

# Call to All Councils - Finish Strong !!!!

**Date:** 2020 05 07

**Title of Louisiana State Council Initiative:** Call to all Councils - Finish Strong !!!!

## **Purpose:**

Request all Councils to pursue a Membership Recruitment initiative and to bring in all potential candidates before the June 30, 2020 deadline. Promote the Star Council Award Opportunities. Explain the current Supreme reduced goals for Star Council and this is a one time opportunity for Councils to achieve Star Council or multiple Star Council due to the reduced Membership and Insurance requirements.

## **Plan for Implementation:**

All Council Grand Knights will be contacted by phone by the District Deputies to review the initiative and incentives involved on the "Call to All Councils - Finish Strong" initiative. All Council Officers will be sent the documentation on the initiative by the District Deputy via email. The Diocesan Administrator will follow-up with the District Deputy throughout the process and assist the District Deputy as required for success of the initiative.

A Virtual Meeting of there Diocesan Administrators and District Deputies will be held to kick-off the initiative and begin the process to contact Councils to introduce the initiative and obtain commitments from Grand Knights for recruitment opportunities through May and June, 2020.]

## **Timing:**

- Diocesan Administrators communication to District Deputies - May 9 thru 11, 2020
  - New Initiative and Plan to attend Go-To-Webinar on May 11, 2020
- District Deputy Initial Calls - May 11 thru 18, 2020
  - Explain New Initiative to Grand Knights
  - Document calls and commitment from Grand Knights
- District Deputy Follow-up Call - May 19 thru 26, 2020
- Online Exemplifications in English, French and Spanish (May 7 thru May 17, 2020)
  - 8 in English, 2 in French and 2 in Spanish Exemplifications

<b><u>ENGLISH</u></b>	<b><u>FRENCH</u></b>	<b><u>SPANISH</u></b>
<a href="#"><u>May 7 - 7:00 AM EDT</u></a>	<a href="#"><u>May 9 - 10:00 AM EDT</u></a>	<a href="#"><u>May 13 - 9:00 PM EDT</u></a>
<a href="#"><u>May 7 - 2:00 PM EDT</u></a>	<a href="#"><u>May 13 - 7:30 PM EDT</u></a>	<a href="#"><u>May 17 - 9:00 PM EDT</u></a>
<a href="#"><u>May 7 - 7:00 PM EDT</u></a>		
<a href="#"><u>May 7 - 10:00 PM EDT</u></a>		
<a href="#"><u>May 14 - 7:00 PM EDT</u></a>		
<a href="#"><u>May 14 - 10:00 PM EDT</u></a>		
<a href="#"><u>May 17 - 7:00 PM EDT</u></a>		
<a href="#"><u>May 17 - 10:00 PM EDT</u></a>		

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- Plan Louisiana Online Exemplifications in early June (Dates TBD)
  - Supreme Guidelines for Online exemplifications will be Utilized  
<https://files.constantcontact.com/716460b3001/b79600c0-024c-4f81-bddc-0c0b2aa45297.pdf>
- State Fraternal Benefits Nights Webinar Hasted by General/Field Agents (5 webinars)
  - May 26, 2020, 7:00pm CST (Tuesday)
  - May 28, 2020, 7:00pm CST (Thursday)
  - June 1, 2020, 7:00pm CST (Monday)
  - June 3, 2020, 7:00pm CST (Wednesday)
  - June 5, 2020, 7:00pm CST (Friday)
- Weekly follow-up calls with the Grand Knights should occur until the Council Commitment to achieve the next level of Star Council is achieved

### Content of Call to GKs:

- Opportunity to make Star Council or Multiple Star Council never offered before and will probably never see again
- Star Council Requirements include
  - Columbian Award - Programs
    - 10 Programs (2 in each category plus any 2)
      - Features Programs count as 2
      - Leave No Neighbor Behind (LNNB) Program counts as 2
    - Requires SP-7 Submittal
    - LNNB Activity report ([kofo.org/neighbor](http://kofo.org/neighbor))
    - Submit Reports
      - Form 1728 - Annual Survey of Fraternal Activity
      - Form 365 - Service Personal Report
    - Council must be Save Environment Compliant
      - Grand Knight
      - Family Director
      - Program Director
      - Community Director
    - Supreme PerCapita delinquent payment will not eliminate qualification for any Council to obtain Star Council
  - McGivney Award - Membership
    - New 60% Quota of Original Membership Quota (40% Reduction from Original Quotas)
  - Founder's Award - Insurance
    - New 50% Quota of Original Insurance Quota (50% Reduction from Original Quotas)
    - Virtual Fraternal Benefits Services Seminar Attendance before June 30 can satisfy Insurance commitment for Star Council
    - Multiple Councils can participate at one Virtual Fraternal Benefits Services Seminar

## **Call to All Councils - Finish Strong !!!!**

### **Content of Call to GKs: (Cont)**

- Incentives from Supreme and from the State Council
  - Supreme Awards
    - Star Council Award
    - Columbian Award
    - McGivney Award
    - Founders Award
  - Supreme will not charge Star Councils a Supreme PerCapita in next Columbian Year
  - State Council Incentives
    - Cash Lottery programs for May and June for Councils achieving discounted Membership Quotas
    - Drawing for attending State Sponsored Virtual Fraternal Benefits Seminar
  - Need a commitment from Council Grand Knight on their Target or what they plan to achieve
    - Document commitment from Grand Knight
    - Utilize the Call to All Councils - Finish Strong Form to document call and commitment demo the Council Grand Knight

### **Documentation and Follow-up:**

- Develop the "Call to All Councils - Finish Strong" Planing and Commitment Form to be used in communications with Grand Knight to document the process of contacts with the Grand Knight, define the commitment to pursue the targeted recruitment goals and to be used in Follow-Up until Commitment has been accomplished by the Council.

### **Incentives:**

#### **May - Membership (Membership Quota only)**

- Three @ \$250 Lottery for all Councils achieving Membership Quota for Star Council through the end of May 2020
- Single Star Council will earn 1 chance in the Lottery
- Double Star Council will earn 2 chances in the Lottery
- Triple Star Council will earn 3 chances in the Lottery
- Quadruple Star Council will earn 4 chances in the Lottery
- For each Star Council Membership Quota Achieved, that many chances in the lottery will be earned

#### **May - Insurance (Insurance Quota only)**

- Drawing at the end of the Fraternal Benefits Webinar for attendance at each Fraternal Benefits Webinar (5 Webinars). The Drawing will be picked at the end of the Session for all in attendance at the end of the Session.

#### **June - Membership (Membership Quota only)**

- Three @ \$250 Lottery for all Councils achieving an increased Level in Star Council for Membership Quota for Star Council between June 1 and June 30, 2020

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- An additional chance in the Lottery will be earned for each level increased Level in Star Council for Membership Quota for Star Council

June - Insurance (Insurance Quota only)

- Drawing at the end of the Fraternal Benefits Webinar for attendance at each Fraternal Benefits Webinar (5 Webinars). The Drawing will be picked at the end of the Session for all in attendance at the end of the Session.

All Councils achieving Star Council will be refunded up to \$4.50 per active Members for any Supreme Per Capita charged to the Council for the 2020-2021 Columbian Year.

### **Getting Started and Prioritization:**

- Prioritize those Councils that are closest to accomplishing the next level
- Focusing successful Councils or Councils that have recruited well so far.
- Challenge all councils to achieve the next level in Star Council
- Call all Councils

### **What you will Need:**

- Dedicate time over multiple days/nights to call Council GKs (most should be home)
- Phone numbers of Council Grand Knights - State Directory or personal contact lists
- Latest Star Tracker Report
- LA State Council Report Membership Report
- "Call to All Councils - Finish Strong" Planning and Commitment Form for Communication & Followup with Council Grand Knight

### **Reporting:**

- Utilize the "Call to All Councils - Finish Strong" DD Worksheet to plan the calls and document the calls with Council Grand Knights
- Develop a central reporting site that all can access to report the commitments from GKs or targets agreed upon by GKs to pursue in May and June? Brett/Brandon to develop

### **Weekly Go-To-Meetings at 7:00pm on Wednesday every week through the end of June**

- Weekly meetings with State Council to discuss what went well and what needs improvement in process
- Where you are in the process
- What commitments do you have committed by GKs
- Follow-up Process