



IN SERVICE TO ONE. IN SERVICE TO ALL.

# KNIGHTLINE

NEWS FOR KNIGHTS OF COLUMBUS

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## Your K of C Toolkit

This issue is for you. It's for every officer and chairman who needs a refresher on getting started. It's for all the Knights in your council who wanted to know more. It's a quick start to get your council up and running this fraternal year.

Take a look at this issue and learn more. Together, let's inspire our councils and bring our faith to life through good works. This year, let's nail it.

### JOIN US JULY 25 FOR A QUICK START WEBCAST COVERING:

- \* 5 most important things grand knights can do today.
- \* Turning programs into recruiting opportunities.
- \* Recruitment strategies that welcome members.
- \* Reaching out to retain members.

*Register at [kofc.org/webcast](http://kofc.org/webcast).*

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# Membership Growth Checklist

*Inviting members' friends to join.*

✓ **Start with why.**

Recruiting is our opportunity to build our brotherhood and help our communities. To grow is to be able to expand your service. Your community needs your council now more than ever and your council needs to continually grow to help meet growing needs.

✓ **Talk to your pastor.**

A council that doesn't work with a pastor will struggle. Meet with him regularly. Talk about membership growth and ask him how you can work together. Ask if you can conduct membership drives at the church. Then ask if he will invite men he feels would be a good fit to join your council. Then ask what the council can do for him.

✓ **Challenge your members.**

One of the most effective ways to recruit is a personal invite from a Knight. Challenge each of your members to bring in one new Knight this fraternal year. Everyone knows someone who should join our Order.

✓ **Schedule church drives.**

Our Delta Church Drive Program is helping councils bring in a minimum of three new members per drive. If you're not familiar with the program, reach out to us at the email address below. We'll give you the training and the materials you need.

✓ **Set clear expectations on promoting membership.**

Every fish fry, every pancake breakfast, every charitable activity, every event that draws a crowd is an opportunity to ask a man to join. These events are concrete proof of your council's good works. Talk about membership at every event in the next year. Use our Online Prospect Form. It's simple and we'll take care of all the setup for you. Send us an email and we'll help you get started.

✓ **Step outside of your comfort zone.**

We hear a lot of stories from men who waited decades for someone to ask them to join the Knights. All it took was a personal invite. Go beyond your everyday circle. Talk with parishioners at Mass. Be visible. Reach out to the young and old. Reach out to all ministries and ethnic groups in your parish.

*Questions for membership team?  
Questions about Delta Church Drives?  
Email [fraternal.mission@kofc.org](mailto:fraternal.mission@kofc.org).*

# 4 Steps to Engaging Members

*How can we engage and retain members?  
It starts with you. When a new member comes in,  
you and your council can inspire that man to step up  
and serve his parish and community. Here's how.*

**1. Create a plan, then act on it.**

Your plan should guide new Knights through their first 12 months. Use these Shining Armor Award requirements to get started:

- Get involved in at least three council service programs.
- Attend at least three council business meetings.
- Complete the Second and Third degrees.
- Meet with their council's insurance representative.
- Recruit at least one new member.

**2. Use your Retention Committee.**

Your council's Retention Committee is responsible for creating and updating your plan. They should regularly ask if the plan make sense for the newest members.

Remember, membership is personal. Ask if your members really like and care about your activities. Use that feedback to shape your future activities.

**3. Put his faith in action.**

There is one thing that all Knights have in common: the Catholic faith. Knights want to bring this faith to life through good works.

But this is different for each man. Is your newest member a dad looking to organize family activities? A young man seeking community? A retired husband interested in running pro-life events?

Learn the ways in which each of your new brother Knights want to volunteer. Help him live out this mission through your programs. Guide him to activities that reflect his particular interests and let him thrive as a Knight and as a Catholic.

**4. Mentorship is key.**

An active council member should act as a mentor to the new Knight. This ensures that the new member feels welcome starting his First Degree. The mentor can tell the new member about each upcoming service project, faith event, meeting and degree. This outreach shows him that the council cares about him and his interests.

*Questions on membership engagement?  
Or making brother Knights feel more welcome?  
Email [fraternal.mission@kofc.org](mailto:fraternal.mission@kofc.org).*

# 10 Simple Steps to Program Success

## Step 1: Familiarize yourself with Faith In Action.

Learn about the “why” behind each program. Visit [kofc.org/faithinaction](http://kofc.org/faithinaction), print off the necessary materials, communicate with your district deputy and start the program with your whole council.

## Step 2: Meet with your pastor.

To assist him, learn his goals and needs, and check-in regularly.

## Step 3: Schedule the required programs.

Each category in Faith In Action (Faith, Family, Community and Life) has a required program. Think of these as the backbone of your councils’ program plan. Schedule these first and then launch other programs throughout the year.

## Step 4: Take an integrated approach.

Use the Fraternal Planner to build your council calendar. Understand how the goals of your parish and council work together, and then be creative with how and when you schedule events, to get more parishioners involved.

## Step 5: Schedule background checks for necessary council leadership.

It’s your duty as a Knight and a Catholic man to protect youth. Make sure everyone completes their mandatory training for working with young people.

## Step 6: Aim for excellence in planning.

This means starting well ahead of the event. Order supplies in advance, and then advertise the events through announcements, bulletins and posters. Utilize email, social media and your Knights’ calendar. Communicate early and often so that volunteers are lined up.

## Step 7: Create a personal invitation.

If the only invitation someone sees is in the bulletin, chances are they won’t come to K of C events. Personally invite the men you want at your event and keep inviting them. When they attend, introduce them to brother Knights and fellow parishioners. After the event, invite them to the next council event or program.

## Step 8: Report.

Keep track of the amazing work your council is doing. Report and share it with the programs team at the Supreme Council headquarters — we need the information to help us keep track of which programs are running well, which need greater clarity and where we can best provide support. Also, share your work with [knightsinaction@kofc.org](mailto:knightsinaction@kofc.org) for a chance for your story to be shared on all official K of C media channels.

## Step 9: Have an attitude of gratitude.

Always thank your volunteers at the start and finish of every event.

## Step 10: Pray.

If you want to succeed, be a man of prayer. Pray that God will bless your pastor, council, families and communities through your programs and events. Entrust all your fraternal work to the patronage and care of Our Lady and the intercession of Venerable Father Michael McGivney.

*Questions about any of our Faith In Action programs? Email [fraternal.mission@kofc.org](mailto:fraternal.mission@kofc.org).*

## Getting Started in Your Role as Grand Knight

*“God calls, and that’s what we see in the vocation of the great leaders.  
In our tradition, a mission always starts with a calling.” — Pope Francis*

As grand knight, your example of faith, charity, good judgment and good leadership will provide the model for your council members to follow.

As grand knight:

- ✓ Understand your duties and responsibilities.
- ✓ Engage your fellow officers and Knights.
- ✓ Form your members into a team that communicates well.
- ✓ Be the “go-to guy” for your pastor.
- ✓ Work with the community; put charity in the spotlight.
- ✓ Invite all Catholic men to join.

*Check out the grand knight’s checklist on page 6 for more tips.*



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# Getting Started on Social Media

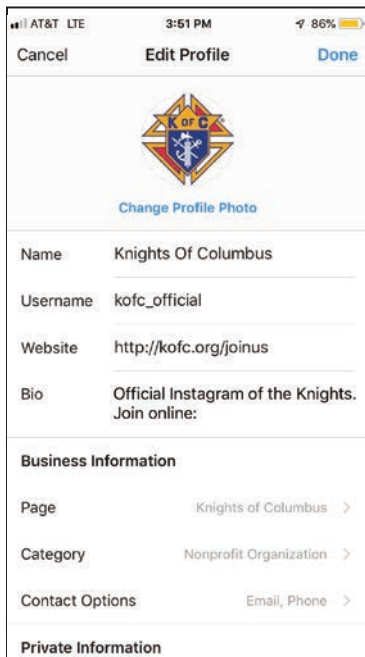
*What's the quickest way to expand your council's communications?*

*Social media, especially Twitter and Instagram. Use this guide to get started today: Every council should select a member who is confident with social media and can manage the council's social media pages.*

## GETTING STARTED ON FACEBOOK

1. **Open Facebook** on your computer or smartphone.
2. Click "Create" → "Page" → "Community or Public Figure" → Put your council name and start uploading photos and stories of your local Knights in action.

**IMPORTANT:** Be sure that your social media presence complies with K of C's policies. Because your council page represents the Knights of Columbus, it is very important that it remain a positive forum, with communications that reflect our Catholic values and protect the good name of the Order. The Knights of Columbus Social Communications Policy, found in the Officer's Desk Reference on [kofc.org](http://kofc.org), is a must-have guide for every council.



## GETTING STARTED ON INSTAGRAM

1. **Open the Instagram** on your smartphone.
2. **Create an account:** follow the steps and fill in the required details.
  - Choose an identifiable username, e.g., *gableskofc*.
  - Make sure to convert your account to a business account. Do this by clicking the top left button and then the settings button (It will ask to link to your council's Facebook page).
3. **Customize your profile:**
  - Choose a profile picture such as the K of C emblem. Download it here.
  - Pick a nickname like "K of C Council 10705" to go above your username. You can change this anytime and your username will remain the same.
  - Write a short bio, e.g., *Knights of Columbus Council 10705 helps strengthen Catholic men, their families and their church in New Haven, CT.*
  - Include a link to [www.kofc.org/joinus](http://www.kofc.org/joinus) or your local council website.
4. **Post your first photo:** Tap the plus sign on the bottom of the Instagram app to upload your first photo. You can also post several photos in a slider by clicking the square in the bottom right corner.

## GETTING STARTED ON TWITTER

1. **Open Twitter** on your computer or smartphone.
2. **Create an account:** follow the steps and fill in the required details.
  - Choose an identifiable username as it will be visible publicly. Example: *kofc10705*
3. Before you start tweeting, take time to **customize your profile:**
  - Add a profile photo. The K of C emblem is a great choice. Download it here.
  - Pick a nickname like "K of C Council 10705" to go above your username. You can change this anytime and your username will remain the same.
  - Write a short bio.
  - Include a link to your local council's website or [www.kofc.org/joinus](http://www.kofc.org/joinus).
  - Add a profile banner to the top of your profile. A photo of your council members in action is perfect.
4. **Start tweeting.**

*If you already have a personal Twitter or Instagram, both apps allow you to easily switch between multiple accounts on the same smartphone. Just tap the button with the three dots (Twitter) or the username (Instagram).*

*Questions? Email [communications@kofc.org](mailto:communications@kofc.org) or [knightline@kofc.org](mailto:knightline@kofc.org).*

# Who's Who in Your Local Council

*Whether you got elected to an officer role for the first time, or have been re-elected and need a refresher, here is a guide to your leadership team of Knights.*

## Chaplain

- Serves as spiritual advisor to your council's Knights (and their families).
- Provides a spiritual message to Knights during council meetings.

## Grand Knight

- Presides over all meetings.
- Appoints program and membership directors.
- Appoints committees as needed.
- Countersigns checks and orders for payment.

## Deputy Grand Knight

- Assists the grand knight with operation of the council and any other duties assigned to him by the grand knight.
- Presides at council meetings in the absence of the grand knight.
- Serves on the council's Retention Committee (Recommended, but not required).

## Chancellor

- Responsible for encouraging members' participation in council programs. Assists the grand knight and deputy grand knight with their duties.
- Serves on the council's Admission Committee (Recommended, but not required).

## Financial Secretary

- Collects dues from members. Responsible for sending billing notices and initiating retention measures.
- Ensures that the council membership records are updated and that new members sign the constitutional roll.
- Files various reports and membership/insurance transactions with the Supreme Council Office.
- Responsible for completing and submitting the proper Form 990 (U.S. only).
- Keeps the seal of the council and affixes it to membership cards, resolutions and other official documents as necessary.

## Recorder

- Responsible for keeping and maintaining a record of council meetings and maintains all correspondence of the council.
- Oversees all council communications and social media pages (Recommended, but not required).
- Oversees council calendar (Recommended, but not required).

## Treasurer

- Responsible for handling council funds.
- Receives money from financial secretary and deposits it in the proper council accounts.
- Responsible for paying all council expenses, including assessments from the Supreme Council.

## Lecturer

- Responsible for providing suitable educational and entertaining programs during the "Good of the Order" section of council meetings.

## Advocate

- Acts as parliamentarian for the council.
- Should have a working knowledge of Robert's Rules of Order, Charter, Constitution & Laws, council by-laws and *Method of Conducting Council Meetings* (#10318).
- Responsible for seeking legal assistance from the state advocate when necessary.

## Warden

- Responsible for supervising and maintaining all council property.
- Sets up council chambers for meetings and degree exemplifications.
- Oversees inside and outside guards.

## Inside/Outside Guards

- Attends the doors of the council chamber, checks current membership cards and allows entrance.
- Assist warden with his responsibilities.

## Board of Trustees

- Supervises all financial business of the council and conducts semiannual audits.

## Program Director

- Works with the grand knight in scheduling council programs.
- Manages chairmen and other Knights responsible for implementing the council's programs and activities.
- Keeps accurate records of council programs for reporting on the *Annual Survey of Fraternal Activity* (#1728) and *Columbian Award Application* (SP-7).
- Keeps council's public relations chairman informed of all programs for promotion.

## Membership Director

- Collaborates with the grand knight on council membership goals.
- Manages the Recruitment Committee, Retention Committee and Insurance Promotion Committee.
- Plans and coordinates the council's schedule of recruitment programs.

## Retention Committee Chairman

- Creates and updates the new member plan, guiding Knights through the first months and year of membership.
- Contacts members in danger of being suspended and discusses their reasons for decreased activity.
- Examines reasons why Knights become inactive and plans attractive programs to reengage the council's membership.



## THE BETTER PART

A CHALLENGE AND MESSAGE FROM  
SUPREME CHAPLAIN ARCHBISHOP LORI

*The Lord said to her in reply, “Martha, Martha, you are anxious and worried about many things. There is need of only one thing. Mary has chosen the better part and it will not be taken from her.”*

— Gospel for July 21, Lk. 10:41-42

Imagine yourself in Martha’s shoes. While your seemingly lazy sister Mary sits at the feet of Jesus, you are the one preparing and serving the food, setting the table and making things happen. And then, all of a sudden, Jesus chides you and compares you unfavorably to your sister. Jesus’ words can strike us as harsh. Wasn’t Martha doing a good thing by serving our Lord? Yet if we are honest, we recognize that it’s all too easy to get caught up in busyness doing “good” things, and all the while miss the opportunity to encounter Christ. By God’s grace, may we hear these tough words from Jesus, resist this tendency to busyness, and strive to choose “the better part.”

### This Month’s Challenge

This month, I challenge you to arrive five minutes before or stay five minutes after Sunday Mass to briefly sit before the Lord. Secondly, I challenge you to help others take advantage of the opportunities the sacraments offer to us to choose “the better part” by participating in the Faith In Action Sacramental Gifts program or by praying for those receiving the sacraments.

### Questions for Reflection

*If it was you with Jesus that evening, would you have been more likely to be a “Martha” or a “Mary?” What does it mean to choose “the better part?” By spending a short amount of extra time before the Lord before or after Mass, how did it affect your encounter with Christ in the Eucharist?*

# Getting Started: Safe Environment Program

*New K of C Film Helps Keep Children Safe*

A compelling, new short film, *Protecting Our Children: A Family’s Response to Sexual Abuse*, promises to motivate brother Knights to stay vigilant for any signs of abuse. The film shares the personal story of how one Knight and his family addressed their son’s abuse by a close family friend. It provides knowledge and steps to help keep children safe. Watch now at [www.kofc.org/safe](http://www.kofc.org/safe).

Our safe environment training is available to all members, but is required for grand knights, program directors, community directors and family directors. Community and family directors are also required to complete a background check. But the first step is for all councils to submit Forms 185 and 365 immediately.

*For more information about our safe environment program, visit [www.kofc.org/safe](http://www.kofc.org/safe).*

Share your questions, feedback and advice. Email us at [knightline@kofc.org](mailto:knightline@kofc.org).

## Grand Knight’s Checklist

### Things to Do

- Verify that you’ve completed and submitted the *Survey of Fraternal Activity* (#1728).
- Make sure you qualify for the Star Council Award; [kofc.org/star](http://kofc.org/star).
- Remain compliant with the Office of Youth Protection’s requirements for all activities; [kofc.org/safe](http://kofc.org/safe).
- Meet with your pastor to ensure your council is supporting the parish’s mission.

### Planning

- Schedule several First Degrees during the summer.

### Upcoming Deadlines

- Aug. 1 — *Service Program Personnel Report* (#365).
- Aug. 15 — *Semiannual Council Audit Report* (#1295).

### Helpful Links

- [kofc.org/ChurchDrive](http://kofc.org/ChurchDrive) — Tips on how to conduct a Church Recruitment Drive.
- [kofc.org/FaithInAction](http://kofc.org/FaithInAction) — Faith in Action landing page.
- [kofc.org/forms](http://kofc.org/forms) — Council, district, state, and assembly forms.
- [kofc.org/membership](http://kofc.org/membership) — Tools to help with membership recruitment and growth.
- [kofc.org/star](http://kofc.org/star) — information and requirements for the Star Council Award.

# KNIGHTS OF COLUMBUS INSURANCE

## How to Begin the “Join Us” Conversation: Advice from an Agent

*John Ruffo became a Knight of Columbus in the summer of 2008. More than 10 years later, he is proud to be a past grand knight and a general agent serving members and their families in Eastern Connecticut and Rhode Island.*

Several years ago, I saw this man — I’ll call him Andrew — attending Mass with his wife and kids every Sunday. One day he was sitting behind my family at Mass. After the final blessing, I turned around, introduced myself and asked Andrew if he’d ever thought about becoming a Knight. He responded that he wasn’t even Catholic, but he was thinking of becoming Catholic.

Some time passed and one Sunday Andrew stopped me. He said he was planning to attend RCIA classes and asked me to sponsor him. Humbled by the request, I accepted. Unfortunately, Andrew’s work moved him out of state before he could finish the classes at our church.

It was a few years before I heard about Andrew again. I still remember how moved I was when I got the news from a general agent asking if I remembered Andrew. Andrew not only became Catholic, but he also became a field agent with the Knights of Columbus.

My advice: Ask every man to join. Talk to men you see at Mass every Sunday. Make it a point to go up to them and ask them if they’d ever consider becoming a Knight. Challenge yourself to ask at least one person every week.

Be proud of being a Knight. Share your story of how you joined and spread the news. Don’t forget to ask those closest to you; we often forget our family and friends, assuming they already know what the Knights is all about. As Catholics, the Knights is one way we can help our brothers become better husbands, fathers, citizens and all-around better disciples of God.



*John Ruffo, his wife and daughters celebrate Christmas in New York City together as a family. Image courtesy John Ruffo.*

*Live in Connecticut or Rhode Island and have questions about K of C insurance?  
John’s team can help. Email [john.ruffo@kofc.org](mailto:john.ruffo@kofc.org).*

## Getting Started and Inviting Men to the Knights

*Inviting guys to join is about just asking the right questions, at the right time.*



**Just ask him.  
It’s that simple.**

At every single K of C activity or event, assign one Knight to specifically talk to non-members and their families. Ask these questions:

- Can we count on you to help at our next event?
- Can you give us contact information so we can invite you to help out?  
*Utilize a PROSPECT LANDING PAGE to gather his info.*

MEMBERSHIP IN THE KNIGHTS OF COLUMBUS is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See. This means that an applicant or member accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the precepts of the Catholic Church, and is in good standing in the Catholic Church.

# KNIGHTLINE

1 Columbus Plaza, New Haven, CT 06510-3326, USA

Because  
life doesn't  
come with  
training  
wheels



LIFE INSURANCE • DISABILITY INCOME INSURANCE • LONG-TERM CARE INSURANCE • RETIREMENT ANNUITIES



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[kofc.org/faa](http://kofc.org/faa).

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