





**Knights of  
Columbus®**

**“Leading the Way  
to Success!!!”**

**Robert Kish**

**Territorial Growth Director – West**

**[robert.kish@kofc.org](mailto:robert.kish@kofc.org)**

**(541) 760-2821**

District Deputy Organizational Meeting  
June/July 2023



# Agenda

- 1. You have Chosen To Be Leaders**
- 2. Your Responsibility As Leaders**
- 3. Leading on Membership Growth**
- 4. Leading on Membership Experience and Programs**
- 5. Getting off to a Fast Start**  
**You won't achieve Star the first quarter, but you can surely lose it.**



## AGENDA



# You Have Chosen To Be Leaders

- **Know that YOU are critical to the growth of the Order AND to council success.**
- **Membership intake and engagement has been challenging for some councils post-COVID.**
  - Zero recruiting councils
  - Re-engagement of members
- **The Church needs our help!**
- **You can accept excuses or respond positively.**
- **As leaders, you must set the tone for council growth and member engagement.**



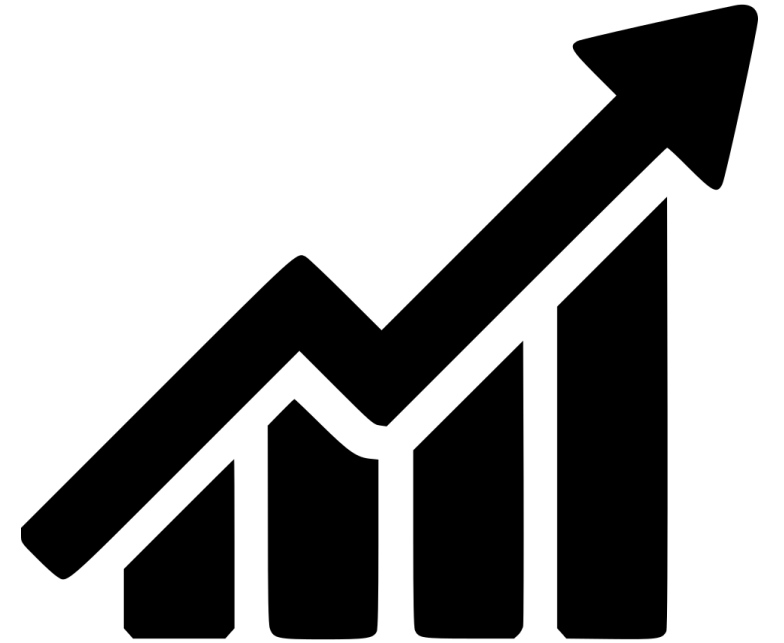
# Your Responsibility As Leaders

- **Lead by Example**
  - Be Positive
  - Inspire & Motivate
  - Teach and Train
  - Develop District and Council plans
  - Execute and Measure
  - Communicate often - and Be Present
  - Don't commiserate.
  - Be Accountable – and Enforce Accountability
- **Be men of prayer**



# Leading on Membership Growth

- **Embrace continuous improvement**
- **Be Present!**
  - Attend council meetings
  - Convene District Meetings
  - Advise Grand Knights on how to improve
- **Help councils find the right talent**
- **Encourage councils to put the best people in the right positions**
- **Share best practices regularly**



# Leading on Membership Growth

- **Go back to basics:**
  - Delta Church Drive training
  - A membership presence at every event
  - 1:1 recruiting – “talk track”
- **Create membership opportunities**
  - Plan 1 District exemplification per month
  - Promote Supreme & State Incentives
  - Design your own District incentive
  - Promote online membership and Supreme virtual exemplifications
  - Get councils the training that they need
  - Seek Growth Directors Support



# Leading on Membership Experience and Programs

- **Faith in Action Programs**
  - Get all councils active – and promoting Faith programs
    - Vivat Jesus Prayer Books
    - Eucharistic Procession Materials
    - *Into the Breach* Videos
  - Promote our programs – to your councils, members, pastors and chaplains, and to the broader community
  - Treat the Columbian Award as a roadmap to success for councils
- **New...COR.** Educate about it and promote it.





# National Eucharistic Revival!

“My Flesh for the Life of the World”

**Mission:** To renew the Church by enkindling a living relationship with the Lord Jesus Christ in the Holy Eucharist.

**Vision:** A movement of Catholics across the United States, healed, converted, formed, and unified by an encounter with Jesus in the Eucharist—and sent out in mission “for the life of the world.”

3-year initiative

- K of C is a major partner
  - Developed resources that the United States Conference of Catholic Bishops shared with every diocese in the US.
- Launch date: June 19, 2022 (Corpus Christi Sunday)
- [www.Kofc.org/eucharist](http://www.Kofc.org/eucharist) for resources
- More to come...



# Leading on Membership Experience and Programs

- **Strong programs lead to engaged members**
- **Engaged members = satisfied members**
- **Satisfied members not likely to defect**
- **Satisfied members will become advocates and will recruit new members**



# Leading on Membership Experience and Programs

- **If we give men what they want, we will never have a retention problem**
  - Find out what men are looking to get out of their membership
  - Give them every chance to get it
  - Ensure councils are welcoming to new members
  - Encourage councils to get new members involved fast
  - Councils should conduct regular member surveys
- **Help councils get credit for what they do and tell their story**
  - Make STAR the goal for every council!
  - Strive to achieve STAR District
  - Take S.E. Training. Teach councils how to get complaint
  - File SP-7's and 1728 Forms before the deadline dates



# Leading on Membership Experience and Programs

- **On time submission of new DD Council Evaluation Form DD 944 – due September 15 (hard due date!!!)**
- **Timely reporting of Fraternal Benefit Events**
- **10784 Program reports – each event...don't wait until June**
- **Open and Read Fraternal Leader Advisories**
  - Require your council officers to do the same
- **Make it a priority to attend Fraternal Webinars – and encourage your councils to do the same**
  - Promote these to your council officers and get them trained for success.



# Start Fast

- **Answer the “why” recruit – and “why now” questions for councils – share the talk track**
- **Have a written District plan**
- **Ensure that all councils have plans – ideally written plans - and work them – use the Financial Planner**
- **Instill a “culture of accountability” in all councils**
  - Ensure that council leaders lead by example
- **Ensure councils build strong relationships**
  - With their pastors – and that pastors know who we are - and what we do!
  - With Field Agents
- **Schedule Fraternal Benefit Events – 2 per year**
- **Promote Supreme, State and District Incentives**



# Thank You!

- **Remember - YOU are the key to success for the Order – AND of your councils**
- **For all you do every day to grow the Order - and to carry on the mission and vision of Blessed Michael McGivney in your District!**
- **Questions...Concerns?**

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