



Knights of
Columbus®

THE MISSION STARTS NOW



Service Programs Personnel Training
Membership and Retention Directors



FAITH
FAMILY
FRATERNITY
PATRIOTISM



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Membership Director & Retention Director

AGENDA

1. Kickoff: The Scorecard & The Two Jobs
2. Organize Your Membership & Retention Team
3. Build a Standing Prospect List
4. Invite & Close: The Ask
5. Plan & Run Your Fall Membership Drive
6. Plan & Run Your Spring Membership Drive
7. Turn Every Programming Event Into a Mini Drive
8. Schedule Monthly Exemplifications
9. Re-Launch the Shining Armor Award
10. Your Seat at Business & Officer Planning Meetings
11. Action Planning & Commitments





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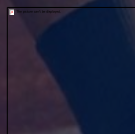
The Scorecard & The Two Jobs

The **Membership Director**
drives new growth.

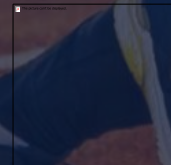
The **Retention Director**
keeps existing
members active.



FAITH



FAMILY



FRATERNITY



SERVICE



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Organize Your Membership & Retention Team

MISSION
+
GOALS
=
MOMENTUM

Lead with Vision.

Lead with Purpose.

Lead with Courage.



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Build a Standing Prospect List

ENERGY AND
PERSISTENCE
**CONQUER
ALL THINGS**



“*When every area is strong, our councils thrive and our mission advances.*”





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Invite & Close: The Ask

Build a 30-second invitation:

- two **TALKING POINTS**
- one **PERSONAL LINE**
- one **DIRECT QUESTION**



MISSION



TEACH



SERVE

*Tell a story, **never** a pitch.*





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Plan & Run Your Fall Membership Drive

Set the date in
September or
October



*Pick the actual Fall date
(within the next 90 days) and name
two **Invitation Team Captains***





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10 Minute Break



FAITH

FAMILY

FRATERNITY

SERVICE



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Plan & Run Your Spring Membership Drive

Set the date in
February or
March



Hold the
Exemplification
before June 30





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Turn Every Programming Event
Into a **MINI DRIVE**



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Schedule Monthly Exemplifications

Put an Exemplification of
Charity, Unity and
Fraternity on the calendar

EVERY SINGLE MONTH



CHARITY

UNITY

FRATERNITY

PARIOTISM



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Re-Launch the Shining Armor Award



Presented To

Chris P. Bakon

For his Outstanding Accomplishments
in _____ Council _____ of the
Knights of Columbus

Patrick Kelly
Supreme Knight

Ricardo Ulanes
Grand Knight

John A. Marrella
Supreme Secretary

Date



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10 Minute Break



FAITH

FAMILY

FRATERNITY

SERVICE



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Your Seat at Business & Officer Planning

Standing membership / retention report as a fixed
agenda item at **every business meeting.**



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Action Planning & Commitments

WHAT GETS **MEASURED**
GETS **IMPROVED**

“

*You cannot
consistently hit
a target you
never identify.*

”

Goals create focus



MY PERSONAL COMMITMENT



- ☐ Fall Drive:
- ☐ Spring Drive:
- ☐ Monthly Exemplification Dates:
- ☐ Shining Armor Coordinator:
- ☐ 15-minute Scorecard Review at Officer Meetings:



Write your personal commitment — name, action, date —
on your handout and give it to the Membership Director.



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Closing Prayer

