

**Knights of Columbus Council #1544
Final DRAFT – Strategic Plan 3/31/15
2015 – 2018**

Introduction

Over the winter of 2014-15, the members of KC Council #1544 participated in a strategic planning process that produced the following goals, strategies and action steps. After conducting a fall 2014 membership survey, the Board (with the concurrence of the Council) formed a Planning Committee to lead the process. Over the course of four months, issues were discussed and prioritized, strategies were developed, and a consensus built around the plan documented here.

This document will serve as a guide for decision making at the Council and Board level and for individual member actions for the next three years.

Mission - The Knights of Columbus are a group of Catholic men who support the Catholic Church, provide financial protection to protect their families, and engage in works of charity to benefit the less fortunate.

Principles – Charity; Unity; Fraternity; Patriotism

High Priority Goals

ACTIVE MEMBERSHIP GOAL: Increase the number of members who are regular participants in Council activities and meet retention goals set by the Supreme Council.

Leadership: The Membership Committee, co-chaired by the Deputy Grand Knight and Financial Secretary, will be re-organized to focus on the following actions designed to boost active participation in Council activities.

Strategy A1: Lead targeted retention strategies aimed at personally inviting all members of the Council to participate regularly.

Action: Recruit participation in advanced degrees by identifying each member's degree and personally encouraging them to attain the next degree.

Action: Work with the Board to identify potential new Officers and recruit them to targeted positions.

Action: Create a tracking system for recording member participation, level of involvement and Committee outreach contacts.

Action: Create a mentorship program for experienced Knights to encourage and support new Knights during the first two years of membership.

Strategy A2: Target new and existing activities as opportunities to invite new or non-active members to participate.

Action: Work with the Board to focus any new events toward ones that will be fun and attractive for members individually, and others for family participation.

Action: Work within the Faith Development Goal and the Board to build participation at Bible Studies and other small group events.

Action: Every member gets at least one call a year inviting them to meetings or events, thanking them for past participation, etc.

Tools: A1 Tracking system; Board and Committee membership for calling; internal communications; Participation Builder Chart; Supreme Council Retention Forms; Website, meeting and activity sign-in lists.

PUBLIC AWARENESS GOAL: Improve the visibility and recognition of the good things the Knights do in our community.

Leadership: The Chancellor and Trustees, based on their experience and knowledge of events, will form a Publicity Committee and be responsible for implementing the following public awareness activities.

Strategy P1: Develop the Council website as a key communications tool.

Action: Keep the website updated with current Council information and events.

Action: Publicize the website as a key means for members to sign up for events/activities and read Council news.

Action: Develop the appropriate social media presence to connect our members and augment our website.

Strategy P2: Create a routine system for distributing relevant information to the media and public.

Action: Assign photographers to take pictures of all noteworthy events/activities.

Action: Maintain a list of all external media contacts and parish/council media sources and distribute photos and stories as appropriate.

Action: Highlight and publicize community activities that individual or small groups of Knights participate in independently.

Strategy P3: Maximize the publicity value of our community events.

Action: Distribute pre- and post-event press releases, with photos, to all media. Identify the events that have the highest community impact value and recruit media to directly cover the event.

Action: Create a new or partner with an existing community event to become the primary/signature charity recipient of that event.

Strategy P4: Maximize our “Brand” presence in our Council’s parishes.

Action: Utilize parish media (websites, bulletins, newsletters, bulletin boards) for information about KC events, accomplishments, and participation opportunities.

Action: Improve the physical branding of the KC’s in the parishes by placement of KC brochures, highlighting our logo on our parish investments/donations (statues, wheelchairs), etc.

Medium Priority Goals

NEW MEMBER GOAL: Increase the number of new members, including younger men, transfers to the parish, and converts to the faith, according to the goals set by Supreme Council.

Leadership: The Membership Committee will lead recruitment efforts across the Council. All Council members will support the Committee by identifying potential new members.

Strategy M1: Target younger (under 40) parish men for recruitment toward the First Degree.

Action: Support the Newman Center, Confirmation classes and other young adult groups through activity support, volunteer presence, etc.

Action: Identify young men who are active in the parish or school for 1st Degree recruitment and personally call/invite them to join the Knights.

Action: Conduct ongoing recruitment marketing through direct mail, the parish bulletin, the website, and at events.

Action: Hold at least three 1st Degree events per year, using both traditional and video-based ceremonies.

Action: Knights can encourage their sons, nephews, grandsons, etc. to join.

Strategy M2: Identify and recruit transfers from other parishes for membership in the Knights.

Action: Partner with the parish secretary to receive notification of all transfers to the parish who are potential or current Knights.

Action: Follow up on parish transfers with a personal phone call.

Strategy M3: Identify and recruit new Catholics/converts to the faith for membership in the Knights.

Action: Partner with the parish RCIA director to receive notification of all newly converted Catholics who are potential Knights.

Action: Follow up with new converts with a personal phone call.

Tools: Partnerships with parish staff; Participation Builder Chart; Strategy A1 Tracking System; First Degree video

FAITH DEVELOPMENT GOAL: Find ways to provide more faith formation and education opportunities and increasing the number of members who participate.

Leadership: The Council Church Director will take the lead in the development of new faith development opportunities, supported by the Board and Council.

Strategy D1: Provide parish-wide KC opportunities for faith development.

Action: Continue the 5th Sunday KC Mass and regular Sunday rosary.

Action: Sponsor a parish-wide faith event, such as speakers, missions, classes, or youth concerts.

Strategy D2: Promote member Knight's participation in faith retreats.

Action: Advertise appropriate parish or diocesan retreats at meetings, in the bulletin, and on the website.

Strategy D3: Promote Catholic media to our membership.

Action: Encourage listening to and support of the local Catholic radio station.

Action: Encourage viewership of Catholic TV and YouTube-type channels.

Strategy D4: Select, record and promote appropriate faith-based educational videos.

Action: Select videos appropriate to feast days, parish activities, current events or bible passages and promote them at meetings, on the website, and other communication tools.

Action: Record the Mass (particularly the Homily) at KC meetings and post to the website.

Action: Create a Council YouTube channel for sharing our favorite faith-based educational videos.

Strategy D5: Create and promote a new KC bible study.

Action: Work with our Chaplain to select materials and organize one or more member-led bible studies.

Tools: Internet, TV and Radio channels; Council website;

FAMILY INVOLVEMENT GOAL: Make it easier and more welcoming for the families of Knights to participate in select Council activities.

Leadership: The Board is responsible for identifying family-appropriate activities and promoting family involvement.

Strategy F1: Identify and promote family-friendly volunteer opportunities.

Action: Identify current volunteer opportunities that are appropriate for family participation and promote their involvement.

Action: When creating new volunteer opportunities, determine their “family” appropriateness prior to implementation.

Strategy F2: Create additional fun family KC activities.

Action: Enhance the summer picnic with simple, cost-effective games and tournaments.

Action: Select one or two KC-organized family outings per year, i.e. Buena Vista tubing, bowling, camping, retreats, skeet shooting, etc.

Action: Organize KC family night outing at a BSU or Axeman game.

Tools: Council website, email and newsletter;

Other Issues/Goals and Ideas – These lower-priority goals do not have targeted actions or resources assigned to them, but will be addressed as opportunities become available.

Leadership Development – Continually identifying and cultivating up and coming members for leadership roles in the Knights of Columbus.

New Member Retention – Increasing the retention rate of members who have chosen to join the Council.

Smart Use of Resources – Becoming smarter about the use of our financial, volunteer and brand resources to pursue activities that produce better social and charitable results.

- Help elderly with minor home improvement
- Shoveling sidewalk for an elderly person, community outreach

Defining Our Vision – Creating a common language among the Council’s members about what the Council does and why, and why they should become an active member.

- Press releases – pictures in paper, etc.

Insurance – Better leverage state and local KC resources to improve participation in the KC insurance program while being less intrusive on the other pillars of Knighthood.

Grow the Pool of Potential Recruits – Increase the pool of potential Knights involved in the parish through greater involvement in parish evangelization and recruitment efforts.



Knights of Columbus Participation Builder Chart



Generally increasing involvement in faith, parish and Knights of Columbus ➔

Fallen Away	Connected	Active	KC Member	Knight	KC Leadership
<p>Born/raised or married into the faith <i>Received Sacraments</i> Faith challenged <i>No current personal connection</i> May or may not be registered in a parish <i>May have explored other churches/faiths</i></p>	<p>Attends Mass occasionally (mostly holidays) <i>May send children to RF, school</i> Has friends who are members, but may not know it <i>Passing familiarity with catechism</i> Main faith formation is the news</p>	<p>Attends regular Mass, but inconsistently <i>Sends children to RF, maybe parish school</i> Familiar with Priests <i>Is aware of other parish activities</i> Attends occasional social, faith or volunteer activity outside Mass <i>May volunteer</i> Socializes with other parishioners <i>Identifies with parish and faith</i></p>	<p>Attends occasional meetings <i>Attends Mass regularly</i> May volunteer for a Mass ministry <i>May volunteer for KC activities</i> Lives KC principles <i>Explores faith through reading, media or discussion</i> Builds friendships through the KC's <i>Also involved in parish/school groups or activities</i></p>	<p>Attends most meetings <i>Volunteers for KC activities regularly</i> Attends non-Mass faith activities regularly <i>Recruits new members</i> Will travel for KC functions or meetings <i>Involves family in KC events</i> Donates to KC funds or causes <i>May be involved in parish/school leadership</i> Attends faith building class, retreat, etc.</p>	<p>Runs for a KC officer position <i>Chairs an activity</i> Attains the 4th degree <i>Participates in District or State activities</i> Advocates/speaks publicly for the Knights <i>Involved in parish or school leadership</i> Participates in formal faith development or learning opportunities</p>

- Categories are a general guide to involvement, not absolute definitions. Each category builds upon the previous categories.
- Individuals may be represented across multiple categories. Your category is where you feel you are best represented.
- Councils and individuals should use this as a guide for recruitment and personal development.

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