



The Living Poll

The beginning, the need, the way and the outcomes...

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“None of us is as smart as all of us.”

— Kenneth H. Blanchard



"Before you change your thinking, you have to change what goes into your mind." - Zig Ziglar

The beginning

Each Fraternal year every Council is assigned a quota for new members

- ✓ *When did you learn your Council's quota?*
- ✓ *How many have a detailed plan to reach it?*
- ✓ *How many have achieved it?*



***Success occurs when opportunity meets
preparation*** – Zig Ziglar

The need...

The 4-Ps

- ✓ **Protocol**
 - ✓ *Membership Recruitment and Retention Manual*
 - ✓ *Past practices*
- ✓ **Process**
 - ✓ *Organizing membership and retention team*
 - ✓ *Working with Financial Secretary, District Deputy, Field Agent*
- ✓ **Procedure**
 - ✓ *Planning*
 - ✓ *Scheduling*
 - ✓ *Conducting events*
- ✓ **Prospects**

What if we reverse the order?



"You cannot fail unless you quit" – Abraham Lincoln

The way...

Goals - *quotas* and *objectives*

- ✓ **Goals** gather forces and resources to achieve a desired result –
Achieving Council quota
- ✓ **Objectives** provide the *actions* to achieve the goal - *Recruiting*
- ✓ **SMART objectives** provide the detailed approach, methodologies and evaluations of the outcomes – *Recruiting Success*
 - ✓ *Specific Measurable Achievable Relevant Timebound*




If you aim at nothing, you will hit it every time.

- Zig Ziglar

Knights verses *non-Knights*

- ✓ Each one of you was a non-Knight
- ✓ Each one of you decided to become a Brother Knight
- ✓ *What was the difference for you?*



*“When you change the way
you look at things,
the things you look at change.”*

— Max Planck

What you “see” is far from what you can get

Let’s try something...

- ✓ ***What do people “see” when you’re a Knight?***
 - ✓ Collecting donations
 - ✓ Standing outside of church or in front of a local store
 - ✓ Selling wreaths, cards or other items
 - ✓ Hosting fundraiser breakfasts, dinners and dances
 - ✓ Ushering at Mass
 - ✓ Collecting and distributing food
 - ✓ Giving blood, and coats for kids
 - ✓ *Giving up personal time to lend a hand to someone else*



It is easy to find truth; it is hard to face it, and harder still to follow it.

– Ven. Fulton Sheen

All of us are already *really busy*

Did you know that -

- ✓ The average person makes some 35,000 decisions daily
- ✓ Throw in an average of 7 hours sleeping
 - ✓ That's 2,000 decisions a waking hour
- ✓ Now asking someone to “*give-up*” more personal time is a tough choice

What's 24 hours?

- Questions to ask to help evaluate a candidate can discern his *WIIFM*
 - *At this point in your life, why are you interested in becoming a Knight?*
 - *In an entire year, can you volunteer 24-hours, of your choosing from scheduled activities and events?*
 - *What sort of difference would you like to make as a Knight?*



*When you change your thinking,
you change actions,
when you change your action,
you change your future.*

– Zig Ziglar

Everybody's got a WIIFM – *What's In It For Me*

We're motivated to achieve our WIIFMs and will choose what needs to be done to succeed

- ✓ **Influencing factors**
 - ✓ *your wife, or significant other*
 - ✓ *family needs*
 - ✓ *friends*
 - ✓ *work*




*A person who feels appreciated will
always do more than is expected...*

The outcomes...

We all want to *belong*

- ✓ **Most of us may enjoy a quiet moment, yet all of us chose to interact by**
 - ✓ how we were raised
 - ✓ external influences and
 - ✓ how we internalize them
- ✓ **We are motivated to succeed, and work to avoid failure**
- ✓ ***Change* brings about a level of resistance until it's accepted**



*"The easiest thing to be in the
world is you.
The most difficult thing to be is
what other people want you to be."*


-- Leo Buscaglia

What affects the choice to give-up personal or family time?

- ✓ Achieving a WIIFM
- ✓ Wanting to be “*like*” those we admire
- ✓ *Jumping on the bandwagon* towards self-gratification
- ✓ *Selflessness*

What does all this lead up to?

- ✓ Effective recruiting and retention for Council *vitality and viability*...
- ✓ More hands to help
- ✓ Greater reach
- ✓ New ideas



***"Start by doing what's necessary;
then do what's possible; and suddenly
you're doing the impossible."*** -- Francis of Assisi

How does that help recruiting?

- ✓ Using a bit of peer pressure
- ✓ Leveraging *Birds of a feather flocking together*
- ✓ Looking for the *nudge* from the *better half...*
- ✓ The acceptance of *charity, unity and fraternity* in their life




*We don't grow when things are easy,
we grow when we face challenges...*

The Living Poll – power of peer pressure with *positive purpose*

- ✓ All starts with the back of a Form 100
- ✓ It reaps the benefits of *guilt by association*
 - ✓ The Celebrant allowing the *Living Poll* to be at the Mass
 - ✓ Men reflect on their faith and stand with other adult man in the pews
 - ✓ All see who are Brother Knights and who's not
- ✓ *Self-perception* affirms each man already has what it takes to be a Knight
- ✓ *Self-reflection* will begin a new thought process in each man

Power of peer pressure with *positive purpose*

- ✓ Nudging the curiosity of just what being a Knight really means
- ✓ Affirming family ties with past Knights
- ✓ The same *message being sent*, yet this time it's "*heard...*"



*"Attention is the rarest and purest
form of generosity."* -- Simone Weil

Commitment starts by unraveling the candidates from the crowd – *Exploring the Knights events*

- ✓ Talking about the Knights of Columbus needs to be based on curiosity
- ✓ One of the best ways *to reach a man is through his stomach...*
- ✓ The making of a choice makes the commitment easier
 - ✓ They get to choose what session to come and learn
 - ✓ The ticket affirms the session they chose
 - ✓ A sense of fulfilment with the *breaking of bread* with other like minded men




“For it is in giving that we receive...”

- St Francis of Assisi

Why the *Exploring the Knights* sessions

Curiosity is short term, & lacking their WIIFM, quickly forgotten

- ✓ **Work with the Council's Field Agent to share pertinent information**
- ✓ **Be -**
 - ✓ **Clear** – *it's decision time for them, if not now, perhaps later*
 - ✓ **Concise** – *what difference does the Council's good works make*
 - ✓ **Concrete** – *have the Form 100s and pens*
 - ✓ **Complete** – *tell them what they need to know and not everything you know*
- ✓ **Allow for lots of questions**
 - ✓ Listen for the “*objections*” between the words



"It's not the load that breaks you down; it's the way you carry it." -- Lou Holtz

Exploring the Knights needs to follow *The Living Poll* and align with the Council's exemplification

- ✓ Talk *opportunities and choices* over just obligations and duties
- ✓ Establish the Council's rhythm - *monthly meetings, faith events, overview of significant events*
- ✓ Outline the exemplification and family involvement from the start



“Tell me and I forget. Teach me and I remember. Involve me and I learn.”


- Benjamin Franklin

Ensure engagement from the start

Becoming a Knight is a transformation, so make it feel like it

- ✓ **Demonstrate inclusion immediately following the exemplification**
 - ✓ DGK gives the Council name badge
 - ✓ Chaplain presents a signed by the WGK copy of a faith book
 - ✓ Join the exemplification with a prayer event
- ✓ **Send a follow up email, or a letter for non-internet Brothers**
 - ✓ Where to find Council resources – web address, Council newsletter
 - ✓ Look ahead schedules for activities and events
 - ✓ Who to call with questions

What's next...



"One of the secrets of life is that all that is really worth the doing is what we do for others."

- Lewis Carroll



Host the *New Knight's Family Orientation Breakfast* soon after the exemplification

- ✓ Get your program directors engaged
- ✓ Include any recent transfers
- ✓ Bring on *charity, unity and fraternity...*

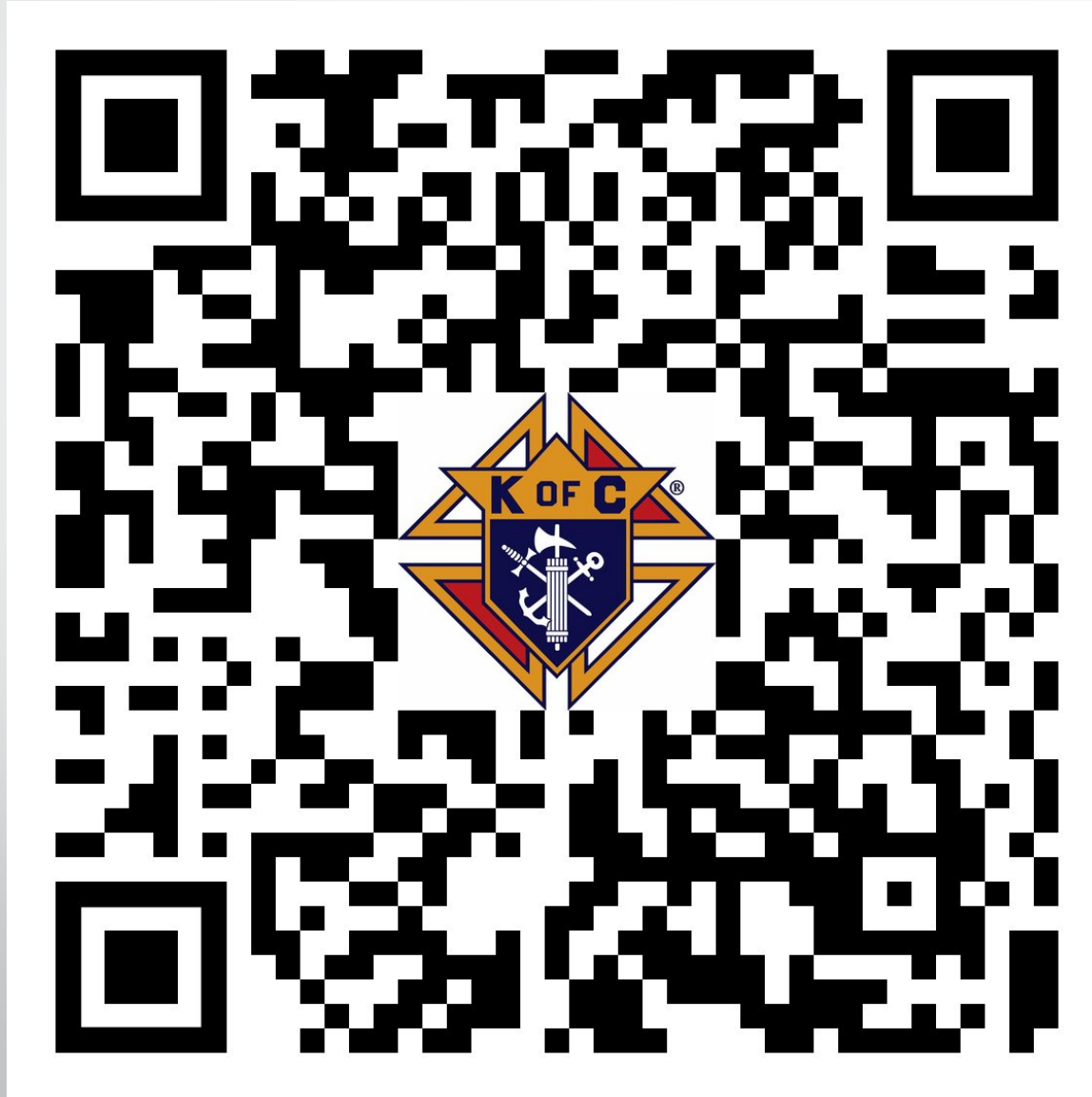
Embrace what the new Brother has to offer

- ✓ We brought in a *Caballeros de Colón* in advance of the Spanish exemplification to help lead his peers through the process
- ✓ The Spanish Exemplification Team brought him for that exemplification
- ✓ A new Brother led the annual Christmas Wreath program
- ✓ Another, was the head cook for the Knight's Christmas party
- ✓ Several were the *Knight of the Month* for their efforts

Look beyond the next hurdle...



Be creative and think out of your own box...




**Where you start is not as important
as *where you finish...***

"The 3 C's of Life:

Choices, Chances and Changes

***You must make a choice to take a chance or
you will never change."*** -Zig Ziglar



**I know you think you understand what
you thought I said, but I'm not sure
you realize that what you heard is not
what I meant**

— Alan Greenspan

Last thoughts...

SIX IMPORTANT GUIDELINES IN LIFE.

1. When you are Alone, Mind your Thoughts.
2. When you are with Friends, Mind your Tongue.
3. When you are Angry, Mind your Temper.
4. When you are with a Group, Mind your Behavior.
5. When you are in Trouble, Mind your Emotions.
6. When God starts blessing you, Mind your Ego.