

# *Membership*

**STATE**

**DISTRICT**

**COUNCIL**



# ***Membership Target***

**STATE**

**INTAKE 470**

**NET 290**

**NET/NET 100**



# ***Membership Target***

**STATE**

**New Council Development 2 (4)**

**Online Membership 151**



# ***Membership Target***

**STATE**

**New College Members 8**

**New (or reactivated) College Council 1**



# ***Membership Target***

**STATE**

**New Spanish Speaking Members 17**

**New Spanish Council 1**



# *Membership Target*

**STATE**

**FORGET WHAT YOU JUST SAW**

**THAT WAS STATE TARGET**

**IT IS MY JOB TO MAKE SURE WE GET THERE**



# ***Membership Target***

## **STATE ANALYSIS**

Per Supreme Records

**Active Councils 99**

**Suspended Councils 8**



# *Membership Target*

## STATE ANALYSIS

Per Supreme Records

### Intake History

2014-2015	662
2015-2016	577
2016-2017	400
2017-2018	487
2018-2019	439
3-year average	442
5-year average	513





# *Membership Target*

## STATE ANALYSIS

Per Supreme Records

### NCD History

5- year average      1.4



# *Membership Target*

## STATE ANALYSIS

Per Supreme Records

**Market Opportunity**  
**3-year Catholic population**

**-4.08**

**Market Penetration**

**33.67%**

**Parish Penetration**

**25.95%**



# Membership Target

## STATE ANALYSIS

### Diocesan Breakdown

Per Supreme Records

	Total Parishes	Parish w/ Councils	Parish w/ Council and RT	Parish with only RT	Parish with no coverage
Covington	48	10	0	0	38
Lexington	50	20	0	0	30
Louisville	112	15	0	6	91
Owensboro	79	23	0	1	55
Total	289	68	0	7	214



# *Membership Target*

## **SUCCESS METRICS**

- **Every Council Active**
  - Every council a Star Council?
- **Regularly Scheduled Exemplifications**
  - One per district per month, minimum
- **Market Penetration Rate**
  - Are the men who are in the pews in the councils?
- **Parish Penetration Rate**
  - A Knights of Columbus presence in every parish



# *Membership Target*

## **AWARDS**

**Changed criteria for 2020 - 2021**



# *Membership Target*

## STAR COUNCIL AWARD FOR 2020-2021

- McGivney Award (Membership)
- Founders Award (Insurance)
- **Columbian Award (Programs)**
- Required Forms
  - **#365 (Program Personnel) & #1728 (Fraternal Survey)**
- In Good Standing with Supreme Council
  - **Safe Environment Compliant (US / CAN)**



# *Membership Target*

## McGIVNEY AWARD

- 5% Net Growth in Membership
  - **Reduced from 7%**
- Minimum 3 / Maximum 20
  - **Reduced from Minimum 4 / Maximum 35**



# *Membership Target*

## FOUNDERS AWARD

- **Host and promote two Fraternal Benefit Seminars**
  - **Removed Quota of 2.5% and Min 3 / Max 18**
  - **No attendee minimum. However, seminar must be promoted**
  - **Can do combined seminars with other councils**
  - **Use approved presentations**
  - **General Agent reports completion to Supreme**





# ***Membership Target***

**DISTRICTS**

**INTAKE 470**

**NET 290**



# ***New Council Development***

**NCD Chairman:**

**STATE TARGET 4**

**NCD IN DISTRICT?**



# ***Round Tables***

**Round Table Chairman:**

**STATE TARGET 50**

**ROUND TABLES IN DISTRICT?**



# ***Council Retention***

**Council Retention Chairman:**

**COUNCILS IN DISTRICT IN DANGER?**



# ***Member Retention***

**Member Retention Chairman:**

**ARE YOU ENSURING RETENTION PROCESS IS  
FOLLOWED IN YOUR DISTRICT?**



# ***You Can Do It!***

- Make membership a “team effort”!
- Remember - it’s not a sprint, it is a marathon!
- It is how you finish that counts.



# *Questions*

