

# Youth Membership Initiative

- WHY?
  - Current State Membership (end of May) is 35,844
  - Average Membership Age in the State is getting younger...but we will have increasing declines in membership because of deaths over next 20-30 years
  - Membership 80 and over (18.13%), 70-79 (19.47%), 60-69 (22.44%), 50-59 (21.03%)
  - ***Less than 10% of our State's current membership is under the age of 40!!!***

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  - 20 years from Now...even if we cut suspensions in half every year...say we recruit/keep 1,500 members a year—we will have recruited **30,000** Knights
  - If all age 60-69 and older Knights are no longer with us (and we don't recruit a new member in this demographic) we will lose **21,622**
  - If all age 50-59 and older Knights are no longer with us (and we don't recruit a new member in this demographic) we will lose **29,159**

# Youth Membership Initiative

- WHO? WHAT? HOW? (Trust the Process)
  - Interim Young Adult Membership Coordinator (Corey Coonen-2018 Fraternal Year)
  - Goal: Identify Teams of Young Members to serve as our 'TACTICAL FORCE' Team within each Diocese
  - Identify a 'Leader' within the Diocese that will chair his committee of Young Adult Membership Recruiters.

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- WHO? WHAT? HOW? (Trust the Process)
  - Goal: This Leader will serve as the Future Membership Coordinator within his Diocese
  - Roll Out Program over the next 12 months
  - Identify the Councils most in Need of Assistance with Church Drives. If no young member is available to do Pulpit Speech—a member from the Tactical Force team will attend and present

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- WHO? WHAT? HOW? (Trust the Process)
  - Goal: Be Visible as a YOUNG, VIBRANT, FAITH FILLED organization serving our church, community and families
  - Leaders within the Diocese will have monthly/bi-monthly huddles to evaluate the process, the successes and the need for any changes and adaptations needed
  - Goal: We will evaluate on a monthly basis the trends of young members joining within the Dioceses and share with the State/DD's/Councils so that they can further embrace the process and developments and 'engage' our team for assistance when needed

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- WHO? WHAT? HOW? (Trust the Process)
  - Team
    - 3-4 individuals under the age of 45
    - Preferably 'ACTIVE' members in their Parish/Parish Schools/Community
    - Comfortable with Public Speaking (would encourage them to develop their own Speech that is personalize to the Parish/Council)
    - Time Commitment: Attend 1-2 Church Drives a Month and be visible on Social Media/Follow up with individuals and attend a monthly Recruitment Round Table (conference call) and inclusion in e-mail chains/group texts

# Youth Membership Initiative

- WHO? WHAT? HOW? (Trust the Process)
- WHEN?
  - -Rolling out in July
  - -Introducing 'TEAM' to the Diocese at Diocesan Meetings
  - -Team Leads within the Diocese will attend December District Deputy Meeting for Round Table Presentation and to Discuss first 6 months results and changes to address for the next 6 months.
  - -July 2019—New Incoming Young Adult Membership Coordinator (?) and Teams assembled. Evaluate Progress of Program and Changes Needed for next Yr