



# **Utah State Council 2021-2022 Organizational Meeting**

## **Break-Out Session**

### ***Presentation on Membership***

Bill McCauley  
State Membership Director





# Knights of Columbus

- WE ARE AN ORGANIZATION LIKE NO OTHER.
- 1.9 million members worldwide, and growing.
- An organization that, since 1882, has raised over a billion dollars for countless charitable causes.
- WE ARE MEN OF FAITH. Guided not only by our belief in God and the Catholic Church, but by our belief in each other and in ourselves.
- WE ARE THE KNIGHTS OF COLUMBUS.
- An organization strengthened by the successes of our past, and driven by our goals for the future.
- Dedicated to four key areas of service—faith, family, community, and life.
- Dedicated to making a difference.
- Our principles are Charity, Unity, Fraternity, and Patriotism.

UTAH KNIGHTS OF COLUMBUS





# Membership

## YOUR MEMBERSHIP TEAM

*"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." --Andrew Carnegie*





# Membership

**State Membership Director: William McCauley**

Name	Title	Major area of responsibility
Andy Airriess	State Online Membership	Online Member contact and assignment, council notification
Greg Keller	State New Council Development	Establish target and work with DD/State
Ryan Graveley	State Membership Retention	Assist Councils, train and work with councils
Bill Kelly	State Council Retention	Assist councils and state
Bill Kelly	State Council Reactivation	Assist councils and state
Bill Kelly	State Roundtable Chairman	Identify accurate RTs, assist with setting up meetings
Rafael Castillo	Hispanic Membership Chairman	Recruit in Hispanic community

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# Hispanic Growth and Development

- Over 58 Million Hispanics in USA.  
55% are Catholics
- Hispanic population anticipated in 2060 is 119 Million
- Since 1960, Hispanics makeup 70% of Catholic growth in USA
- Spanish website [kofc.org/es](http://kofc.org/es)





# Council Team

- District Deputy
- Grand Knight
- Membership Director
- Field Agent
- Priest, Deacon
- Members







# District Deputy

- **Aid councils in your district with membership recruitment and ensure the exemplification of frequent Ceremonials.** Membership growth is essential to the success of each council and our Order. With the addition of each new member, each council is better able to serve its parish, its community and our Order. For information on recruiting, visit [kofc.org/drive](http://kofc.org/drive).
- **Help councils in your district earn the Star Council Award.** The Star Council Award recognizes those councils that conduct well-rounded service programs, while succeeding with membership recruitment and insurance growth. Visit [kofc.org/star](http://kofc.org/star).
- **Promote our Order's top-rated insurance program.** Use the information available at [kofc.org/insurance](http://kofc.org/insurance) to learn more about our insurance products
- **Assist councils in your district in setting realistic goals** On your official council visits, ask the questions: Is the council better than it was previously? What can be done to help more people? How can we do this better? Did the council meet its goals? Were the goals achievable? The answers to these questions will help move the council forward





# Council Membership Director

- Appointed annually by the Grand Knight
- Oversees recruitment and retention for the council as well as insurance promotion
- Collaborates with the grand knight in setting the calendar of membership programs for the fraternal year
- Manages the recruitment and retention committees and insurance promotion chairman as they implement the council's membership growth program
- Ensures that Membership Applications (#100) are transmitted by the Financial Secretary to both the Membership Records Department at the Supreme Council and the general agent
- Keeps the council's public relations chairman informed of all membership programs and activities for promotion to the parish community and to local media







# Council Membership Plan

- Who are you? What is your Council famous for? What should it be famous for?
- Delta Church Drives
- Membership Events
- Ceremonials
- Effective utilization of online memberships
- Encourage membership in the Patriotic Degree





# Poster



**KNIGHTS  
OF COLUMBUS**  
IN SERVICE TO ONE. IN SERVICE TO ALL.



## Welcome to the Utah Knights of Columbus!

In a culture that is often hostile to religion or public reference to God, the Knights of Columbus provides inspiring resources to help Catholic men grow in their faith and become better husbands and fathers.

I encourage you to find a council close to you. Outside of the Salt Lake City area, the councils are more spread out in Utah. If there are no close councils, feel free to help out with state programs.

If you have any questions, email our membership director:

**[williammccauley@comcast.net](mailto:williammccauley@comcast.net)**

## JOIN THE KNIGHTS OF COLUMBUS

Since 1882, membership in the Knights of Columbus has been open to men 18 years of age or older who are "practical" (practicing) Catholics in union with the Holy See. Since that time, the Knights of Columbus has understood "practical catholic" to mean a Catholic who 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, in good standing with your Catholic Faith.

### Scan here to Join Today.

Now through December 31, 2021

Enter Promo Code **MCGIVNEY2020**

for 12 months of free online membership.



# UTAH KNIGHTS OF COLUMBUS





# Pew Cards



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# UTAH KNIGHTS OF COLUMBUS





# Exemplifications

- OUR MEMBERS NEED TO HEAR THE LESSONS CHARITY, UNITY, AND FRATERNITY.
- OUR NEWEST MEMBERS CANNOT BE MEMBERS OF A COUNCIL UNTIL THEY EXPERIENCE AN EXEMPLIFICATION.
- EXEMPLIFICATIONS ARE OUR GATEWAY TO FOSTER MEN TO BE OUR LEADERS OF TOMORROW.
- EVERY DISTRICT SHOULD HAVE AN EXEMPLIFICATION TEAM.
- Each Council should schedule one live Exemplification every quarter. Live or virtual Exemplifications will be scheduled as necessary.
- Each District Deputy must schedule and conduct an Exemplification at least once per quarter on average in his district.





# State Exemplifications of Charity, Unity, and Fraternity

Month	Date	Time	Host Council or Parish	Location
July	7/13/21	7:00 PM	D6 - 5214	St Francis Xavier
August			D2 – 5502	St Olaf
September			D1 – 9849	St James, Ogden
October			D4 – 1136	St Francis, Orem
November			D7 – 13297	St Vincent de Paul
December			D11 – 15418	St Ambrose
January 2022			D3 – 12181	St John the Baptist
February			D10 – 6010	St Rose of Lima
March			D8 – 11246	Christ the King
April			D9 – 9731	Our Lady of Lourdes
May			D6 – 8350	St Peter & Paul
June			D5 – 7401	St James, Vernal

UTAH KNIGHTS OF COLUMBUS







# Sir Knights

- **Standing Firm in Support of the Order**
- Knights of the Patriotic Degree are dedicated to the personal development and continued honor of brother Knights. We are always there to offer leadership, guidance, and encouragement.
- **Proudly Serving the Country**
- Knights of the Patriotic Degree glorify God by serving our communities and nations as though Christ were the one being served.
- **Unwavering Support of the Faith**
- Knights of the Patriotic Degree hold unwaveringly to what is right and honorable, working to keep God in the civic arena, serving the life of the Church, and defending laws that recognize the sanctity of life and true religious liberty.
- **Honoring the Legacy of Knighthood**
- The Color Corps is an elective division of the Patriotic Degree that presents a visible reminder of our service to the community.







# Online Membership

- Nearly 80% of new members started as online members
- Fast and easy
  - Knights as soon as they sign up
  - No wait for insurance
  - Columbia magazine reinforces benefits of membership





# Online Membership Process

- **English:** [www.kofc.org/joinus](http://www.kofc.org/joinus)
- **Spanish:** [www.kofc.org/apps/joinus/es/registration/index.html](http://www.kofc.org/apps/joinus/es/registration/index.html)



English



Spanish

*Give the candidate your member number so you get credit for the recruitment and your council number so the candidate appears in your council's Candidates tab.*





# Online Membership Process

## On Signup:

- Emails sent by Supreme to GK, FS, Membership Director, Online Membership Coordinator (OMC)
- If no council identified, OMC contacts the new Knight to confirm.
- Emails sent to candidate and GK





# Online Membership Process

## No-Nos:

- Completing the online application for a member even if they have asked you to do it.
- Collecting information from a man on a form 100/prospect card and using it to sign the member up for online membership.
- Creating an email account for a member so they can complete the online membership process.





# Online Membership Process

## Control:

- Council votes on new member
- Candidate takes the exemplification before or after the vote.
- [www.kofc.org/ceremonials](http://www.kofc.org/ceremonials) Invitations are on the **"Online Exemplification"** tab.
  - English: <https://www.kofc.org/en/resources/for-members/ceremonials/online-invitation.pdf>
  - Spanish: <https://www.kofc.org/es/resources/for-members/ceremonials/online-invitation.pdf>
  - French is also available!





# Online Membership Process

## After Vote:

- In-person degree
  - Form 100
  - Member Management
- Online degree:
  - GK and FS get emails confirming the successful taking of the degree
  - Member Management/Form 100 to bring them into the council







# Online Membership Process

## Member Management:

Supporting Applications

Membership Reports Forms Publications Prospect **Candidate**

Pending Members

Search:

Created Date	Name	Email	Ceremonial/ Process Date	Action
04/08/2020	Charles Harris	Charles@gmail.com	<input type="text" value="MM/DD/YYYY"/>	<div>Add</div> <div>Process</div> <div>Delete</div>

1 Next





# Online Membership Where?

## Asking Men to Join:

- Web site
  - Council
  - Parish
- Social Media:
  - Facebook/Twitter
- Posters in gathering space/hall
- Parish email/Flocknotes





# Online Membership Best Practices

- Have the online member register with his own device, but you are permitted to have your device available for prospective members to use.
- Avoid any disruption in the process: When you plan a church drive, or have recently had multiple members join from a single device, please notify Supreme before the event (ideally) or soon after the event. This will ensure that Supreme understands the reason for the IP addresses that will (or have) been used for multiple online memberships.
- Send an email to **[councilgrowth@kofc.org](mailto:councilgrowth@kofc.org)**.





# Online Membership Shoutouts

## Councils:

- 9849 St. James the Just – Ogden
- 6010 St. Rose of Lima – Layton
- 14239 St. Andrew – Riverton
- 5347 St. Henry – Brigham City





# Online Membership Support

## Who:

- Andy Airriess
  - 801-201-2865, [aaairriess@msn.com](mailto:aaairriess@msn.com)
- Bill McCauley, Membership Director
- Your District Deputy (DD)
- Other state officers
- Fraternal Benefits Representative





# Goals

- Nick Nielson







# Ceremonials Exemplifications

They are still required!

The new ceremonial is  
shorter

public! [www.KofC.org/Ceremonials](http://www.KofC.org/Ceremonials)

effective

readable (memorization is optional)





# Ceremonials Exemplifications

Similar requirements to have one:

Equipment / Supplies

Candidate Kits (rosary, pin, etc.)

Constitutional Roll

...but updated

No ceremonial robes





# Ceremonials Exemplifications

## State Team Is Available to Help! Two Ceremonial Kits (for loan)

Councils still need their Constitutional Roll, and Candidate Kits.

Who has them? (a) State Warden, (b) Ceremonial Director

**Ceremonials** are listed on the state council website calendar

[www.UtahKnights.org/State-Calendar](http://www.UtahKnights.org/State-Calendar)

(District Deputies update the calendar, so tell them!)





# Ceremonials Exemplifications

WHO WE ARE

WHAT WE DO

GET INVOLVED

NEWS HUB

## CEREMONIAL RESOURCES

**This is not the page for candidates!**

To order supplies for ceremonials, please visit [kofc.org/supplies](http://kofc.org/supplies)



EXEMPLIFICATION



ONLINE EXEMPLIFICATION



PROTOCOL



INSTALLATION OF OFFICERS

## EXEMPLIFICATION OF CHARITY, UNITY AND FRATERNITY SCRIPT #10991 AND VIDEO

Download and use this script to conduct the Exemplification of Charity, Unity and Fraternity. Grand Knights and Financial Secretaries can purchase hard copy scripts through [Supplies Online](http://Supplies Online). While we prefer that the ceremony be performed live, it is acceptable to have candidates participate in the ceremony using the pre-recorded video.

If your question is not answered in the FAQ document, please feel free to email your question to [ceremonials@kofc.org](mailto:ceremonials@kofc.org).

DOWNLOAD

~~WATCH & DOWNLOAD~~

FAQ'S





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EXEMPLIFICATION



ONLINE EXEMPLIFICATION



PROTOCOL



INSTALLATION OF OFFICERS

## ONLINE EXEMPLIFICATION SCHEDULE & CANDIDATE INVITATIONS

The online Exemplification of Charity, Unity and Fraternity is available on-demand and at scheduled dates and times. Invitations are available for download below and the schedule for the month is listed as well. Before inviting a candidate to participate in the ceremony, make sure your council has completed their standard admissions process and has collected the information needed for his form 100. Councils must file a Form 100 for all candidates who complete an online exemplification.

• [View On-Demand](#)

ENGLISH INVITATION

**Scroll down for Spanish (and French)**  
**[www.kofc.org/Ceremonials](http://www.kofc.org/Ceremonials)**  
**Click the Online Exemplification Tab**





# Ceremonials Exemplifications

**Welcoming Online Members into your council is as easy as**

- A.** Council votes to accept the member.
  - i. Can be done electronically (virtually), or during the Council Meeting.
- B. Candidate attends the new ceremonial** (Charity, Unity, Fraternity).
  - i. Online Exemplification anytime! Send invitation (PDF) from [www.KofC.org/ceremonials](http://www.KofC.org/ceremonials) (candidate enters your **council #** and selects "**Online Member - I am joining a council.**")
  - ii. Local team can host a live ceremonial, or even a virtual ceremonial.
- C. Financial Secretary – "Form 100" Paperwork**
  - i. Using the "Prospect Tab" in **Officers Online** (if he is listed there).
  - ii. Using the "Candidate Tab" in **Officers Online** (a.k.a. the "electronic Form 100"). **Officers Online** is [www.kofc.org/oo](http://www.kofc.org/oo)
  - iii. As a transfer on the paper Form 100 (send PDF to Supreme via email).







# Growing Council Membership

**Welcoming Online Members into your council is as easy as**

- A.** Acceptance by council vote.
- B.** Bring to new ceremonial (Charity, Unity, Fraternity), can be virtual.
- C.** Confirm new status with supreme ("Form 100").





# Welcoming New Members into your council is as easy as...

- A.** Acceptance by council vote.
- B.** Bring to new ceremonial (Charity, Unity, Fraternity), can be virtual.
- C.** Confirm new status with supreme ("Form 100").
- D.** Dues need to be paid!

...or did he join online? Dues already paid! [www.KofC.org/joinus](http://www.KofC.org/joinus)  
(He enters your **council #**, and the **proposer's membership #**)





# Ceremonials Exemplifications

## **REPORTING IS IMPORTANT!**

### **Form 450**

Usually Submitted by the District Deputy  
If no DD present, a council officer (e.g., GK, FS)  
can fill it out and send to the DD.

[www.KofC.org/Forms](http://www.KofC.org/Forms)

#450

Degree Exemplification Report

PDF

Online  
(Preferred  
Method)

**DO NOT use the online version! It's not updated  
for the new ceremonial, and the link is broken  
anyway)**

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# Form 450

## [www.KofC.org/Forms](http://www.KofC.org/Forms)

Jurisdiction:	Utah	District Number:	1 - 11
Degree Date:	07/01/2021	Host Council Number:	12345
Submitted by:	Your Name Here		
Title:	Your Title Here	Membership #:	(check your card)

**Only submit one report per Degree.**  
**DO NOT report multiple Degrees on a single form.**

Degree Exemplified (Check only one):

☒ Exemplification of Charity, Unity and Fraternity

Location: ☒ Church ☐ Council Chamber ☐ Other

☐ Admission/1st Degree

Team Council:

☐ Formation/2nd Degree

Team Name:

**Not this part!**

☐ Knighthood/3rd Degree

Conferring Officer Name:

Honoree (If Designated): (Select one in advance)

Total Number of Candidates: **TOTAL =** New Members + Online Members + Advancing Members

Length of Degree: Usually 30-40 minutes. Note: Total observers excludes candidates & team

Candidate Details (for Exemplification of Charity, Unity and Fraternity only)

New Members: Priests: \*\* Online Members : Advancing Members:

Total Observers: Everyone Else \*\* **Except candidates & team!**

**\*\* Priests are the only ones that would be counted twice**  
Participating Councils – New Members Only

Council Number	New Members	Council Number	New Members	Council Number	New Members
<small>Skip This Line</small>	<small>Text is Small</small>				
321	10	123	3		

# UTAH KNIGHTS OF COLUMBUS





# Utah Incentives

- **July 1 through September 30**
- Fast Start – Best performing council by percentage of membership gain (with forms completed) gets a state hosted steak BBQ (approx. \$300). Minimum of 25% membership gain.
- **Quarterly** (*Fourth Fraternal Quarter ends June 15, 2022 for this award*)
- Top Recruiter per quarter receives \$150 (minimum **3** Recruits)
- If no winner in a Quarter, Award Money is added to next Quarter
- **Yearly** *thru June 15, 2022*
- Council with highest net membership gain for the year receives \$500 Per Capita credit
- **Supreme** will also offer incentives (for recruiters, councils, districts)

<https://www.kofc.org/en/for-members/resources/state-leaders/state-deputies/membership-incentives.html>





# Shining Armor Award

- The Shining Armor Award program is designed for members of your council to engage in and maintain an active level of participation in council programs and activities.
- To qualify for the Shining Armor Award, during the fraternal year, brother Knights must:
  - Be involved in at least 3 council Faith in Action programs.
  - Attend at least 3 council meetings.
  - Attend an Exemplification of Charity, Unity and Fraternity.
  - Meet with your council's insurance representative or attend a fraternal benefits night.
  - Sponsor at least one man who becomes a member of the Order.







# Have a Plan

- Leverage the “Membership” pages of [kofc.org](http://kofc.org)
- Your “one stop shop” for guidance, information, and best practices on how to grow membership
- Visit and bookmark the pages yourself at [kofc.org/membership](http://kofc.org/membership)





# Online Resources

- [www.kofc.org](http://www.kofc.org) Supreme Council Website
- [Recruitment Strategies](https://www.kofc.org/en/members/membership/recruitment-strategies/index.html)

<https://www.kofc.org/en/members/membership/recruitment-strategies/index.html>

- [Pocket Flipchart](https://www.kofc.org/un/en/resources/membership/localcouncil.pdf) (#2041-05)

<https://www.kofc.org/un/en/resources/membership/localcouncil.pdf>

- [Inviting Men to Join](https://www.kofc.org/en/for-members/resources/membership-growth/index.html?1tab=1tab2)

<https://www.kofc.org/en/for-members/resources/membership-growth/index.html?1tab=1tab2>

- [Why Join Brochure](https://www.kofc.org/joinus/resources/en/why-join-brochure.pdf) (#10537 7-17)

<https://www.kofc.org/joinus/resources/en/why-join-brochure.pdf>





# Online Resources

- Faith in Action (FIA) Member Interest Survey

- As a PDF (#1842 2/21)

[https://www.kofc.org/un/en/resources/membership/interest\\_survey.pdf](https://www.kofc.org/un/en/resources/membership/interest_survey.pdf)

- As a Google Form Online

<https://forms.gle/iqTNQry1fDGHNpXP8>

- Membership Growth Checklist

<http://www.kofc.org/en/news-room/knightline/membership-growth-checklist.html>

- Recruiting Strategies and Resources

<https://drive.google.com/drive/folders/1TGmoh3wenAeoxQL88QLjXYCUOOIEzKeI?usp=sharing>





# Star Award

## 2021 – 2022 Fraternal Year

- The Star Council Award recognizes outstanding achievement in membership, insurance and programming. [KofC.org/star](https://kofc.org/star)
- In order to achieve the Star Council Award, a council must earn the Father McGivney, Founder's, and Columbian Awards.
- Additionally, the council must submit both the [\*Annual Survey of Fraternal Activity\*](#) (#1728) and [\*Service Program Personnel Report\*](#) (#365).
- In the United States and Canada councils must also be fully compliant with applicable safe environment requirements. [KofC.org/Safe](https://kofc.org/safe)





# COLUMBIAN AWARD

- This award recognizes excellence in your council's programming and charitable outreach.
- To earn this award your council must conduct and report programs in each of the four program categories (Faith, Family, Community, and Life) for a total of 16 program credits, with four in each category.





# FATHER MCGIVNEY AWARD

- This award recognizes excellence in your council's membership growth.
- To win this award your council must meet or exceed its yearly membership quota.

McGivney & Membership (both start with M)







# FOUNDER'S AWARD

- This award recognizes excellence in your council's promotion of our top-rated insurance products.
- To win this award your council must host two approved Fraternal Benefit Seminars, in conjunction with your General Agent or Field Agent.
- Report using [Fraternal Benefit Seminar Form \(#11077\)](#)





# Utah Knights



UTAH KNIGHTS OF COLUMBUS

