



# KNIGHTLINE

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NEWS FOR KNIGHTS OF COLUMBUS LEADERS

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## You, Your Council and Fraternal Success

The Knights of Columbus fraternal year ends in June — deadlines are just around the corner. In this issue, we look at everything you need to finish the year strong: whether it's better utilizing the connection between programs and membership, completing your forms or creating goals to achieve year-end success.

The success of our fraternal year is built on you, our council members and leaders. Together, we can end the year strong and make a difference around the world.

See inside for details.

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## This Good Friday, Pray

One of the best ways to pray in Lent is at your parish's Good Friday Liturgy on April 19. It helps us strengthen our faith, pray for the Church and support Christians living in the Holy Land today.

Help your pastor promote the liturgy. Visit [kofc.org/goodfriday](http://kofc.org/goodfriday) for details.

# Your Membership, Programs Strengthen Men's Faith

*A message from California State Membership Director Michael Brault.*

**M**embership and programs go hand in hand. Without membership, there can be no programs. Without programs, our membership will wither away.

We are in the midst of Lent. If we wish to continue to be the “strong right arm of the Church,” our councils should be taking the lead in participating in (and even in) organizing spiritual and faith-based activities.



*“Membership and programs go hand in hand.  
Without membership, there can be no programs.  
Without programs,  
our membership will wither away.”*

Has your council embraced the new Faith In Action programs rolled out last July? Go to [www.kofc.org/faithinaction](http://www.kofc.org/faithinaction) and review the Faith in Action Overview. It will help to make your council become firmly rooted in faith and in action. Review the eight Faith activities and implement one (or more) of them during this Lenten season.

**Faith activities** will entice more young men who are **thirsting for spirituality** to join the Knights. Keep in mind that **EVERY program activity is a membership opportunity**.

Near the end of an activity, determine which men are NAKY (Not A Knight Yet). If these non-Knights liked the event, they may be ready to join. Ask them.

Be sure to have your **Council Prospecting Landing Page** (see below) ready so you can capture their contact information electronically. All prospects who are entered into the Council Landing Page will be sent a weekly email from the Supreme Council office. Be sure to also send a personal email to your prospects highlighting your council's upcoming Faith In Action program activities. Keep their interest and eventually they will join.

Once a Knight joins online, how do you get him involved in your council? You use Faith In Action, according to Doug Oldmixon, past state deputy of Texas.

He says, “Reach out with a simple reminder of each opportunity for personal involvement. Come give blood. Come serve food. Join us for morning prayer, even if it's just before golf. Since he is already a member, something will eventually catch his eye and move his heart.”

## How can my council get a custom Prospecting Landing Page?

1. Visit [info.kofc.org/pagerequest](http://info.kofc.org/pagerequest).
2. Provide your council's basic information. Using these details, the Supreme Council's Online Membership team will set up a landing page specifically for your council.
3. Try out the page. You can work with our team to customize it so the message is right for your council.

Once you have a custom Prospecting Landing Page, future Knights can simply type in their names and email addresses. Once they enter their email address, they get a message thanking them for their interest and giving them your council's contact information. Meanwhile, your council's grand knight or membership director receives an alert that this man is a prospect for the council to recruit.

Your council's custom Prospecting Landing Page quickly connects you with potential members. With it, you keep them in the loop about council events. Each event they hear about becomes another reason they might join.

*Interested? Go to [info.kofc.org/pagerequest](http://info.kofc.org/pagerequest) to get a page personalized to your council's needs.*



## Uganda: Water Well

*Knights have helped thousands of people in Ethiopia and Uganda get access to water. Communications Professional Andrew Fowler found out more.*

Thanks to the Knights, new clean water wells are saving lives in Africa. This was achieved through a partnership with “charity: water,” an organization committed to bringing safe, clean drinking water to developing nations.

Funding the water wells aligns with the Helping Hands program, a required Faith In Action community program. Through the Helping Hands program, Knights support the most disadvantaged members of the local and global communities. Councils around the world complete the program by serving at or running a soup kitchen, repairing the facilities of a local service organization or something entirely unique, such as a water well.

“The Knights of Columbus have been extremely generous charitable partners, enabling charity: water to impact 21 communities across Ethiopia and Uganda,” said Maria Johnson, director of Key Relationships for the organization. “For a community that has never before had it, clean water changes everything.”

To 18-year-old Berekech from Ethiopia, the clean water well was an answer to prayer. Before the well was installed, she more than three hours per day walking to a water source — even while pregnant. But through the Knights’ donations, not only will her entire community never have to drink dirty water again, but her child will be one of the first people in the community to never know life with dirty water.



The initiative was announced at the 133rd Supreme Convention in 2015 when Supreme Knight Carl Anderson announced that the Order would build 20 clean water wells in Africa.

The next year, the Knights contributed to a \$1 million grant to construct an additional 94 clean water projects to bring clean water to 48,236 people in southeastern Uganda. As part of this grant, the Knights directly funded 8 drilled wells and 2 rehabilitated wells.

Learn more and get involved at [kofc.org/helpinghands](http://kofc.org/helpinghands).

*“This gift will bring life, health, hope and dignity to people. For many people, your gift was an answer to years, sometimes decades, of prayer.”*

*— Scott Harrison, founder of charity : water  
Letter to the Knights of Columbus*

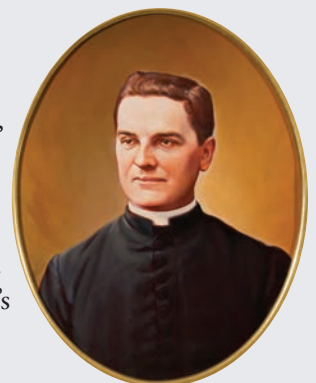
*Has your council had an impact on your local or global community?  
Share your story by emailing [knightline@kofc.org](mailto:knightline@kofc.org) or [andrew.fowler@kofc.org](mailto:andrew.fowler@kofc.org).*

## Fight for Your Knights, McGivney Style

Father McGivney was a can-do man who brought together hardworking men. He was humble, pious and prayerful, possessing enormous organizational and leadership talents.

But his humility didn’t make him weak. When an anonymous letter claimed the K of C was a “secret society,” Father McGivney wrote a piercing reply.

Know someone who is misinformed about the Knights? Follow Father McGivney’s example and reply: First, talk to him about the Knights in your council. Second, share stories about your council’s great work. Third, invite him to visit [kofc.org/joinus](http://kofc.org/joinus) to learn more.



# What Knights Can Learn From the New England Patriots

*Matt St. John currently serves as the director of U.S. Membership Growth.*

*Here he talks about what we can learn from the New England Patriots to achieve year-end success.*



I'm a Patriots fan, so you'll have to forgive me for that transgression. But they are an interesting case study for how to build success year-after-year.

Instead of focusing on key personalities and reacting to situations — like so many organizations do — the Patriots' success is defined by their system. It matters little who starts at what position (with one, notable exception), or who their opponent is, week-in and week-out. Seventy-five percent of the time, the result is the same: victory.

The Patriots' system centers on having goals. Setting goals, both short and long-term, is a major part of the way they operate. It's said that Coach Bill Belichick often tells his players: "Do these three things, and we'll win the game." And it works.

The players prioritize those three things. They practice those three things. They execute those three things, and they win.

What are your council's three goals? If you want to "win" this fraternal year, what are the three things you need to prioritize, practice and execute? Church drives at your parish? First degrees? Holding that fundraiser? Holy hours? Fish fries? Each council has different keys to success: As the council leader, you need to know the council's goals, and make sure they don't get lost in the shuffle.

Being a volunteer leader for the Knights is hard work. You have to deal with a lot of moving pieces and parts, and many unexpected events. If you don't know where you want to end up *and what you need to do to get there*, you'll just end up reacting and will have a hard time making any real progress.

So set your goals. It's three-months before the Fraternal Year ends on June 30 – that's plenty of time for goal setting. The Patriots do it every week.

What are the three things you need to do to succeed? Know them. Share them with your officers. And put a plan in place for achieving them by June 30. You'll be glad you did.

*Questions about membership growth? Email [fraternalmission@kofc.org](mailto:fraternalmission@kofc.org).*

## Put Your Council Retention Committee into Action

*Membership retention is just as important as membership recruitment. Keeping a member engaged is vital, but what happens once a member is lapsed? That's where a strong council retention committee makes all the difference.*

**Establish a retention committee.** The deputy grand knight, trustees and other active members willing to reach out to inactive members make up this committee. This group looks at reasons why Knights become inactive and let their membership lapse. This committee plans programs aimed at preserving the council's membership and anticipating challenges that can cause membership suspensions.

**Meet and plan.** The financial secretary provides the retention committee with a list of members in danger of being suspended. Reach out to these members to find out why they aren't active or why they have not paid their dues. Once the committee learns the reasons, work to bring back these members into the council family. The financial secretary can also furnish a list of suspended members. Ask those who still meet membership requirements to rejoin.

**Launch a 'welcome-back' campaign.** Your retention committee should organize a number of active members with good communications skills to reach out to lapsed members. Provide each of these Knights with details of when the lapsed member joined, what committees he served on and what he did for the council. Add to the list whatever personal data your records contain. Put together talking points on what the council is doing and invite these inactive members back into the council family.

**Never stop recruiting your members.** Recruit inactive members like they are new prospects. Stay on a positive note and ask them what they enjoyed most about their past participation. Emphasize the aspects of council membership the member is most likely to miss in allowing his membership to lapse.

Council retention committees should be familiar with the *Membership Recruitment and Retention Manual* (#10237), the *Knights of Columbus Member Retention Billing Procedures (Instructional Handout)*, the *Request for Membership Suspension and Procedures (Form and Instructions)*, and the *Notice of Intent to Suspend* (#1845).

*Questions about membership retention? Email [fraternalmission@kofc.org](mailto:fraternalmission@kofc.org).*

# Five Steps to Completing Your Year-End Forms

*Council deadlines for Faith In Action programs and Columbian Award requirements are just around the corner. Follow these five steps to understand which forms are needed.*

1. Go to [kofc.org/forms](http://kofc.org/forms) and download the updated *Columbian Award Application* (#SP-7). Look at the **Faith In Action** section: Notice the **four programs** listed under each of the **four categories**.
2. Complete the **final paperwork** for any **required** or **featured** programs you completed. The forms are available at [kofc.org/faithinaction](http://kofc.org/faithinaction) under the resources section.
3. Tell us about your **unique programs** — they could qualify your council for a State Council Service Program Award. Include the details on the *Columbian Award Application* (#SP-7) and the *State Council Service Program Award form* (#STSP). Both forms are available at [kofc.org/forms](http://kofc.org/forms).
4. **Review** the *Columbian Award Application* once more. Fill in all 16 program spaces. Then, **submit** the form to [fraternalmission@kofc.org](mailto:fraternalmission@kofc.org). You have **three months left** to complete any missing programs and still qualify for the Columbian Award. See [kofc.org/faithinaction](http://kofc.org/faithinaction) for details.
5. Confirm that your council is **safe environment compliant**. Have your grand knight, program director, family and community director been trained and had their backgrounds checked? If not, visit [kofc.org/safe](http://kofc.org/safe) to complete the required steps.

*Learn more about Faith In Action at [kofc.org/faithinaction](http://kofc.org/faithinaction).*

## REQUIRED PROGRAMS

**Faith**  
Spiritual Reflection

**Family**  
Consecration to the Holy Family

**Community**  
Helping Hands

**Life**  
Novena for Life



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# FAITH IN ACTION

## This Easter, Show Knights' Support With a Simple Gift

*The Sacramental Gifts program gives Knights the opportunity to celebrate baptisms, first communions, confirmations and marriages — in one simple act of giving.*



Offering a gift to young people after they are baptized or receive their First Communion or Confirmation is a good way to say “Congratulations. This is a very big step in your Catholic faith, and the Knights of Columbus are here to support you and your family.”

As we prepare for the Easter season, and upcoming First Communions, Confirmations and weddings, consider the ways your council can show its support. Learn more by visiting [www.kofc.org/gifts](http://www.kofc.org/gifts).

**WHO is involved:** Your council, your pastor and parishioners.

**WHAT it is:** Gifts for recipients of baptism, first communion and marriage. You can order gifts — such as angel pins, lives of the saints, devotional books and more — at [www.knightsgear.com/sacramental-gifts](http://www.knightsgear.com/sacramental-gifts).

**WHERE to host it:** Your church.

**WHEN to conduct it:** Throughout the year, in conjunction with your parish's schedule of baptisms, communions and weddings.

*Obtain your pastor's permission and, under his direction, plan the best way for you to present the gift.*

*Check out the Sacramental Gifts Brochure (#10727) for details and visit [www.knightsgear.com/sacramental-gifts](http://www.knightsgear.com/sacramental-gifts) to purchase gifts.*

*Special thanks to Sean Pott, program manager of Faith Based Initiatives, for sharing these details of the Sacramental Gifts programs.*

*Questions? Email [fraternalmission@kofc.org](mailto:fraternalmission@kofc.org).*



## FIRE IN THE BELLY

### A CHALLENGE AND MESSAGE FROM SUPREME CHAPLAIN ARCHBISHOP LORI

*“And it happened that, while he was with them at table, he took bread, said the blessing, broke it, and gave it to them. With that their eyes were opened and they recognized him, but he vanished from their sight. Then they said to each other, ‘Were not our hearts burning [within us] while he spoke to us on the way and opened the scriptures to us?’”*

— Gospel for April 21, Lk 24:30-32

A “fire in the belly,” passion, a drive — these are some of the ways we talk about others who can summon a deep, inner motivation and who make a difference. My brothers, can we say the same about our inner drive to go deeper in our Church’s teaching? Do our hearts “burn within us” and cause us to daily familiarize ourselves with the riches of our faith? Do we have a deep desire to be the kind of men who don’t stand silent when we hear our Church’s teaching denigrated? In order to lead with faith, we need to know our faith. We can’t give what we don’t have. By God’s grace, may we each become disciples whose “hearts burn within us.”

### This Month’s Challenge

This month, I challenge you to deepen your desire to have a heart “burning within you” for new knowledge of the Church’s teaching and doctrine. Invest five to 10 minutes a day reading the Catechism of the Catholic Church or other resource, listening to a Catholic talk online, or taking advantage of another formation opportunity. Second, I challenge you to talk with a brother in Christ about what you’re learning.

## Grand Knight’s Checklist

### Upcoming Deadline

- April 10 — Per Capita Tax, Catholic Advertising Fund and Culture of Life Fund assessments due.  
*NOTE: Failure to pay the assessments prior to April 10 will result in suspension of the council. A suspended council may not be seated at their state convention, nor are its members eligible to be delegates to the Supreme Convention.*

### Planning

- Regularly meet with your pastor and your council’s field agent.
- Schedule First Degree ceremonies to take place in April, May and June.

### Things to Do

- Remain compliant with updated Safe Environment requirements (see [kofc.org/safe](http://kofc.org/safe)).
- Use the new *Programs Report Form* (#10784), available at [kofc.org/forms](http://kofc.org/forms).
- Make sure you’re promoting membership — using the Form #100 or [kofc.org/joinus](http://kofc.org/joinus) — at all council and parish events. Always keep an eye out to who’s interested in learning more about the Knights.
- Invite your agent to a Fraternal Benefits Night — it’s a great way to introduce parishioners about the K of C and tell members about fraternal benefits.

## Recruiting with Likes, Shares and Retweets

The world needs the Knights — and your council. Here’s some tips to bring more men to your council:

1. Ask the Knights in your council for their best recruiting tips and do your best to implement them.
2. Reach out to your local parish and community via media — simply link to [kofc.org/joinus](http://kofc.org/joinus) on Facebook or Twitter with a message welcoming the Catholic men in your area.



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.

# KNIGHTS OF COLUMBUS INSURANCE

## Turn Your Council Into a Team With These Three Tips

*General Agent Dan Cabirac serves the New Orleans area. An agent for more than eight years, Dan has a surefire way to build a team between agents and councils, and to achieve success.*

**B**rother Knights, it's the final stretch of our fraternal year — when we are all thinking about reaching our fraternal year-end goals. The most important thing for our council leadership to remember is that we, your insurance agents, are here to help. We are on the same team, and we have the same goals.

Your insurance agent is a Brother Knight working to protect and serve his fellow Brother Knights and their families — just as Father McGivney envisioned. Our mission starts with you: We help you protect your family, and support you in your fraternal goals.

So, what can we do as a team to help you reach your fraternal goals? Start with these three tips:

### **First, communicate.**

Let agents know when you're having council meetings. Invite agents to provide real-life examples of how K of C insurance products have helped members navigate through life's toughest situations. Encourage your council members to discuss insurance one-on-one with us agents.

### **Second, promote.**

Sometimes, members don't understand how our insurance goals are connected to our fraternal goals. That's because many members are unaware of the various products we offer to help them protect their families and insure their future. Please help promote our products.

### **Third, help us discredit common life insurance myths.**

Debunking insurance myths help members better understand insurance — and each insurance member brings you one step closer to earning the Founders' Award, which recognizes excellence in promoting our top-rated and exclusive insurance products. Here are three myths to set straight:

#### **Myth #1: My financial advisor will handle my insurance needs.**

*Myth debunked:* Financial advisors sometimes fail to consider risk factors such as unforeseen disabilities, future long-term care needs, and outliving your money.

Life insurance can help you avoid dipping into your nest egg when these risk factors occur, and it can help you avoid the stiff tax penalties that come later in life. Quite simply — we are not here to replace your financial advisor; we are here to be a piece of the puzzle in your financial health.

#### **Myth #2: My spouse has a policy, so I don't need one.**

*Myth debunked:* When one spouse outlives another, the surviving spouse stands to lose some of the pension and/or social security benefits. This results in a loss of expected income; life insurance can fill this gap.

Sometimes families think they only need to cover the breadwinner. But the popular Disney movie *Mary Poppins Returns* shows this is not true. In the movie, the young mother has died, leaving behind three young children. The grief-stricken father is forced to miss time from work and figure out how to cover childcare. He falls into financial distress and the family is faced with losing their home. Though this is a movie, this is too often reality. Wouldn't you rather secure your family's needs before something happens?

#### **Myth #3: Since I am young and healthy, I should wait until I'm older to get life insurance.**

*Myth debunked:* Life insurance is typically most affordable when you are young and healthy. Let's face it, you will never be younger than you are right now and good health often tends to decline as we age. There's no time like the present. Now is likely the best time to become well insured and at a cost that is affordable to you.

Remember, it's the agents' mission to help you protect your family. And in doing so, we are working together to help your council reach its fraternal year-end goals.

*To learn more about K of C insurance, visit [www.kofc.org/insurance](http://www.kofc.org/insurance).*



*General Agent Dan Cabirac with his family on Easter Sunday.  
(Image courtesy Dan Cabirac)*

# KNIGHTLINE

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her protector.

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

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