



Knights of Columbus

INDIANA STATE COUNCIL

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So much has been said about membership in the Knights of Columbus. We talk about attracting new members and recruiting them. We talk about membership retention, and we talk about membership loss.

Building membership is, of course, crucial to building our Order. The Knights of Columbus is nothing without its members, and as members age, we must find new ones to take their place. More than that, we must always be growing in order to meet the many new needs that arise in our communities every day.

I believe the best way to strengthen our numbers isn't by focusing on our numbers – it's by focusing on our Council's programming. A truly strong Council is tremendously attractive. A strong Council offers opportunities for friendship, fellowship and meaningful service. It offers new connections within a community and a chance to meet like-minded friends. The kinds of friends who will still be close decades from now.

Again and again, I find that successful Councils have certain features in common.

Together, you might think of them as a "to-do" list for Councils that need a boost:

Assess. Listen to each other and find out what members want.

Emphasize. Accent the social aspects of your programming. They are the glue that binds us.

Market. Don't sell your Council as a product-market it. Find out what your members want and do your best to provide it.

Induct. Bring new members into your Council with a 1st Degree as soon as approved.

Involve. Make the whole family a part of activities.

Mentor. Make sure that a seasoned Knight helps new members get started and promote the Shinning Armour Award.

Enthuse. Show enthusiasm openly. Your programming should be fun.

Membership comes down to one simple statement. Strong Councils lead to a strong Knight. Without strong programming no amount of recruitment and retention efforts will help our Order grow. With strong Councils, we will flourish and provide many more years of service to the church and our communities.

Vivat Jesus,

Stephan A. Ziemba
State Deputy