

# Membership 365

Membership 365 focuses on the need of a council to remain active in parish activity and community 12 months per year. Recruitment is the life blood of a council and by following the **Membership 365** program of **One Man per Council per Month** you will be able to bring in new members to work on council activities.

June thru September are very important months in the life of a council. This is the time for a review of the planning for the coming fraternal year and one of the best times for council's social activities.

Following the elections of officers, it is the ideal time for the council officers and members to come together for a review of the programs, activities and events in which the council participates. Once the review is completed then the council can make plans, appoint directors and chairmen that will implement the council's plans and goals for the New Year.

New officers should meet as early as possible to plan the council's calendar and make certain that the dates are available and secured.

Summertime is a great time for baseball, picnics family outing to the beach and council cookouts. These are fun activities and bring families together. Invite volunteers for your parish and their families as a thank you for their parish service and ask them to join if they are not already members

The council should Plan on conducting a Admission degree every month during the summer. Now that councils can and should be conducting their own Admission degrees it is a great way to get the council off and running on a positive direction for recruiting for the year.

## MASSACHUSETTS STAR POWER

### Why/How

**Power of 10:** *The Power of 10 is a monthly membership program that promotes new membership recruitment, membership retention, and participation in council programs.*

**Development Phase:** *July - August*

- **Council Grand Knight along with his Council Membership Director and Council Program Director selects 10 Power of 10 Chairmen to lead each of the council's 10 teams.** The chairman of these teams can be either an elected or selected council officer or they may chose dynamic recruiters. A co-chairman is recommended to assist with the recruiting and retention activities as well as implementing the council's programs and charities.
- **Every member of the council is assigned to a council team.** Teams are comprised of active and current inactive members. The objective of this process is to make sure that the entire council membership is assigned to a Power of 10 Team. Ideally teams should not be comprised of more than 20 members. Councils may form additional teams if needed.
- **Every member of the council is to be contacted by phone.** It is time to update and verify the information that is a part of our databases. We should make sure that the member's name, address, telephone number, e mail address, degree status is current and correct. If it is not, have your council's Financial Secretary make the necessary corrections (hopefully electronically) to the member's records with you (your council) and the Supreme Council.
- **Once the teams have been established the Chairmen sends to each of his team members a Membership Interest Survey.** This survey will help the chairman to determine which council programs the member and his family is most likely to participate in.

#### **Power of 10 Teams Objectives: *September – June***

- **Starting in the month of September each team is required to recruit one new member.** Teams are allowed to determine what recruitment tool they chose to use. Suggested recruitment programs are:
  1. One on One or Two on One, asking a Catholic gentleman to join. This tactic encourages the recruitment of family members, friends, neighbors, or co-workers.
  2. Invitation Program. Sending an invitation to fellow parishioner's team members may encounter while attending Sunday Mass or other parish functions.
  3. Shinning Armor Award, adapting this program for new members as well as current team members. Special council award given to teams that achieve 100% of members earning the Shinning Armor Award.
  4. Welcome back Brother Program: Inviting inactive insurance and former members to rejoin the Order.
- **Current council members that are inactive are to be contacted each quarter either by the team leader or a designated team member.** This insures that members who do attend council meetings are kept informed of council actives.
- **An active team member who participate in council activities and attends council meetings regularly, suddenly fails to show-up at council functions are to be immediately contacted by a Power of 10 Team member.** The team member is to determine if a family crisis has created a

hardship within the family structure and then offer to assist his Brother Knight remembering the principle of the Order, Charity.

**Power of 10 Membership Program:**

- **Every team recruits one new member each month.** Each team should maintain positive membership growth.
- **Teams that lose members due to suspensions or withdrawals should recruit additional members so they may maintain positive membership growth.**
- **Smaller councils with less than 50 members may reduce the number of Power of 10 Teams to 5; each team will still be comprised of 10 members.**
- **Larger councils are encouraged to increase the amount Power of 10 Teams formed. Councils over 500 – 1000 should have at least 15 teams, councils over 1000 should form 20 teams.** Adding additional teams in larger councils insures that every member will have some type of personal contact with the council.
- **Any member who falls in arrears in paying his dues is immediately contacted by a fellow team member.** This procedure will insure that no member is suspended due to financial hardship.
- **Teams participating in the Fall and Spring Blitz Membership Drives** may use these membership campaigns to attain their goals if recruitment has not been positive, or they may use the Blitz Membership Drives as a bonus recruitment activity.