



Discover *Star Power* - Fraternalism and Keeping Members Active!



Knights of Columbus Academy
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Why do *active members* matter?

- ◆ **Members** perform the good works of the Order at council and regional activities
- ◆ **Members** help to recruit and train new members so that councils have a future
- ◆ **Members** become council leaders and sometimes go on to be state/national leaders
- ◆ **Active Members** make Star Councils!



MEMBER BENEFITS:

Why Members Join

- ✦ To have a Sense of Belonging
- ✦ To Do Good (contribute to society/church)
- ✦ To Advance (leadership or skills)
- ✦ To Network (Fraternalism)
- ✦ To achieve Recognition
- ✦ To Keep Informed (publications, etc)
- ✦ To obtain Discounts

Why Members Leave

- ✦ Uninformed or are not involved in Council activities.
- ✦ Do not perceive activities as being sincere, meaningful, or diversified.
- ✦ Bored with Council meetings due to late starts, late adjournments, wasted time, and meaningless discussions or debates.
- ✦ A personality clash with other members or officers.
- ✦ Not made to feel comfortable and welcome.
- ✦ Experiencing financial problems.
- ✦ Not asked to participate after volunteering to become involved.
- ✦ Not encouraged to take degrees and advance.
- ✦ Sponsor neglects responsibilities.
- ✦ No emphasis on keeping dues current.

Symptoms of a Pending Membership Problem

- ✦ A member seldom seen at Council meetings or events
- ✦ A formerly active member suddenly stops attending functions
- ✦ Reluctance to advance in the degrees
- ✦ Council financial obligations are in arrears
- ✦ Expresses verbal dissatisfaction with Council procedures or activities to fellow Council members or officers
- ✦ Requests a withdrawal card from the Financial Secretary

What about keeping members active? Why?

- ✦ Fraternal relationship

- Why council invited prospect to join
- Why prospect decides to join council

- ✦ Leadership potential

- Member's skills brought to council
- Council opportunities to develop leadership skills in members

- ✦ Meeting members' expectations - active and happy members *remain* as members!



Who is responsible?



Basic structure of Retention Committees

- ✦ Deputy Grand Knight serves as chairman
- ✦ Three trustees



A Suggested Approach

Communication teams-*Star Power*

A Visual Analogy of a Dead Plant to a Common Retention Approach



Partially Alive Plant versus Partially Developed Retention Strategy



Plant in Full Bloom!

Full Bloom Retention Strategy!



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How to keep members-the most valuable asset of your council?



Admission committee effectiveness

- Getting to know the new member
- Getting new members actively involved
- Coordination with Program/Recruitment Directors



Issues from surveyed members

- ✦ Lack of communication
- ✦ No activities
- ✦ Poorly run ceremonies
- ✦ Made to feel not needed
- ✦ Not informed
- ✦ Personal problems



Star Power- Communication!

Communicate with members to find out their interests and concerns:

- Use the member interest Form 1842**
- Invite them and their families to upcoming events**

Communicate with council officers:

- All elected officers must be involved**
- Selected officers ,especially the Program, Charities and Recruitment/Retention leaders should be involved**

Benefits of STAR POWER!

- ✦ More one-on-one personal attention
- ✦ Get to know members and families
- ✦ Two-way communication
- ✦ Personal follow up opportunities
- ✦ Better leadership responsiveness
- ✦ Better membership response
- ✦ More active members - more active council - always forward looking!
- ✦ STAR COUNCIL Achievements

Star Power-Program Assessment & Effective Meetings

✦ Reassess Program Activities

- Full utilization of service program**
- Meaningful, sincere and diversified for wide appeal**

✦ Effective council meetings

- Keep discussion, comments within proper limits**
- Start on time - keep it to within 60 minutes**



Star Power-Focus on the member

- Lecturer- topics of interest to members
- Institute Shining Armor Award
 - New members
 - Current members



When someone moves

There are two groups of members who require a special approach to fraternalism:

 Those who move away from "home".

 Those who "left home" and need to be invited back!

Summary

- ✦ Membership is fraternal and members are our most valued asset
- ✦ Members can have issues that, if left unaddressed, can lead to problems
- ✦ Councils benefit from a strategy of being responsive to members interests/concerns
- ✦ Communication is key to success
- ✦ STAR COUNCIL is a measure of overall council responsiveness and successes
- ✦ STAR POWER is a strategy to better communication and leadership
- ✦ Questions please????????????????????????????????