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# KNIGHTLINE

NEWS FOR KNIGHTS OF COLUMBUS LEADERS

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## Works of Mercy and Membership Growth Are Our Priorities

*In his address to state deputies, supreme knight outlines  
a blueprint for the fraternal year*

Gathering to develop their leadership roles and skills, Knights of Columbus state deputies came to New Haven for the 2017 Organizational Meeting of State Deputies, June 8-12.

At the meeting, Supreme Knight Carl Anderson reminded the state deputies of the Order's missionary spirit which not only builds the faith of its members, but also motivates them to assist the needy, underprivileged and marginalized through corporal and spiritual works of mercy.

In commenting on the works of mercy, the supreme knight recalled that they — as mentioned by Pope Francis in his greeting to the 2016 Supreme Convention — should be considered the blueprint for the fraternal year. In fact, the Order has already adhered to this blueprint, particularly in its devotion to pro-life efforts, the Domestic Church initiative and persecuted religious minorities.

Efforts also included the Knights' support of the H.R. 390 bill, which guarantees aid for persecuted religious minorities and directs the Department of State to assist entities taking action against those responsible for genocidal acts.

The supreme knight also encouraged state deputies to continue urging councils to sponsor programs that financially assist the Middle Eastern Christians, as they still suffer and lack many necessities.

See [Blueprint](#), Page 4

### Grand Knight's Checklist July & August

- ✓ Plan for your council's participation in Knights of Columbus Family Week (Aug. 7-13) and the International World Day of Prayer for Peace (Sept. 11).
- ✓ Organize your membership recruitment team and create a 12-month plan.
- ✓ Prepare and submit the following reports:
  - *Service Program Personnel Report* (#365), due Aug. 1
  - *Semiannual Council Audit Report* (#1295), due Aug. 15

## New Heights in Giving

*Supreme knight announces Order's record-setting donations and volunteer hours*

In 2016, the Knights of Columbus again set records for charitable giving and hours volunteered, Supreme Knight Carl Anderson told Knights of Columbus jurisdiction leaders during the opening business session of the 2017 Organizational Meeting of State Deputies.

"We reached new heights in 2016," the supreme knight said. According to the figures from the 2016 Fraternal Survey, Knights gave \$177,500,673 in charitable donations. This is a more than \$2.4 million increase over the 2015 donations. In addition, the Knights volunteered 75,112,694 hours to charitable initiatives, up from the 2015 total of 73 million hours.

The top 10 jurisdictions in charitable giving for 2016 were Texas with \$9.1 million, followed by California, Michigan, Illinois, Florida, Ontario, Missouri, New York, New Jersey and Wisconsin.

The top 10 in volunteer hours were Texas with 5.5 million hours, followed by Luzon North, Florida, California, Illinois, Luzon South, Ontario, Visayas, Pennsylvania and Québec.

For more news on the Organizational Meeting of State Deputies, visit [kofc.org](http://kofc.org).



## Transform Your Gift Into Steady Life-saving Aid



Thanks to the generosity and committed efforts of brother Knights around the world, Knights of Columbus Charities Inc. has been able to help those in desperate need.

We are grateful for your financial support and volunteer efforts. Whether you funded relief efforts, provided aid to religious minorities in the Middle East, helped new moms to see stunning ultrasound images of their beautiful babies or assisted one of our other charitable initiatives, your generosity has given people hope and assistance when they needed it most.

Will you continue to give hope to the world through a monthly gift? Even a donation as small as \$25 — less than \$1 a day — can help make a difference.

Giftng a sustaining donation is convenient and easy. Simply visit [kofc.org/charities](http://kofc.org/charities), select a donation amount, and choose to "Make this a monthly donation."

Then, without the hassle of filling out additional paperwork, the same amount will automatically be withdrawn from your account each month. The streamlined process frees up your time, and as a regular contributor, you can stay focused on your family, work and council activities, knowing that at the same time you are helping transform the world!

Please prayerfully consider making a lasting difference today.

For questions about donations, please contact us at 800-694-5713 or email [info@kofccharities.org](mailto:info@kofccharities.org).

*100 percent of your donation will directly support the Knights of Columbus charitable or humanitarian cause of your choice. Donations are tax deductible to the extent allowed by law. Knights of Columbus Charities, Inc., is recognized by the Internal Revenue Service as a charitable organization under section 501(c)3 of the Internal Revenue Code.*

## Are You a Member of the Guild?

This August, as we celebrate the anniversaries of our founder's birth (Aug. 12) and death (Aug. 14), we invite you to join us in promoting Father McGivney's cause.

It takes just three simple steps: join, pray and report. If you are already a member, be sure to invite your family, and all men and women, to join the Father Michael J. McGivney Guild. It's free and even non-Knights and non-Catholics are eligible to join. Then, lead your family in praying for Father McGivney's canonization. Finally, report any favors, large or small, to the guild for inclusion on the guild website and in its newsletter.

Most of the Knights in your council probably don't know that members of the Knights of Columbus are not automatically enrolled in the guild. Invite them to join as well! To join, visit [fathermcgivney.org](http://fathermcgivney.org) or write to the Father McGivney Guild, 1 Columbus Plaza, New Haven, CT 06510-3326.



## Safe Environment Policies

The Knights of Columbus continually strives to provide a safe environment for all young people participating in Knights of Columbus-sponsored youth activities. With this in mind, the Order's Board of Directors recently enacted the following policy:

VOTED, that all Knights of Columbus-sponsored youth activities shall require the presence of at least one member, typically the council's youth director, who has been screened and trained through the Knights of Columbus Safe Environment Program. As it is the policy of the Knights of Columbus that all council youth directors are required to be screened and trained in accordance with the Knights of Columbus Safe Environment Program, it is expected that the council youth director be present at all such council-sponsored youth activities. Council youth directors and/or other members screened and trained in accordance with the Knights of Columbus Safe Environment Program, in consultation with their grand knight, shall ensure that all Knights of Columbus safe environment policies and procedures are observed at all Knights of Columbus-sponsored youth activities.

Questions regarding this policy may be directed to the Office of Youth Protection at 203-752-4558 or [oyp@kofc.org](mailto:oyp@kofc.org). Questions regarding the status of your council youth director or any youth leader in your council relative to the Knights of Columbus Safe Environment Program may be directed to the Office of Youth Protection at 203-800-4940 or [youthleader@kofc.org](mailto:youthleader@kofc.org).



*Members of St. Andrew's Council 7131 in Cape Coral, Fla., pause during construction work at a Habitat for Humanity build. The Knights of Council 7131 were thankful for the opportunity to offer their time and energy to help a local family achieve the dream of owning an affordable home.*



## Finalize Your Plans for K of C Family Week

*Celebrate families as the backbone of community  
and the heart of Christian life*

As you finalize your plans for Knights of Columbus week — held this year Aug. 7-13 — be sure to advertise your event through social media, parish bulletins, council and parish websites, and local TV and radio. And — as the event is taking place — don't forget to post photos and videos using the hashtag #KofC!

If you have not yet begun organizing your council's events and need suggestions, take a look at the Family Week schedule planned by St. Justin Martyr Council 8293 in Houston:

Monday, Aug. 7

- 7 p.m. — Family Mass  
*Invite people to this Mass and one or two families to serve as lectors, cantors, acolytes and gift bearers.*

Tuesday, Aug. 8

- 10 a.m. — Family Story Time  
*Organize a time for stay-at-home parents and their children to bond together through stories.*
- 7 p.m. — Family Mass

Wednesday, Aug. 9

- 7 p.m. — Anointing of the Sick  
*Welcome the sick to attend this communal celebration with their entire family.*

Thursday, Aug. 10

- 10 a.m. — Family Story Time
- 7 p.m. — Family Recognition  
*Acknowledge and thank those families who are invaluable in their work in serving the community.*

Friday, Aug. 11

- 7 p.m. — Affirmation of Marriage Vows at Mass

Saturday, Aug 12

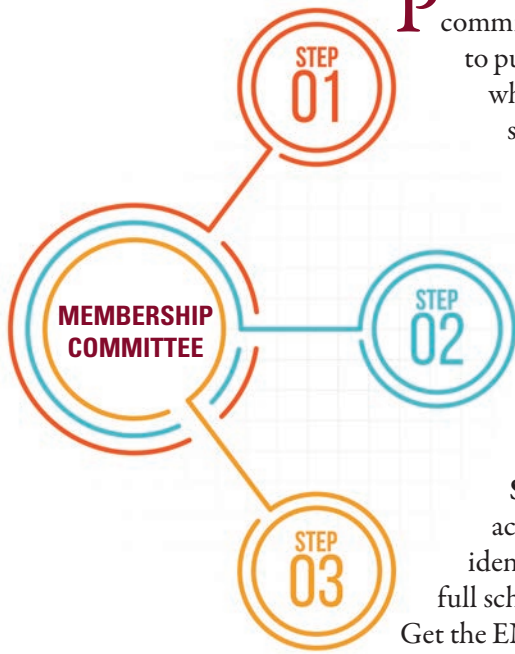
- 5:30 p.m. — Family Mass

The council also discussed visiting older family members living in nursing homes, as well as developing and promoting informative programs about Christian marriage, convalidation of civil marriages, and family counseling.

For further ideas, visit [kofc.org/familyweek](http://kofc.org/familyweek).

**THE SEARCH IS ON! What makes your council unique? Tell us about your biggest success. With your help, we can inspire other councils! Learn more about submitting news on your council's charitable initiatives by visiting [kofc.org/knightsinaction](http://kofc.org/knightsinaction).**

# Three Steps to Get Your Membership Committee Organized



Planning is the key to your council's membership drive. Start by choosing your membership committee. Choose Knights who are enthusiastic, detailed-oriented, good planners and able to put ideas into action. Members who have experience in sales, advertising or marketing and who are comfortable speaking in front of people would be great additions. Your field agent should also be a part of your membership committee.

After choosing the members you want on the committee, follow these steps:

**Step 1.** Appoint a membership director to oversee all membership programs and recruitment activities. Next, appoint a recruitment committee of three or more Knights, based on the recommendation of the membership director. Then, divide the director and committee members into two-man recruitment teams.

**Step 2.** Appoint a retention chairman, retention committee and insurance promotion chairman (preferably the council's insurance agent). The membership director, committee chairmen and committees set goals and plan specific recruitment, retention and insurance promotion activities for the entire year.

**Step 3.** Finally, set membership goals (e.g., exceeding a certain membership quota, achieving Star Council, breaking a previous council recruitment record, etc.). Be sure to identify and schedule recruitment methods that best suit your council's goals and create a full schedule of First Degree exemplifications.

Get the ENTIRE council involved. Even those who don't recruit directly might suggest prospects to the membership committee.

## Resolution Brings Prayer and Peace

This Sept. 11 marks the 16th anniversary of the terrorist attacks on the United States. Three years later, at its annual meeting in 2004, the Supreme Council passed a resolution that Sept. 11 be observed each year as the World Day of Prayer for Peace.

Help us turn this tragic anniversary into a day of prayer — a day which gives us the opportunity to honor the thousands who lost their lives as well as to pray for peace in the world, especially in places where war, violence and turmoil persist.

To plan your day of prayer, start by checking out materials offered by the Supreme Council, such as the *Day of Prayer Poster* (#9483) and *Prayer Card* (#9484). Then, arrange to hold an appropriate prayer service in a church, war memorial, municipal park, city hall or other public location. For more information, visit [kofc.org/prayerforpeace](http://kofc.org/prayerforpeace).



**Blueprint**, from Page 1

Additionally, he asked the state deputies to promote the Domestic Church initiative, saying that leaders should do this by encouraging Knights and their families to read *Building the Domestic Church: The Family Fully Alive* (#10162). They could also sponsor men's *Into the Breach* (#340) study groups and work to create stronger ties with their pastors and parishes.

Commenting on the Knights' commitment to the culture of life, the supreme knight announced the goal of placing 1,000 ultrasound machines in pro-life pregnancy centers throughout local jurisdictions. With the 815 ultrasound machines already in place saving approximately four babies per week, the projected goal would mean that more than 1 million lives could be saved over the next five years.

"Someday each of you will be able to look back and say that there are 1,000, 2,000, maybe 3,000 children that your jurisdiction saved. Who else can say that? We are going to save hundreds of thousands of children through this initiative."

"Along with these priorities, we need to grow the Knights of Columbus," Supreme Knight Anderson concluded. "It is urgent that we grow, and we need to succeed in this for the future of the Knights of Columbus."



### Audit Due in August

This period's *Semiannual Council Audit Report* (#1295) and *Service Program Personnel Report* (#365) are due at Supreme Council headquarters by Aug. 15. If council trustees have not yet submitted these forms, make sure they send them immediately to the Fraternal Mission Department. The forms may be accessed at [kofc.org/forms](http://kofc.org/forms) or in the *Council Report Forms Booklet* (#1436).

### Habitat for Humanity

Make your next project one that helps build a home! Habitat for Humanity is a nonprofit Christian organization that provides safe, personal shelter to needy families around the world. Remember: Councils that donate both \$1,000 and 200 man hours to Habitat for Humanity will fulfill all four Community Activity requirements of the Columbian Award.

### Refund Your Hunger Outreach Program

The Supreme Council continues to refund \$100 for every \$500 or 1,000 pounds of food donated to food banks, food pantries and soup kitchens, up to a maximum refund of \$500 per council per fraternal year. Participation in this program may also qualify a council to fulfill all four of the Family Activity requirements of the Columbian Award.

### Order Soccer Challenge Materials Now

Now is the time to order the *Soccer Challenge Kit* (#SC-KIT), which contains rulebooks, entry forms, advertisement materials and certificates for up to 75 participants. Before ordering, be sure you know the number of kits required and the date by which you need to receive the kit. For general questions about the contest, please visit [kofc.org/service](http://kofc.org/service).



## New Social Media Tools to Help Your Council!

Whether you're just getting started or have 1,000 Facebook followers, the Knights of Columbus Social Media Team has two new resources to help you make the most of your council's social media presence!

### Social Media Hub

As you probably know, the Knights of Columbus is everywhere on social media. With Facebook, Twitter, Instagram, YouTube, LinkedIn and Google+ pages, it can be hard to keep up with all the news coming from our social channels. Now, the K of C Social Media Hub makes it easy for you! The feed, which can be found on [kofc.org](http://kofc.org), pulls all our posts and tweets from around the web to a single page where you can view everything at once.

### Social Media 101

In last month's issue of *Knightline*, we announced that councils could request a copy of our *Social Media 101 Guide* via email. Councils interested in the printable PDF version of the guide should send an email to [socialmedia@kofc.org](mailto:socialmedia@kofc.org). In the email, include your council's name, number and location. Also include links to your social media pages so the Supreme Council Social Media Team can follow you!

You can also find the *Social Media 101 Guide* online. Visit the "For Members" section of [kofc.org](http://kofc.org) and check out the Resources tab. Each month, the webpage will be updated with new tips and tricks to help your council's social media presence continue to grow!

## Lead Your Council's Recruitment Efforts

Looking at the numerous recruiting techniques and tips that we constantly share, sometimes it seems that bringing new members into our Order is too bothersome to be worth the effort. "Someone else will recruit," you tell yourself. "I'm just not persuasive enough to get guys to sign a membership document."

We're here to tell you: Recruiting is not only simple, it's worth every effort. And every single one of you can do it. Ultimately, all it takes is for you to ask a qualified man to join.

We understand that asking can be intimidating — sometimes it's even hard to know whom to ask! That's why every council should work with their membership committee to form a recruitment strategy based on your council's goals and resources. For example, if your council is active in your local parish, church drives might give the best results. If you have a strong visible presence within your community, open houses may be the best way to reach prospects.

As an officer of your council, your role in recruiting is to lead by example. Always be prepared to ask a qualified man to join, have two or more *Membership Documents* (#100) with you at all times, and be at the forefront of your council's recruitment efforts. Through your example, your brother Knights will see that growing the Knights of Columbus is your council's top priority. Without new Knights, your council — and, by extension, the whole Order — will not have a future. It will eventually have to give up charitable endeavors that have helped transform the world into a better place, because it simply won't have enough Knights available to volunteer. With a good recruiting strategy, though, you can stop that before it happens!

Make certain that your council can host or participate in a local First Degree ceremonial at least once every month, if not more. If a degree team is not available, use the First Degree DVD (available through Officers Online). Remember that recruited candidates are anxious to join; do not make them wait long periods of time or travel long distances unaccompanied.

# BUILDING THE DOMESTIC CHURCH

## *While Strengthening Our Parish*



“The family as domestic church is central to the work of the new evangelization and to the future sustainability of our parishes.” ~ Supreme Knight Carl Anderson

### Your Council Action Plan

All councils are required to implement Domestic Church activities into their annual action plan. To do this, work with your pastor in organizing a combination of activities aimed at strengthening the bond between your council, parish and families.

### Domestic Church Activities

Any council that organizes at least **TWO activities from EACH of the four areas listed below** will receive a commemorative Holy Family icon.\* The icon signifies your council’s devotion to the Holy Family and your dedication to building the domestic church. Reporting information and forms will be available online at [kofc.org](http://kofc.org) beginning Sept. 1.

*\*Icon only available for councils in Canada and the United States.*

#### MEMBER ACTIVITIES



- Start a Men’s Holy Hour
- Organize a parish reflection of *Into the Breach* (#340)
- Sponsor a faith formation group for men utilizing Catholic Information Service resources ([kofc.org/cis](http://kofc.org/cis))

#### FAMILY ACTIVITIES



- Encourage families to participate in the Family Fully Alive program, referring them to *Building the Domestic Church: The Family Fully Alive* (#10162)
- Encourage families to pray the *Consecration to the Holy Family* (#10371)
- Hold an Affirmation of Wedding Vows on Father's Day
- Plan a Family Week Celebration for your parish

#### PARISH ACTIVITIES



- Host the *Holy Family Prayer Program* (#5050)
- Encourage participation in a family rosary program
- Promote Simple Suppers & Stations during Lent
- Join the Keep Christ in Christmas campaign
  - Sponsor a Christmas poster contest in your parish school
  - Conduct a *Journey to the Inn — An Advent Celebration* (#9898) at your parish

#### COMMUNITY ACTIVITIES



- Lead your parish community in **two** community service projects. Focus particularly on Knights of Columbus programs, such as Coats for Kids, Food for Families and similar activities.



## KNIGHTS OF COLUMBUS INSURANCE

### Fraternity and Insurance: A Life-Changing Combination

One hundred and thirty-four years ago, Father Michael J. McGivney worked to protect Catholic families.

Now, in 2017, Father McGivney's mission has taken on several different shapes and services, including charitable works, evangelical missions, catechetical programs and, of course, our insurance program.

Together, these things form the core of the Knights of Columbus.

Guided always by our fraternal principles of charity, unity, fraternity and patriotism, we are most effective when the different aspects of our organization operate in conjunction with each other. When the Knights who lead our programs work together, the results can be truly life changing — not just locally, but globally.

This summer, as we embark on a new fraternal year, spend time with your field agent and general agent to coordinate your activities.

Your Knights of Columbus Insurance agents are tremendous resources for you and your council. For these men, the Knights of Columbus is more than just a career, it's a vocation, and they are deeply committed to furthering Father McGivney's mission in all its facets.

Ask for their help with membership drives during Sunday Masses. Seek out their assistance with various committees and fundraisers. Lean on them to help supply manpower for hands-on charitable events. Open the door and welcome them. Invite them to full participation in your council life.

Remember, these men work tirelessly to serve the members in their area. Although they may not always be able to take part in each and every initiative, they want to be involved with their councils as much as possible.

As a professionally trained Knights of Columbus field agent, your agent brings tremendous value to your council and to your members. He also brings with him a full product portfolio of high quality insurance products. He holds the key to the greatest fraternal benefit of all: the insurance program.

The men in your council will no doubt be at various stages of life, with varying needs and varying means. Nevertheless, at some point in their lives, surely most of them will look for life insurance protection, retirement products, disability income or long-term care insurance. When they do, why would they look anywhere besides their very own Knights of Columbus?

But the truth is, many of your council's members probably don't think about our insurance business. They may have met with a field agent once or twice during their time as Knights, but they probably don't know about our current full line of products. They probably don't know about our \$100 billion of life insurance in force. They probably don't know about our consecutive years of receiving the highest possible rating for

financial strength, A++ (Superior), from A.M. Best. They probably don't know about our being named a "World's Most Ethical Company" in 2014, 2015, 2016 and 2017. They may not even know of Father McGivney's vision of financial protection for Catholic families.

But they should.

When your members are in the market for insurance products, they have a choice. They can purchase from one of more than 1,500 life insurance companies in North America who will do whatever they choose with their premium dollars and invest in whatever offers them the best returns. Or, they can purchase from their Knights of Columbus, who will invest ethically and donate generously. It's what we call "The Catholic Difference."

What would it mean to your members to know that the money they spend protecting their family, preserving their retirement, guarding against the financial strain of a disability or providing for long-term care goes to an organization that supports the Church? To an organization that has donated more than \$1.5 billion to charity in the past decade? What would it mean to your members to know that their insurance purchase will someday not only change the lives of their family, but maybe even the lives of families halfway across the world?

Invite your field agent to talk about the Catholic difference. Set up a fraternal benefits night where he can address the council on our slate of products and the benefits that they bring to Catholic families. Welcome him as a Knight. He, too, is deeply committed — not only to protecting Catholic families financially, but also to standing up for the marginalized, standing up for the poor and standing with the Church.

New years are times for new resolutions. As you embark on the 2017-18 fraternal year, resolve to incorporate your field agent into your council life so that your members have the opportunity to profit from our greatest fraternal benefit.

To find your agent, visit [kofc.org/findagent](http://kofc.org/findagent) or call 1-800-345-5632.

### Get the Inside Scoop on the 135th Convention

Experience what makes the Supreme Convention the highlight of the fraternal year by checking out [kofc.org](http://kofc.org), Aug 1-3. At [kofc.org](http://kofc.org), you'll find daily reports on events as they unfold in St. Louis, Mo. You'll also be able to access news briefs, photos and livestreaming video for a close-up look at everything that's going on. Broadcast details of the supreme knight's address will also be posted as soon as it becomes available, so keep an eye on the website to learn how to experience the speech live!

# KNIGHTLINE

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## PROTECT WHAT MATTERS MOST

YOUR LIFE. YOUR FAMILY. YOUR FUTURE.



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