this new member experience and formation team at the beginning of 2019.

Brothers, I am a third generation Knight of Columbus. Having served in councils and now at the Supreme Council, I have learned an indisputable truth: those of you serving in the field are the real heroes and the men for whom I personally have much gratitude and respect. I ask that you join me in surrendering this exciting new member experience and formation structure to the intercession of Our Lady of Guadalupe and Venerable Father McGivney. Vivat Jesus!

Fraternally,

Damien J. O'Connor  
Senior Director,  
Member Experience and Formation