



The Palmetto Connector

Membership Engagement News and Updates from around South Carolina

Every Council activity is a Connection opportunity!

Reminders:

- **District Deputies** - Please follow-up with your councils about scheduling their Exemplifications.
- **Membership Directors** Set up membership info at all council functions.
- **Grand Knights** - Share your Success! Send the State Membership Engagement a synopsis of a council program each month.

ME Rules Review

In the State Membership Guidelines there is a section on Membership Engagement. Please review. Especially look over the Top 8 Rules. Are you putting them into practice? Do you have suggestions for new rules?

Share your connection successes!

January 2023

Membership Engagement in 2023

As we start a New Year, I hope all is well with you and your families. As we move forward in 2023 and our fraternal year, let us not forget that successful Membership Engagement (ME) means every member is engaged. Engagement means Fraternity. We are our brother's keeper!

A few suggestions:

- 1) use your Spring Membership Drives as a way to engage your members - Your FS can check rosters after each mass with members for correct contact information, name badges, membership cards and even dues reminders.
- 2) Exemplifications are great ME opportunities— brothers advancing to the 3rd are reminded why they joined and with their families present! Make sure you have refreshments afterwards for fellowship!

Please let me know if you have some good ideas or suggestions for Membership Engagement! I hope to make this a quarterly newsletter but I need your help!

Happy 2023!

Mike

Mike Boncoddio PGK
State Membership Engagement/Retention Director

Rule 5 - Eyeball to Eyeball beats e-mail to e-mail!

The basic rule is e-mails are great for providing information like who, what, when, where and why. They are easy to blast out to everyone and can be easily forwarded or retained.

Gaining commitment for action, ie program participation from you members is best left to the personal act of "eyeball-to-eyeball" or at least a phone call. Although many members will commit from e-mails, the ones who do not that need this personal touch. This is especially true for members who are still raising families and/or working. Remember, we all are busy. Sometimes our focus is not the program our council is conducting. The more personal the invite to help, the more likely that member will commit. The better the chance the member will remember to attend and help.

E-mails are a very handy tool for providing information, but nothing beats the personal touch.