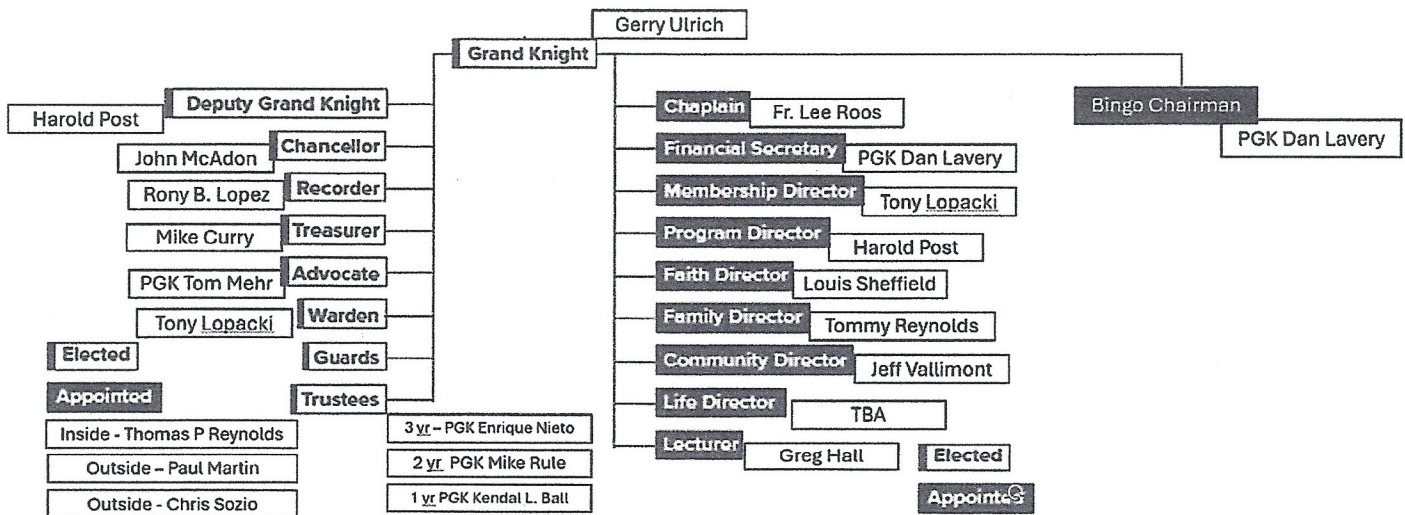
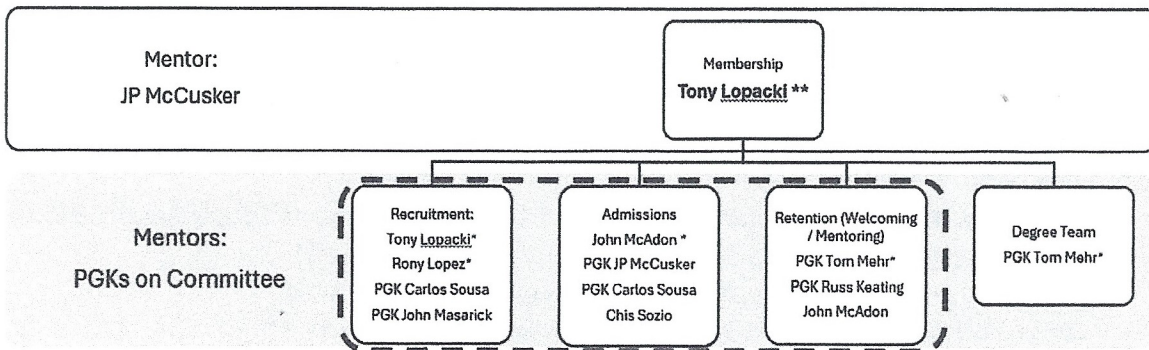


George Brent Council 5332 Organization and Guiding Principles

Fraternal Year 2024-2025 Council Organization



Membership



Retention will need more Council support

* = Chairman

** = Director

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Membership Guiding Principles 24-25

Recruitment

- Develop a plan for Recruitment featuring these principles:
 - Every Open activity or event is a recruiting opportunity
 - Make sure that activity/event chairs have updated materials ready to use and the team actively asks: "Are you a Knight ?" (English and Spanish)
 - Special Opportunities: e.g. Recruitment Weekend & KOVAR at Masses
 - More active approach with Ben Turner to be used if Fr Roos approves.
 - Recommended pamphlets + GBC supported charities list
- Use current technology.
 - Make sure all brother Knights have the QR code or URL with the info to join online to a prospect. Business cards? On Phone?
- Have elevator speech samples for the membership
 - Why become a Knight?
 - Answer the first objection _ usually "no time".
- Assure prospect transition into the hands of Admission and Retention
- Membership Goal: between 15 – 37. Official goal comes out July 1.

Admissions (Welcoming):

- Inform and educate about the K of C and our Council.
- Find out the new member interests (for Retention)
- "Give us an hour".
- Highlight the Bingo program and what it enables.
- **Stay on script** & assure prospects are headed to an Exemplification. (Regularly scheduled 2nd Tues every even month)
 - August use Regional Exemplification on 8/24.
- Assure transition into Exemplification and to Retention

Retention:

Includes Welcoming and Mentoring & dealing with members in arrears – Supreme's Definition.

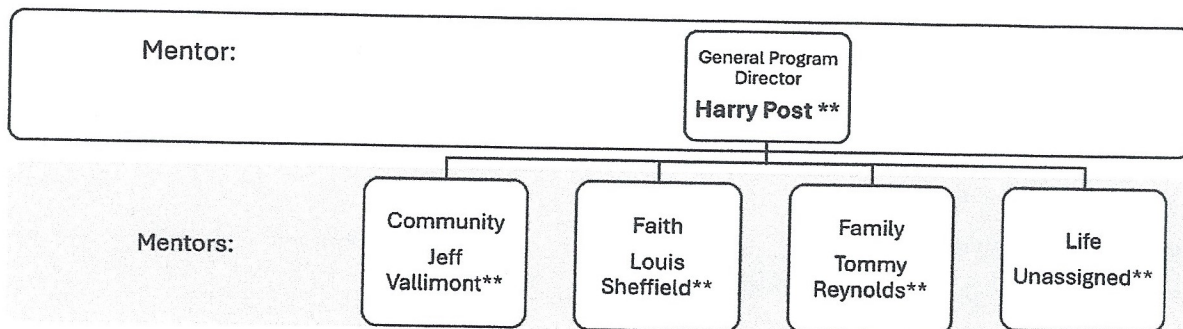
Develop a plan

- Address different categories of members
 - What groups of members do we need to address uniquely?
 - New Members: 0 to 6 Months? 6 months to 2 yrs?
 - > 2yr?

George Brent Council 5332 Organization and Guiding Principles

- In arrears? (delinquent)
- Hispanic / other** Coordinate with Hispanic Committee
- We care about our members and want them to take advantage of what the council offers
- Find contact methods that work
 - For the member..... AND
 - For the team
 - Automated Phone Tree/Text Message System?
 - DIAL MY CALLS, others.
- Same/Similar Process and Tools to address categories
 - Can we automate and still have a personal touch? (600+ Members to reach)
 - Customize for the Target Group: Welcome, Mentoring/Engagement, or Retain
- **Grow the committee/team as needed.**

Faith In Action Programs



*= Chairman

** = Director

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Community

- Blood Drives
- Soccer Challenge
- Un Trim A Tree
- Adult Christmas Party
- Valentines Dinner Dance**
- Fish Fries**
- St Patrick's Day Party**
- Parish Festival
- Quarterly Fund Raiser Dinners**
- Various charity activities including Coats for Kids
- Athletics

All activities need to be managed by the chairman to stay on budget. Both income and expense.

General Fund Fundraisers Parties & Dinners have a target of a minimum of \$700 net.

** General Fund Fundraiser

Faith

- Open Rosary* – Main Hall
- 3rd Tuesday
- KCIC Card Sales
- KCIC Poster Contest
- PGK Christmas Party w/ Benedictine Sisters
- Our Lady of Guadalupe
- RCIA Reception*
- Religious Appreciation Dinner
- Events hosted by Parish or Diocese**
- Various Donations

All activities need to be managed by the chairman to stay on budget. Both income and expense.

*Recruiting and Participation Growth Opportunity

** Help promote within the Council and look to host coordinated social events.

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Family

- Family Breakfast*
- Children's Parties*
 - Halloween
 - Christmas
 - Easter
- Deceased Members Dinner
- Ladies Appreciation Dinner
- Memorial Day Picnic
- TV/AHG
- Knight of the Month/Year
- Family of the Month/Year

All activities need to be managed by the chairman to stay on budget. Both income and expense.

*Recruiting and Participation Growth Opportunity

Life

- Senior Thanksgiving Luncheon
- KOVAR*
- Polar Plunge*
- Add Poster Contest for Polar Plunge
- Plunge Fest with TL/AHG
- March for Life DC
- March for Life Richmond
- Mother of Mercy Baby Showers
- Various other donations**

All activities need to be managed by the chairman to stay on budget. Both income and expense.

*Recruiting and Participation Growth Opportunity

** Highlight what we do.

PR (Public Relations)