

Knights of Columbus Arkansas State Council Council Retention Chairman

Retaining a Council starts at its inception. A well-formed Council with guidance from the State Council and District Deputy goes a long way in keeping a Council active and vibrant. When a Council lacks guidance, it will more than likely encounter problems. There are multiple aspects of maintaining an active council.

- Conduct an orientation of the Council Officer's Duties
- Train Council Leaders
 - Grand Knight
 - Deputy Grand Knight
 - Train Financial Secretary
 - Train Treasurer
 - Train Recorder
 - Train Trustees
 - Train Membership Director
 - Train Program Director
- At least once a year renew Council Leadership Training
 - Review Membership Plans
 - Review Program Plans
 - Review Recorders Book
 - Review Council Books
 - Encourage, Educate, offer assistance

The State Council Retention Chairman is expected to attend the State Council Organizational Meeting, Mid-Year Meeting, State Convention and his Districts Deputy Meetings and all 2nd & 3rd and 4th Degree Exemplifications in your geographical region. At the Organizational Meeting the State Council Program Chairman through the State Deputy will furnish copies of promotional material including the "*Surge with Service*" booklet and goals and objectives for the fraternal year.

Council Retention Chairman

Mission

The mission of the State Council Retention Chairman is to assure that every local council understands their duties and responsibilities. To recognize weak councils and work with the Grand Knights to present programs of interest to their members, recruit new members and keep their interests.

Objective

Work with the Local Council Officers, through the District Deputy, and guide them when their council is weak or failing.

Active Council Characteristics

Active councils have the following four characteristics:

1. Active and Successful Membership Recruiting Plan
2. Program Calendar of Events in Effect
3. Strong Membership Participation at Council Meetings
4. Strong Council Leadership

Membership Recruiting Plan

The membership recruitment plan includes a membership drive calendar, alternate membership campaigns, and an active Admission-Retention Committee.

This means they complete a membership drive calendar at the beginning of each fraternal year where they – identify Church locations for membership drives for the entire fraternal year and identify planning dates in addition to drive dates. For example, they identify the dates to contact the pastor and the dates to submit articles to the parish bulletins.

Alternate membership campaigns include a telephone campaign at local churches and an “existing membership” recruitment campaign.

An active Admissions-Retention Committee will – ensure every new member has a mentor in the council, get new members involved and active, keep suspensions to a minimum, and meet regularly with the Membership and Program Directors.

Answer these questions to help test the effectiveness of the membership recruitment plan:

- Does the council have more new members per year than suspensions and deaths?
- Are suspensions primarily from relatively new members?
- Are the reasons for suspensions being identified and evaluated?
- Is the average age of council membership increasing or decreasing?

Calendar of Events

Develop a program calendar of events at the beginning of the fraternal year for the entire year and review it regularly to eliminate old functions and incorporate new ones.

Answer these questions to help test the effectiveness of the calendar of events:

- Are Program Chairpersons readily available?
- Are Programs well attended by membership?

Membership Participation at Council Meetings

Answer these questions to help test the effectiveness of membership participation:

- Are there more members than officers at council General Business Meetings?
- What can be done to improve attendance?
- What can be done to improve communication?

Strong Council Leadership

When council leadership is strong, officers are moving up the chairs, willing to accept positions of responsibility, and are receiving the full support of the membership.

Objectives

- Start new programs that will show the Order and the State of Arkansas that we do know how to maintain a strong membership through active councils.
- Have councils that help their communities, churches, and youth at all levels.
- Make sure that all current State and Supreme programs are properly conducted in each council in Arkansas, so that everyone can benefit from the results of a successful program.
- Current programs, such as, Free Throw, Family of the Month/Year, or Corporate Communion, continue to grow stronger and that the Knights of Columbus will become more visible to the public.

Method

Rebuilding a Failing Council

A failing council needs vast improvement in a majority of the above areas. The District Deputy should contact the State Council Retention Chairman. Both of them will meet with council officers to offer encouragement and support and review and update the current membership list from Supreme.

The District Deputy and the State Council Retention Chairman then meet with the council Chaplain, identify a leader in the council willing to spearhead the activities with the Grand Knight to rejuvenate the council, and form a committee to develop a game plan to rebuild the council.

The committee will contact the pastor of the church, using a letter of introduction, to build a relationship with pastor, that is, find out what he wants to obtain from the council. Explain the benefits of an active council and the procedure for membership drives, such as, preparing the pulpit announcements and submitting articles to the parish bulletin. Also obtain the names of potential new members from the pastor.

The committee will also obtain local help by contacting local councils and asking the Grand Knights for assistance, and asking the Field Agent or General Agent for assistance.

The committee will then schedule an organizational meeting to put the game plan into action. Begin by developing a calendar of events that includes programs that have worked in the past and new programs.

Schedule at least one program or special meeting as soon as possible to get the membership to unite together for the good of the council. Schedule membership drives as soon as possible, followed by a First Degree as soon as possible for candidates.

The committee should:

- Review the strategy with and obtain the support of the Grand Knight and council officers
- Report the strategy back to the membership and solicit their support
- Constantly review and adjust the strategy accordingly

Get new members involved by developing projects specifically oriented toward new members. Encourage older members to welcome new members at council functions and eliminate cliques. Believing that behind every new member is another new member; give new members an activity or function to perform for the council, such as, calling past members to solicit their reactivation.

For more information on Council Retention contact the State Council New Council Development Chairman of the Supreme Council – Council Growth and Development Department (203) 752-4473, Fax (203) 752-4108 or www.kofc.org

To accomplish these objectives the Program Directors in Arkansas must instill in all District Deputies the need to take back to each council the means to conduct all programs as they are designed to operate.

Directors and District Deputies are the lifeline of success for the Order in Arkansas. They must work with all councils to understand that ***strong programs mean strong membership. Remind them that 88% of our members joined the Order to get involved in Church or other activities.*** At the conclusion of your term furnish the incoming New Council Retention Chairman with an updated copy of your duties and responsibilities.

Program Directors & Chairmen	Time allocation
Function Performed	Minimum Commitment
Attend State Organizational Meeting	14 Hrs Once
Attend District Leadership Conference	4 Hrs Once
Attend State Mid Year Meeting	14 Hrs Once
Attend State Convention	20 Hrs Once
Subtotal; State Functions	52 Hrs Once
Prepare Newsletter articles	1.5 Hrs/Mo
Council Interface	2 Hrs/Mo
Subtotal; Program Functions/Mo	42 Hrs/Mo
Total Time Commitment	94 Hrs/Yr

All functions listed exclude travel time and no reliable estimate may be made regarding incurred expenses. In addition, no estimate is included for the time required to visit failing councils with the District Deputies.

***Take someone on a trip of a lifetime
Recruit him into the Knights of Columbus***

The only way to recruit a member is to have a Form #100 in hand