



# Retention Strategies



## Don't Let Your Council Go into a Summertime Slump

Keep your members involved and active during the summer months by taking advantage of the short-sleeve weather to conduct programs to promote fraternity among your members and serve the Church and community.

Many councils hold annual or frequent family outings, picnics, barbeques or pool parties. These types of activities give family members what can sometimes be an all-too-rare chance to play together. Encourage games that can bring families together as teams, such as parent-child badminton, horseshoes, volleyball, bocci or Whiffleball tournaments.

Remember to join the Orderwide celebration of the family by participating in the Knights of Columbus Family Week celebration in August.

Besides being a great way to encourage the spirit of fraternalism, outings also offer the opportunity for councils to provide hospitality. Many councils invite people who might not otherwise have opportunities for a day out – residents of group homes for people with intellectual disabilities, disabled people, participants in Big Brothers/Big Sisters, or children from troubled homes quietly referred by parish priests.

Other councils organize family camping or fishing trips, whale watches, nature walks, or trips to sporting events. Invite people with disabilities or needy families to these events.

Conducting a golf tournament is a favorite summertime fraternal activity. Gathering to cheer on the council softball team or meeting for pickup baseball, football or soccer games are other ways to share fun and fraternity.

Other councils use the warm weather to help with landscaping and maintenance at their parish schools or churches, often saving their parishes a substantial sum of money while having a good time. Some help clean up public parks or assist convalescent hospitals to plant gardens for patients. Some councils have even started K of C gardens selling the produce to raise money for charities.

Popular summertime church activities also include retreats and outdoor rosaries at Marian shrines.

Since young people, including Squires, are out of school during the summer months, be sure to involve them in council activities. These young men and women can be a great source of extra volunteers for council service projects. Both young and old benefit from those shared experiences.

These activities are perfect for councils to sponsor during the summer months. Don't let your council become dormant – stay active by getting involved!