



IN SERVICE TO ONE. IN SERVICE TO ALL.

# KNIGHTLINE

NEWS FOR KNIGHTS OF COLUMBUS

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## If Every Man Were a Knight of Columbus

*Image by Spirit Juice Studios*

**T**he Church is stronger if every man is a Knight. That's why bishops often make appeals asking men to join the Knights of Columbus.

Knights exist to serve. But if we are to serve, we need more men. And we need them now. We need a man ready to take his first degree. Next year maybe he's an inside guard, then a program director. In five years, a district deputy and then a state deputy. He is our future.

Membership growth is the single best indicator of a council's current success and future health. Members make the Knights' charity possible — now and in the future. Membership in the K of C makes men better Catholics, better husbands, better fathers and citizens.

So, we care a lot about membership. That's what this whole issue of *Knightline* is dedicated to. Embrace membership growth. Make it your top priority, and give your council the legacy to last into the future.

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## ‘First and Foremost a Recruiter’

*Gordon Calley of Atlanta (Ga.) Council 660 has recruited 95 new members. Here’s his story.*

**H**e became a Knight in 2008, after four years of persistent invitations to join.

“Until the final ‘no,’ everyone is open to recruit,” Calley said, referring to his own experience.

Calley has served as his council’s membership director for more than 10 years. It’s a role he takes seriously, believing it’s up to the membership director to ensure the council doesn’t age, fade and die.

“(Being a) membership director is a responsibility. A membership director is first and foremost a recruiter,” he said. “Membership director is a skill set and a calling.”

So what are his tips for recruiting?

First, think about these five questions in connection with every prospect:

1. How would being a Knight apply to him?
2. How would being a Knight apply to wife or girlfriend?
3. How would being a Knight apply to his family? What would the Knights add to his family that he needs or doesn’t know is possible or is missing?
4. What would he bring to the Knights? What do we lack without him?
5. What does he ask of the Knights? What do we have to offer him?

“When I see a Catholic gentleman who appears to be all we are asked to represent, I most often ask, ‘Have you ever thought about being a Knight of Columbus?’” Calley said. “Never ask ‘Would you like to be a Knight?’ That leaves you open to a flat out ‘no,’ and that is a final answer.”

Second, everything relating to membership should have a place in the parish bulletin. This includes new Knights, Knights who advance in the degrees, new transfers or reinstatements, births and marriages, and accomplishments of members.

As Calley says, this not only builds camaraderie among the council members, but also provides solid examples of what the K of C offers.

*Do you have a recruiting success story? Let us know by emailing [knightline@kofc.org](mailto:knightline@kofc.org).*

### RECRUITING TIP

Skip the Form 100! Sign up prospects immediately at [kofc.org/joinus](http://kofc.org/joinus).

### SET RECRUITMENT GOALS

Set an objective, such as having the best recruitment month ever for your council or achieving your membership quota by month’s end. Once your goal is set, organize council officers into two-man recruitment teams.

## Simple Ways to Recruit Online

**H**ere are three ways to share the K of C brand and attract new members:

1. **Engage.** Whenever a Knights of Columbus post pops up in your social media feed, give it a “like,” comment, share or retweet. The more you engage with Knights content, the more your friends will see that content. And the more likely they will be to join.
2. **Direct message.** Take advantage of direct messaging, text and email. When you discover a video, post or article that you know a friend will enjoy, send it directly to him.
3. **Include a call to action.** When posting online or emailing someone about the Knights, always include a link to [kofc.org/joinus](http://kofc.org/joinus).



# Not Your Run-of-the-Mill Membership Program

*Tracy Staller, state deputy of Tennessee, shares his insights on growth. Their process may surprise you.*

**I**t started with an observation.

The Tennessee State Council Knights noticed that Knights who weren't involved in council activities were leaving the Order.

The men who left had had "little, if any, commitment," said Tracy Staller, state deputy of Tennessee and a member of George S. Kurtz Council 12961 in Seymour, Tenn.

"Our church is suffering from a similar lack of participation, what could almost be termed a retail or consumer attitude toward our faith," he said.

Few were joining the K of C. Few seemed interested.

Yet, they knew their community needed the Knights. The officers attended various men's conferences and worked with the young men in local college councils. They saw that men were hungry for spiritual growth and support.

They knew they could fill this breach — it would just take faith, teamwork and a plan.

In January 2018, the state began working on a program to provide spiritual growth that men wanted. At the same time, they fostered closer partnerships with their parish priests and put Christ at the center of their councils.

They named the initiative "Strengthening Our Parish Home" (for goals of the initiative, see below).

Five months later, the initiative was introduced just as the Supreme Council announced the Order-wide Faith In Action program model.

"Faith In Action fit 'hand in glove' with what our focus was for the councils in Strengthening Our Parish Home," said Staller.

"We talk very little about recruiting," Staller said. "When we do, it is in the context of 'evangelization,' sharing the experience of being a Knight and sharing our Faith. Our message also centers around what our Order offers that is unique from other community and fraternal organizations: a strong connection to our faith that is centered on our Lord and Savior."

The state also created a program called C.O.R.E. (Christ Oriented Responsible Evangelizers) to emphasize the mission Knights have to "protect" souls, family and the Church.

Did it really work? Staller said that Tennessee's intake stands at 552 members. Today, that jurisdiction has 11,803 members in total.

But more important than numbers, Staller says, are the success stories. These include:

- Three councils on the verge of being suspended. After the district deputy introduced the program, the councils were invited to attend regional meetings, after which they embraced the message. "All three councils are recovering nicely," he said.
- At another parish, the associate pastor brought a bible study group of 10 young men under the age of 30 to an open council meeting. Eight men joined, with five taking their first degree that night. The other two were already Knights, but had let their memberships lapse. After the meeting, they became active in the council.

"It is very different from the run-of-the-mill membership program," he said. "We see this as a way to encourage our councils to provide an environment that is Christocentric and help them to live up to Father McGivney's vision and put their faith into action. But more importantly, it provides the spiritual emphasis and membership experience that the younger generation is hungry for."

*Special thanks to State Deputy Tracy Staller for sharing the state's success story.*

*Had similar success in transforming your state or local council? Email [knightline@kofc.org](mailto:knightline@kofc.org).*



## KEY GOALS: "STRENGTHENING OUR PARISH HOME"

1. Align the councils' activities with the parishes' needs, anchoring councils in the sacraments.
2. Embrace their "common priesthood" by making Christ known in the world.
3. Support holy and faithful priests.
4. Seek help from God through prayer.

# Play to Your Members' Strengths by Using Recruiter Teams

*Oklahoma State Membership Director Ryan King revitalized membership in his state through recruiter teams. One team actively recruits by directly asking men, while the other "passively" recruits by wearing K of C-branded clothing. Together, the teams hold a council accountable for growth, while removing fear, stress and confusion.*

*Here's what he says:*

## **Not Everyone Can Actively Recruit**

Not everyone is comfortable with the idea of public speaking or direct interaction with people they don't know. When we force people to do this who don't really want to, it shows. Our events turn into Knights begrudgingly participating and then refusing to participate in other events in the future. We don't force people to engage in other activities; the same should be said of recruiting. I find that many people have difficulty embracing that idea. But I remind them that we are certainly not saying it's a pass to do nothing. Those individuals can still engage in more passive forms of recruiting, such as wearing Knights-branded clothing or volunteering.

## **Create Active Recruiting Teams**

In Oklahoma, we've asked district deputies to identify a handful of individuals who are skilled at active, in-person recruiting. These individuals travel to local councils and parishes to assist with their recruiting efforts. This assistance includes manning booths, interacting one-on-one or in groups, making pulpit announcements, or simply working with other councils to show them recruiting best practices.

## **Encourage Passive Recruiting**

Oklahoma district deputies have identified various passive recruiting procedures within their districts. These include wearing Knights' gear and name badges, acting as the point of contact for active recruiting Knights from other areas, handing out prospect cards and K of C brochures, or any other action that helps put a face to the Knights.

## **Create a Clear Plan**

The biggest benefit to our strategy is that communication is clear and everyone knows their role. All too often people ask "What am I supposed to do?" or "Who is doing what?" when it comes to a recruiting drive. We never get a firm answer and so no one does anything. But now in Oklahoma we know exactly who is doing what — who is engaging in active recruiting and who is doing the passive recruiting. Everyone knows where they stand from the beginning.

*Special thanks to State Membership Director Ryan King for sharing his thoughts on recruiting.  
Tips that have helped your state or council grow? Email [knightline@kofc.org](mailto:knightline@kofc.org).*

## Just Ask Them to Give 24 Hours

*Some men don't think they have time to join Knights. Ask them if they have just 24 hours.  
In that short amount of time, men can be a better Catholic, father and husband,  
and part of a great brotherhood. Here's how the hours break down:*

**8 HOURS** a year working with your council on charitable projects for the local church or community.

**4 HOURS** a year enjoying a council function with their entire family.

**4 HOURS** a year attending council meetings to help plan future activities.

**6 HOURS** a year (half an hour a month) reading the Knights' magazine *Columbia*, [www.kofc.org](http://www.kofc.org), K of C social media and other publications — and sharing them with others.

**1 HOUR** a year meeting with a Knights of Columbus insurance agent for a free analysis of insurance needs and learning about the exclusive, top-rated programs available only to members and their families.

**1 HOUR** a year attending Mass together with your council.

That's only 24 hours a year. It's not a lot of time — but it is time well spent. It's rewarding. It's life changing. Ask them to join today.



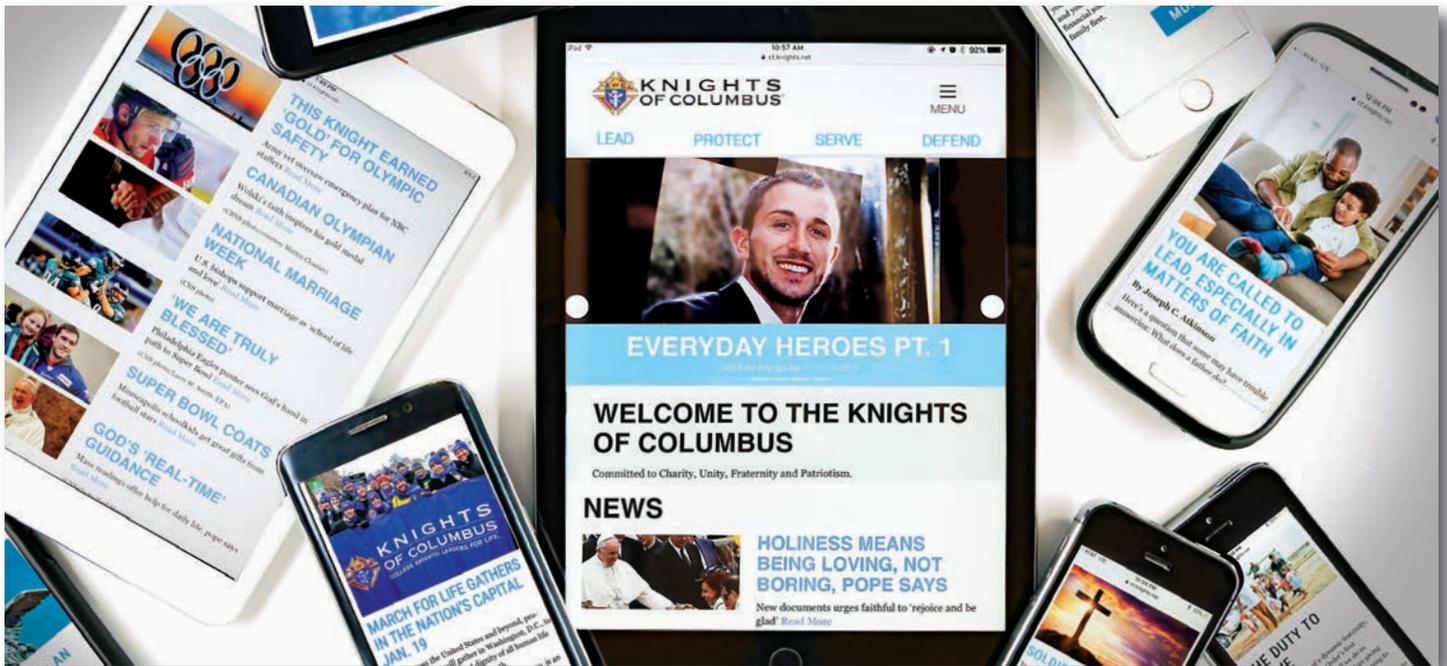
# Why Promote Online Membership

For a lot of men, being able to become a Knight in just minutes is simple and appealing. Once he knows he can join online, he's much less likely to say he "doesn't have time" and much more likely to ask for the URL to sign up ([kofc.org/joinus](http://kofc.org/joinus)).

Joining online isn't the end of a prospect's membership journey. Knights who join online still have the opportunity to be a part of your council, and all the charitable and fraternal events you hold will encourage him to make the most of his membership. Let him know about your council's Faith In Action programs and about the Knights' top-quality insurance. Remind him that from your Holy Hours to Habitat for Humanity builds, there is something for everyone.

And since joining online only takes five minutes, you can spend more time talking about what it really means to be a Knight — and all the ways his life, and that of his family, will change for the better.

Remember to share your council number with prospective Knights so they can include it on the online form. By doing so, they'll be connected with your grand knight and financial secretary (grand knights and financial secretaries can access this list via the Prospect Tab on Officer's Online). Your council then has a pool of men who are Knights and already are invested in the Order, to help your council grow.



## Who Are the Knights of the Future? Men Who Lead, Protect, Serve, Defend

*Picture your council one or two decades from now. If your council doesn't attract new members now, it won't be there in the future. Here's four types of men to invite to your council:*

- Catholic men willing to step up and live out their faith. Your council can help men to answer that call to do more, and to be more.
- Men who want to give their families the Catholic difference. Your council's field agent can help them find top quality financial products, backed by our ethical and faith-first business practices.
- Men who are ready to make an impact. Your council can help men put their faith into action and give back — in your community, in your parish and on a global scale.
- Men who are not afraid to stand up for life, liberty and family. By joining, men add their voices to those of nearly two million members upholding the faith and the truth.

*Future members aren't that different from Knights of today. But it is up to you to welcome them.  
Seek them in your community and invite them to join.*



## DO MORE

### A CHALLENGE AND MESSAGE FROM SUPREME CHAPLAIN ARCHBISHOP LORI

*Jesus said,*

*“My children, I will be with you  
only a little while longer.*

*I give you a new commandment:*

*love one another.*

*As I have loved you,*

*so you also should love one another.”*

— Gospel for May 19, Jn 13:34

We have heard this teaching of Jesus before, but do we personalize it and truly know it to be true? Each one of us is called to love one another in the most profound way — by caring about others’ eternal well-being. But Catholics in America today are, sadly, not known for loving one another to the point that we risk sharing our faith with others. One recent poll found that only 6% of Catholics believe sharing their faith is a “high priority.” Jesus invites us to do more, and he does not call the equipped; he equips the called.

### This Month’s Challenge

This month, I challenge you to invite one person out for coffee, to your home or an event at your parish. Tell them what you enjoy about the Catholic faith. If they have been away from the Catholic Church, invite them back. If they are not Catholic, ask them if they would consider joining. Either way, be welcoming and nonjudgmental in your conversation.

## One More Reason To Join: Disability Insurance

*Men looking at joining the Knights probably don’t have disability insurance. But they — and you — need it.*

### **What is disability income insurance?**

It helps replace lost income when Knights are unable to work due to a disability resulting from an illness or accident.

### **Who needs it?**

Disability income insurance helps protect a Knight’s most important financial asset — their paycheck — so it should be part of every Knight’s planning.

### **How does it work?**

Knights of Columbus disability income insurance policies provide a monthly benefit over the course of a designated period, helping replace the income Knights would have received if they were able to work. Knights are free to use their disability income benefits in any way they see fit — just like they would with their own paycheck.

*Learn more by clicking*

*[www.kofc.org/un/en/insurance/disability-income.html](http://www.kofc.org/un/en/insurance/disability-income.html)*

## Grand Knight’s Checklist

### Upcoming Deadline

- June 30 — *Columbian Award Application* (#SP-7), *Round Table Report* (#2630), *Civic Award Application* (#2321) and *Report of Officers Chosen* (#185).

### Planning

- Determine if your council qualifies for the Star Council Award. If not, plan how to qualify by June 30:
  - ✓ Schedule one or more degree ceremonies before the end of the fraternal year.
  - ✓ Invite your field agent to upcoming meetings and events, giving members the opportunity to learn about insurance benefits.
  - ✓ Identify next year’s council officers and chairmen nominees.
  - ✓ Visit [kofc.org/webinar](http://kofc.org/webinar) to register for and view on-demand webinars.

### Things to Do

- Verify that you’ve completed and submitted the *Survey of Fraternal Activity* (#1728).
- Confirm that your council remains compliant with the Office of Youth Protection’s requirements for all activities.
- Set up a recurring meeting with your pastor to ensure your council is supporting your parish’s mission.

# KNIGHTS OF COLUMBUS INSURANCE

## The Recruiting Power of an Agent-Run Open House

*Combining a field agent with an open house can radically grow your council.  
General Agent Brian J. Lawandus from Sarasota, Fla., shares more.*

When I first became the field agent for Barney Gonyea Council 7109 in Safety Harbor, Fla., in 2012, I noticed a huge disparity. The parish, Espiritu Santo, had almost 5,000 registered families, yet the council only had approximately 250 members. I thought to myself, “There has to be a better way to reach these parishioners and to let them know about all the good works the Knights of Columbus and the council are doing there.”

When I asked the members about their current recruiting efforts, it was apparent that they had a very basic approach to membership recruitment. They were only doing a recruitment drive once or twice a year, at which they set up an information table after Mass in the back of the church and handed out informational flyers. This method brought in about five members per year.

This was when I first approached the council about conducting an open house at the church. I explained that the reason most men don't join the Knights of Columbus is due to a lack of knowledge about what we do for the Church, the community and families.

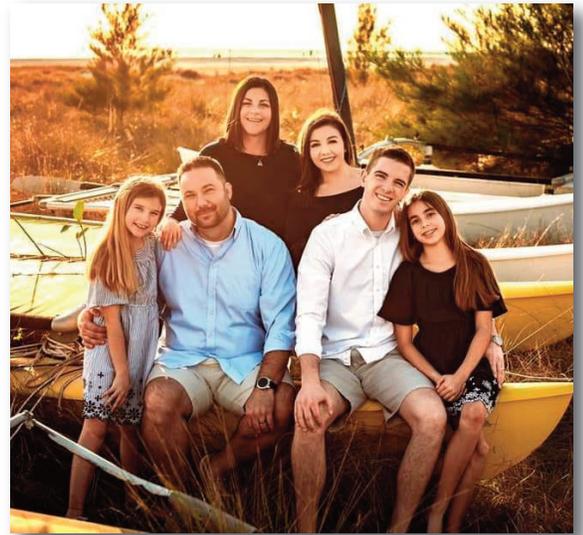
I explained what would happen during the open house: As their field agent, I would conduct a presentation about the K of C, as well as provide food and refreshments for attendees. The other council members simply needed to schedule the event, advertise it in the church bulletin, set up a First Degree ceremony for the week following the open house, and hand out some invitations. I advised them to make the invitation personal; it could not be handed out to all the parishioners after Mass. I have found in my 10 years of experience with the Knights that this was the best way to get people to attend.

The very first open house that we held at Espiritu Santo had 16 prospective Knights and their families in attendance. Twenty members of the council and the pastor also came, and they all wore their council polo shirts. Of the 16 prospective members, 12 attended the First Degree the following week, and the remaining four joined the very next month.

It was such a huge success that the council asked if we could do it once a quarter. By the end of the year, every council in my area was hosting at least two open houses a year. Within four years, Council 7109 had grown from 250 members to more than 450 members.

If you have not yet discussed holding an open house at your church with your local field agent, now is the time. Contact your agent today at [www.kofc.org/findagent](http://www.kofc.org/findagent).

*Live in the Sarasota, Fla., area and have questions about K of C insurance?  
Brian's team can help. Visit [kofclawandusagency.com](http://kofclawandusagency.com).*



*Brian Lawandus takes a moment with his family  
(Image courtesy Brian Lawandus).*

## McGivney on Membership

Shortly after the K of C charter was approved by the Connecticut legislature on March 29, 1882, Father Michael McGivney sent out the Order's first widespread membership appeal. In a letter to Catholic pastors, he outlined the mission of the new fraternal organization and said: “Hoping you will give this matter your kind consideration, and that you will exert your influence in the formation of a council in your parish, we hold ourselves in readiness to forward any information desired.”

These words may be addressed to all Knights today as we seek to grow our membership and expand the reach of our charitable programs.

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.

# KNIGHTLINE

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