



# KNIGHTS OF COLUMBUS

## District of Columbia State Council

122nd State Convention - April 24, 2021

### Report of the State Membership Director

#### **Membership Goals**

At the beginning of the Fraternal Year, the Supreme Council established membership intake goals for the District of Columbia at 162 new members. As of the writing of this report, with just over two months remaining, the Councils of this jurisdiction have recruited 66 new members and the State Council has reached 40% of its intake goal for new members.

The following three Councils should be congratulated for meeting or surpassing their intake goals for the fraternal year:

- Georgetown University Council #6375
- St Cyprian Council #10008
- St John Paul II Council #16773

Several other Councils are within striking distance of making their membership goals and are being encouraged to do what they can to find ways to maximize online membership exposure.

#### **Recruitment**

At the start of the year, and even up until now, the District of Columbia along with the entire world has been navigating through the COVID-19 pandemic. At the start of the year public Masses remained cancelled, and many Councils focused their efforts on reaching out to existing members rather than recruiting new members. As public Masses become possible, many parishes transitioned to a modified Mass schedule often with limited seats. Each Council was tasked with working with their pastor to determine what level of in-person involvement would be appropriate for each individual parish. Several Councils were successful with in-person recruitment and held in-person degree ceremonies. Others focused primarily on online membership as a means of bringing new men into the Order.

#### **Online Membership**

Since the creation of online membership, the jurisdiction has encouraged all councils to embrace new technology to bring men into the Order and to effectively communicate with new online members. Through the COVID-19 pandemic, online membership became the primary means of recruitment, and the State Council and Supreme were able to assist Councils with outreach through social media platforms. This included spending money on advertising as well as implementing promotions including free membership for new members throughout the year. Additionally, the Online Membership Coordinator has maintained email communication with online members informing them of state programs, upcoming degree ceremonies, and council interests.

#### **Close of the Fraternal Year**

Several Councils are on track to make their membership goals for the fraternal year. However, given the ongoing effect of COVID-19 on Council operations, and the slow climb back to normalcy, it will be difficult for many Councils as well the State Council to reach their membership goals. However, regardless of the membership growth numbers this year, Councils remain engaged, and the State Officers, Directors, and District Deputies stand at the ready to assist all Councils with their recruitment efforts. Together we can grow our Councils, our Jurisdiction, and our Order, and through that, we can do more, be in more places, and support more worthy causes.

Respectfully,

Joshua R. Bryant, FDD, PGK  
State Membership Director