

# Knightline

KNIGHTS OF COLUMBUS IN SERVICE TO ONE. IN SERVICE TO ALL.

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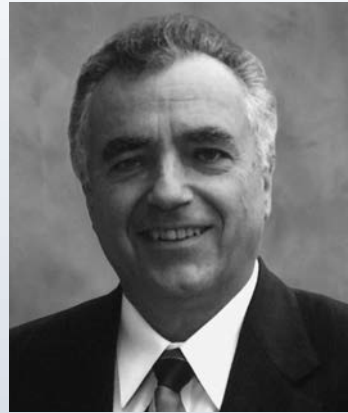
## Order Welcomes Brother Knights to New Leadership Positions



Logan Ludwig



Michael O'Connor



Natale Gallo



Patrick Kelly

The Knights of Columbus welcomed its new Deputy Supreme Knight and Supreme Treasurer, a new Supreme Director, and the new Assistant to the Supreme Knight for Canadian Affairs on Dec. 12.

The Knights of Columbus Board of Directors elected:

- Logan Ludwig as Deputy Supreme Knight. Deputy Supreme Knight Ludwig had previously served as Supreme Treasurer.
- Michael O'Connor as Supreme Treasurer. Supreme Treasurer O'Connor had previously served as Assistant Supreme Advocate.
- Natale Gallo as Assistant to the Supreme Knight for Canadian

Affairs. Supreme Director Gallo is a past state deputy of Ontario.  
• Patrick Kelly to the board as a Supreme Director. Supreme Director Kelly is the Order's Vice President for Public Policy, Executive Director of the Blessed John Paul II Shrine, and immediate past state deputy of Washington, D.C.

In welcoming his brother Knights to their new roles, Supreme Knight Carl Anderson said: "All of these men are proven leaders of our Order, and each brings great strengths to his new position — strengths with which they will continue to build the future of the Knights of Columbus."



## Connecticut Knights Distribute Coats on Black Friday

Approximately 2,000 children throughout Connecticut were treated to brand new coats free of charge the day after Thanksgiving. The Knights of Columbus distributed the new winter coats at six sites throughout Connecticut on Black Friday, Nov. 29.

The Knights' Coats for Kids distributions ran from 10 a.m. to noon at sites in Bridgeport, Hartford, New Haven, Norwich, Stamford and Waterbury. As many as 500 coats were distributed at each location, with the total reaching 2,000 statewide.

The effort builds on a successful program held the day after Thanksgiving last year in Bridgeport. And since 2009, the Knights of Columbus has given away 150,000 coats to children throughout the United States and Canada.



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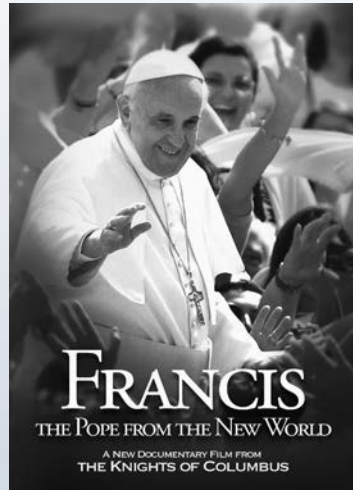
## New Honorary Life Membership Cards for Council Chaplains

To further elevate the special distinction of a council chaplain, the Supreme Council office will soon distribute plastic Honorary Life membership cards for each council chaplain of record. These cards will be mailed to the respective grand knight for presentation to the chaplain at an appropriate function. These Honorary Life cards will only be sent out to council chaplains reported to the Supreme Council. If a chaplain has not previously been reported by any of your councils please let the grand knight or financial secretary know that they can report their chaplain through the “Council Officer - Current Year” screen under the Council Administration section of Member Management, the online application in officers online.

### Grand Knight Checklist – January

- Remember these upcoming dates:
  - January 1** — Council Per Capita and Catholic Advertising Assessments levied by the Supreme Council based on total membership minus honorary, honorary life, and disability members.
  - January 1** — Culture of Life fund assessment levied by the Supreme Council based on total membership minus honorary, honorary life, and disability members.
  - January 31** — Survey of Fraternal Activity (#1728) due.
  - January 30** — Partnership Profile Report with Special Olympics (#4583), Free Throw Championship Participation Form (FT-1) and Substance Abuse Awareness Poster Contest Participation Form (#4001) all due.
- Make sure your council is on the path to earning the Star Council Award.

## Pope Francis Documentary Now Available on DVD



*Francis: The Pope From the New World* is now available on DVD through Amazon.com. The production features interviews with Pope Francis’ friends and associates in Argentina, as well as with American commentators such as Supreme Knight Carl Anderson and members of the hierarchy, including Cardinal Timothy Dolan, Cardinal Sean O’Malley, Archbishop Charles Chaput and Archbishop Jose Gomez. The world has been fascinated by our new

Holy Father, but many people still do not fully know the man who is now our pope. This film introduces viewers to Jorge Mario Bergoglio — the man who became Pope Francis — and his life story, from his childhood and the patronage of his local soccer team to his vocation and time as a priest, bishop and cardinal-archbishop of Buenos Aires. For more information on the film, visit [PopeFrancisDocumentary.com](http://PopeFrancisDocumentary.com).

*Coats*, from Page 1

“As we begin the Christmas season, this program helps us to remember Christmas is a celebration of the gift of love God gave us in his son. Meeting the needs of children and families throughout the state in this way allows us to share that Christmas spirit with our neighbors in a meaningful way,” said Supreme Knight Carl Anderson. “With more than 2,000 coats distributed, today’s program was an enormous success and will make a real difference in the lives of these children.”

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.

## A Look at 2013

### DECEMBER/JANUARY

In the wake of the tragic shooting at Sandy Hook Elementary School in Newtown, Conn., St. Virgilius Council 185 established a prayer drive, asking for prayers for the community of Newtown. As of early January 2013, more than 2.75 million prayers had been reported.



On Jan. 25, Knights joined hundreds of thousands pro-life pilgrims in defense of the unborn at the annual March for Life in Washington, D.C.

### FEBRUARY

The Knights-supported restoration of a much-venerated, centuries-old fresco of Mary at St. Peter’s Basilica was completed on Ash Wednesday, Feb. 13.

The Order sponsored a prayer campaign during the transition to the new pope, distributing more than six million prayer cards.

### MARCH

Supreme Knight Carl Anderson, representing the Knights of Columbus, attended the election of Cardinal Jorge Mario Bergoglio as he was appointed the 266th Roman Catholic Pontiff, Pope Francis, March 13.



(CNS photo/Paul Haring)

Thousands of Knights throughout the Philippines participated in “Walk for Life” events throughout Luzon, Visayas and Mindanao.

### APRIL

Dozens of Knights from West (Texas) Council 2305, the surrounding areas and the Supreme Council came to the aid of the community after the tragic explosion of the local fertilizer plant.



# Make a Good First Impression with Prospective Members

First impressions are lasting ones. The first impression a prospect gets from a recruiter could be the difference between him becoming a Knight or declining to join. Often this initial contact with potential members is made over the phone.

To help recruiters make a good first impression, here is a sample script for a first telephone call to a prospective member. (Note: Send a Membership Invitation [#2599] prior to the call. This will introduce him to the Knights of Columbus and help avoid confusion when your recruiter calls.)

**Recruiter:** May I speak with *(prospect's first name)*? This is *(recruiter's first and last name)* with the Knights of Columbus here in *(name of community)*. I'm calling to ask if you received our announcement that you've been recommended for membership in the Knights of Columbus. Have you received it? *(Wait for response.)*

**Recruiter:** Fine, *(prospect's first name)*. I'd like to drop by your house to meet you (and your wife), tell you about the Knights of Columbus, and if you like what you hear, see if you'd like to join. Do you think you'll be free for a short time on *(suggest day)* evening? Or would *(suggest alternate day)* be better? Does *(suggest time)* sound good to you, or would *(alternate time)* be better? *(Wait for response.)* *(Prospect's first name)*, is your address still *(give address)*? Can you give me directions from *(parish, council home or office)*? Great! I'll see you *(restate day and time of appointment)*. I look forward to meeting you and your *(wife/family)*.

Make sure to schedule your appointment for a time convenient for both your prospect and his wife. If the prospect is single and living with his parents, suggest that they too attend the informational interview. Be sure to ask your prospect if his father is a Knight.

What to do if the prospect says:

## "Not interested"

*(Prospect's first name)*, I can understand your not being interested in

something you haven't had the opportunity to hear about, but so you can judge the value of membership in the Knights of Columbus, do you think you'll be free for a short time on *(suggest day)* evening, or would *(suggest alternate day)* be better? Is *(suggest time)* good for you? *(If not)* How about *(suggest alternate time)*?

## "Too busy"

*(Prospect's first name)*, I know how busy you are. That's why I called for an appointment rather than just dropping in on you. The time you commit is up to you. Let me explain how. Do you think you'll be free for a short time *(suggest day)* evening, or would *(suggest alternate day)* be better for you? Is *(suggest time)* convenient for you, or would *(suggest alternate time)* be better?

## "You're wasting your time trying to recruit me."

*(Prospect's first name)*, since belonging to the Knights of Columbus might be of great importance to you, I certainly don't mind spending the time. I also think you're the type of person who would find the benefits of membership in the K of C interesting and valuable. Do you think you'll be free for a short time *(suggest day)* evening, or would *(suggest alternate day)* be better for you? Is *(suggest time)* convenient for you, or would *(suggest alternate time)* be better?

## "Can you tell me about the Knights over the phone?"

*(Prospect's first name)*, I'd really like to meet you *(and your wife)* in person to explain more fully the value of membership in the Knights of Columbus. It'll only take about 20 minutes. Do you think you'll be free for a short time *(suggest day)* evening, or is *(suggest alternate day)* better for you? Is *(suggest time)* convenient for you, or would *(suggest alternate time)* be better?

## MAY

The K of C joined the U.S. Military Archdiocese in sponsoring a three-day spiritual journey to Lourdes, France, as part of the "Wounded and Disabled Warrior Pilgrimage."



Supreme Knight Carl Anderson addressed tens of thousands of Canadians gathered in Ottawa on May 9 for the 16th annual National March for Life.

The Knights of Columbus moved up to 909 on Fortune magazine's 2013 ranking of America's top 1,000 companies.

In response to the devastating tornado that swept across Moore, Okla., May 20, the Supreme Council sent funds to support relief efforts as Oklahoma Knights worked as part of the Order's disaster relief program to help the community.



## JUNE

Knights of Columbus insurance in force exceeded \$90 billion.



The Becket Fund for Religious Liberty, on behalf of the K of C, successfully prevented the removal of a Jesus statue on Big Mountain (Mont.) against a lawsuit filed by the Freedom From Religion foundation. The statue was installed by the Knights in 1954 in honor of soldiers killed in World War II.

# Service Programs

## Make Your Activities the Focus of Recruitment Efforts

Actions always speak louder than words. When a man sees the good works your council is doing, he'll naturally want to be a part of that.

Just as you need to approach membership recruitment a little at a time, you should take the same approach with conducting service programs. Rather than conducting a large number of programs, look at focusing your efforts on a handful of initiatives that you can be especially successful at.



Invite your prospects to help out at your service initiatives. Ask them to bring along their families. Make sure they have the opportunity to make a meaningful contribution to the activity and that they come out with a very positive experience. Include these nonmember volunteers in any type of follow-up to the volunteer event (a "thank you" dinner, a debriefing, planning for the next activity, etc.).

After the prospect has helped out a couple of

Talk to your pastor and the members of your council to brainstorm on what are the needs of your parish and community. Once you determine these needs, get a feel from your members on which ones they are interested in trying to tackle. Then determine what your resources are for doing this.

Keep in mind the Knights of Columbus offers a variety of service activities that jurisdictions and councils can adapt to their local needs and resources: Coats for Kids, Food for Families, Global Wheelchair Mission, Habitat for Humanity, Special Olympics, Ultrasound Initiative, Free Throw and/or Soccer Challenge, Substance Abuse Aware Poster Contest and Veterans Support, to name just a few.

Once you determine what activities you want to conduct, get focused and get active.

times, ask if he's interested in becoming a Knight (since he's already been active in what the council does, it should be an easy sell at this point). Remind him that along with the continued opportunity to make a difference in his parish and community, membership will give him access to the Order's top-rated insurance.

Always remember that attendance at council meetings is not the primary purpose of membership in the Knights. Meetings are only for planning the council's activities and are not an end unto themselves. Having a large number of members participating in council activities with only a few attending meetings is always preferable to only having a large number of members at meetings.

### JUNE (cont.)

June 28, Pope Francis welcomed Supreme Knight Anderson to a private audience in which they discussed the Order's charitable initiatives.



The Supreme Council sent \$10,000 for relief efforts in Alberta, Canada, in the aftermath of flooding that caused the evacuation of more than 100,000 people.

### JULY

The Knights distributed an additional \$170,000 for relief efforts to assist families in the community of West, Texas.

For the 38th consecutive year Knights of Columbus Insurance earned the highest financial strength rating of A++ (Superior) from A.M. Best.

### AUGUST

Ukraine and Lithuania were added to a list of nearly a dozen countries in which the Order is active, becoming the second and third Central and Eastern European countries with active Knights.



At the 131st Supreme Convention, Supreme Knight Carl Anderson announced new charitable records set by the Order over the past year, including donations of more than \$167.5 million to charity and the volunteering by members of more than 70 million hours of service.

The Order launched its 15th international prayer program, dedicated to the Blessed Mother under her title of the Immaculate Conception.

The Order conferred its newly established Caritas Award for "exemplary works of charity" to Monsignor Robert Weiss and St. Virgilius Council 185, both of Newtown.

# Service Programs (cont.)

## Active Councils Are Successful Councils

It's a very simple formula: The more active your council is with charitable initiatives in the parish and community, the more people will see and appreciate the good works the Order performs and the easier it will be to recruit qualified Catholic men into your council. It's a circular process that benefits the new member, council, parish and community.

*Has your council conducted an outstanding activity like these?*

If so, we'd like to hear about it. Please send information on your project (including the when, where, what, who, why and how of the activity) and photos to [knightline@kofc.org](mailto:knightline@kofc.org). If you have any questions about sending in photos, call us at 203-752-4264. In addition, if you think your council has an event or program that is an outstanding example of one of the six "Surge ... with Service" categories — Church, Family, Culture of Life, Youth, Community or Council — let us know. We would like to produce a listing of upcoming events that we can pursue for possible promotion with local media and/or for use as a feature article in one of our publications. Please send a brief description of your upcoming event (one or two sentences about the project) with the date, location and contact information to [knightline@kofc.org](mailto:knightline@kofc.org) or call 203-752-4264.

Using the power of education and the assistance of Joseph Lamb Council 5510 of Oak Ridge, N.J., students of a local high school are raising awareness of modern day abolitionist movements and supporting rescue and prevention missions that fight slavery and human trafficking through "Project Stay Gold."

The gift of charity is a tradition in Edwardsburg, Mich., where for its third year Council 14729 is collecting and repairing bicycles to hand out as Christmas presents to needy children through its "Bikes for Kids" program. Over the past two years, the council has averaged 90 bicycles during each Christmas season. The Knights have gotten the community involved as well, with local businesses offering discounts on the sale of

bikes and parts to join in on the effort.

In Bluefield, W. Va., Council 1404 continued its 10-year tradition of providing meals for the Jonathan Powell Hope Foundation's annual golf tournament, whose proceeds are dedicated to eradicating childhood cancer. Monetarily, this service has saved the foundation approximately \$30,000 over the past decade.

The Squires and Squirettes of Circle 2328 of St. Augustine Parish in Baliuag, Bulacan (Philippines), have kept busy this year by joining Council 4317 for various charitable initiatives. First, a feeding program was conducted at their council hall for 150 children in need. Later, circle and council collaborated on the "Habigat (flood) Relief Assistance" in August, distributing 180 packs of relief goods and serving hot soup to disaster victims.

The autumn season held a successful round of fundraising for Big Thompson Council 3434 of Loveland, Colo. Fourth Degree Knight Eric Seelhoff played a large part in orchestrating the council's annual Oktoberfest, which featured food, an auction, live music and a 50-50 raffle. In total, the event raised roughly \$3,000 after expenses. In addition to this, the council's yearly drive to aid people with intellectual disabilities netted \$4,958.

Good Samaritan Council 14181 of Ellijay, Ga., contributed many volunteer hours to the success of their parish's annual flea market, which draws crowds from several states. Knights provided pickup and storage for sale items, helped with setup and provided food during the event. In October, they also cooked and sold barbeque during the local Apple Festival, earning \$1,850 for local charities such as the pregnancy center, food pantry and St. Vincent DePaul Society.

### SEPTEMBER

Sept. 8, Knights and their families and friends traveled to the Basilica of the National Shrine of the Immaculate Conception in Washington, D.C., for the Year of Faith Pilgrimage.



Knights and their families and guests gathered at "America's Catholic Church" in Washington, D.C., to celebrate the 50th anniversary of the Knights Tower Carillon and to reconsecrate the Order to the Blessed Virgin Mary.

In addition to earlier support given, the Supreme Council donated an additional \$100,000 to St. Rose of Lima Parish in Newtown to assist ongoing parish programs related to the tragic events of the previous December shooting.

### OCTOBER



Supreme Knight Anderson presented Pope Francis with a \$1.6 million check, representing the proceeds from the Order's annual Vicarius Christi Fund. At that time, the pope praised the Knights of Columbus for its integrity and loyalty.

A new K of C initiative began to provide funding for Boston Marathon bombing victims, helping amputees acquire prosthetic devices not covered by insurance.

*Francis: The Pope From the New World*, a K of C-produced documentary on the life story of Jorge Mario Bergoglio, aired Oct. 20. The film aired on several networks and was also made available on DVD.

# Membership Recruitment

## New Council Development

At the founding of our Order, Father Michael J. McGivney had the dream of a council presence in every parish. Today we are still pursuing Father McGivney's goal, and as shown by the excellent record the Order has enjoyed over the past years, we are closer than ever before to achieving a council in every parish. However, in spite of this progress there is still a long way to go, and every state and province can contribute.

Recruiting new members is essential to the continued growth and strength of each local council and the Order as a whole. Offering a man membership in the Knights of Columbus gives him the opportunity to improve his own life and his community. Partnering with pastors to charter new councils is one way to offer the opportunities that membership in the Knights of Columbus provides to qualified Catholic

men and their families.

For smaller parishes or missions that may not be large enough to support a council, the Knights of Columbus Round Table program offers a good alternative. A round table may be formed in smaller parishes to actively engage Knights of Columbus members. As these round tables grow they will eventually become a full council.

Please remember that the Order's pilot program for new council development now allows a council to be instituted with 20 members (U.S. and Canada). If there are questions on the guidelines to forming a council, please use the *New Council Development Guidelines* booklet (#2119) or call the Department of Membership Growth at 203-752-4247.

## Fraternal Survey: The Barometer of Our Success

During 2012, the Knights of Columbus contributed more than \$167 million and 70 million volunteer hours to benevolent causes.

That's what the annual Survey of Fraternal Activity indicated, and that's what the Order was able to publicize to the world.

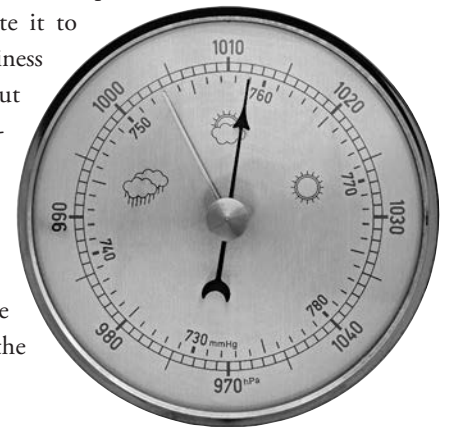
Fraternal Survey Report Forms (found online at [kofc.org/forms](http://kofc.org/forms) or in the *Council Report Forms* booklet [#1436]) should be completed and sent in immediately.

Potential members want solid facts. Your council and the Supreme Council need these numbers to show prospective members that Knights and their families are as dedicated to the Church and community as they claim.

In addition, the Order needs proof of the incredibly high return on investment a country receives when its government grants the Knights of Columbus tax-exempt status in its country. The Survey of

Fraternal Activity is one of the chief vehicles for explaining that fact.

To tabulate your council's accomplishments, use the Survey of Fraternal Activity Individual Member Worksheet (#1728A) found at [kofc.org/forms](http://kofc.org/forms) or in the *Council Report Forms* booklet. Distribute it to members at a regular business meeting, mail copies out with the council's newsletter or send it via your email list. Ask members to return completed worksheets early enough to allow plenty of time to compile totals for the entire council.



## NOVEMBER



A major meeting led by the Pontifical Commission for Latin America and co-sponsored by the Knights of Columbus discussed the role and mission of the Catholic Church in North, South and Central America. The conference was held at the Basilica of Our Lady of Guadalupe in Mexico City from Nov. 16 to 19.

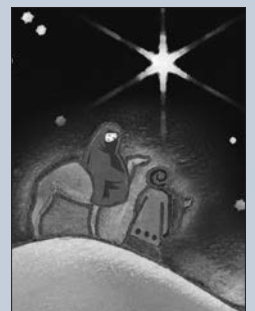
The Knights of Columbus shipped aid and funds to those in need in the aftermath of Hurricane Sandy, with more than \$500,000 in funds donated.

Following the destruction caused by Typhoon Haiyan in the Philippines, Knights of Columbus in the Visayas jurisdiction delivered food, water and other necessities during a relief operation.

State deputies and state chaplains met in Quebec for a combined midyear meeting and pilgrimage.

## DECEMBER

Councils throughout the Order began the celebration of the Christmas season by sponsoring Posada and tree/crèche lighting events.





# Protect Your Family With Knights of Columbus Insurance

## Don't Assume You Can't Afford Disability Income Insurance

One of the biggest mistakes you can make regarding disability insurance is to assume you can't afford it. Before you make that assumption, call your agent and apply for coverage through the Knights of Columbus. The Income Armor product gives you options to customize critical protection which will fit into your family budget.

Here are two ways you can reduce your premium:

1. *By choosing a two-year or five-year benefit period.*

The best option is probably a policy that pays benefits until you reach age 67. But a two-year or five-year duration benefit period

would cover many disabilities you might encounter in your working life.

2. *Choose a plan to cover only your mortgage, utilities and groceries. This would be less than your total available maximum monthly benefit.*

Make time to talk to your K of C agent about protection for your personal income, your retirement, and your family's financial future.

For more information on Knights of Columbus Insurance, please visit [kofc.org/insurance](http://kofc.org/insurance).



## Long-Term Care

The following note was received from a field agent regarding his work with a K of C family and the member's long-term care policy:

"I received a call from the wife of a member one morning about a month ago, wanting to discuss her husband's long-term care policy. I immediately set up an appointment to see the couple and review his facility only coverage. When I arrived, I was surprised to see the member sitting in his recliner with an oxygen bottle by his side. The couple had decided that they wanted to cancel his LTC policy because they could no longer afford it due to financial hardship. I then realized that, because of

his condition, the member could possibly qualify for a claim. We then began the process by completing the claim packet.

The wife called me to thank me for helping and mentioned that the claim had just been approved. The decision to keep the policy in force was a wise one — because his claim was approved, his policy will be put on waiver of premium. And the Knights refunded his premiums back when he became benefit-eligible"

For more information on Knights of Columbus Insurance, please visit [kofc.org/insurance](http://kofc.org/insurance).



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