



Activity & Membership Regional Seminar

Presentation Teams:

- SD Greg Taillon & SMD TJ Jean
- ST Joel Plante, SS Ed McCann
& SW Rich McDermott

September 2007



Agenda

7:00 – 7:15 Welcome and Introductions

7:15 – 8:00 Planning for a Council Activity Increase

8:00 – 8:10 Activity Goals Workshop

8:00 – 8:30 Developing a Focused Recruitment Drive

8:35 – 8:45 Focused Recruitment Workshop

8:45 – 9:00 Questions and Answers



Planning for a Council Activity Increase



What is Activity?

“Activity is a measurement of the actions, events and projects a Council accomplishes within a given timeframe that benefit our Church, Community and Council Family”



What is are the Best Types of Activities

1. Provide a Direct Benefit to Church or Community
2. Are Open and of Interest to ALL Members
3. Involve Members in Doing Things (vs. donating \$)
4. Planned, Promoted and Communicated
5. Train New Members to Lead (ex. Co-Chair)
6. Recognize Member's Efforts
7. Are Documented for Future Use



Why Increase Activity in My Council?

- New Members want to be involved in an Active Organization
- Activity attracts New Members making Recruitment a much easier Process
- Activity can have a Direct Impact on Retention of Existing Members
- Planned Increase Activity is the Correct Reason to recruit new members versus just fulfilling a Membership Quota



How Do I make My Council More Active?

PLAN FOR IT!

- Set Goals for More Activity
- Hold Brainstorming Sessions to generate New Ideas
- Use the State Council Website
- Ask Other Award Winning Councils about their projects and events
- Maintain a Council Event Calendar



Set Goals for More Activity

- List all events you accomplished last year under each of the 5 Service Areas
- Total how many projects you did in each Area
- Set an Increase for the Areas that lack Activity or need an increase in Activity

Church	Community	Council	Family	Youth
New Song Books	Old Home Day Booth	Las Vegas Night	Family Picnic	Teen Dance (Sep)
Parish Picnic	People Helping People	Monopoly, Tournament	Communion Breakfast	Teen Dance (Oct)
Fall Cleanup	Christmas Baskets	Scrabble or Trivia Pursuit Night	Family Fun Night	Teen Dance (Nov)
Easter Parking	Thanksgiving Baskets	Ethnic Night Out	Family Hay Ride	Teen Dance (Dec)
Christmas Parking	Town Square Cleanup	Fall Dance		Teen Dance (Jan)
Vocation Awareness		Spring Dance		Teen Dance (Feb)
Coffee & Donuts		Christmas Party		Teen Dance (Mar)
Support of CCD		Blood Drive (Fall)		Teen Dance (Apr)
Altar Server Party		Blood Drive (Spring)		Kids Christmas Party
Parish Rosary		Lobster Bake		Boy Scout Support
		PGK Dinner		Free Throw
		Council Pool Party		After Prom Party
				High School Sports Support
Total: 10	Total: 5	Total: 12	Total: 4	Total: 13
New Goal: _____	New Goal: _____	New Goal: _____	New Goal: _____	New Goal: _____



Brainstorming Sessions for New Ideas

Rules or steps that to follow when conducting a brainstorming session

- Explain that they are brainstorming for new Event Ideas
- Explain the rules of Brainstorming
 - 1.No idea is a bad idea.
 - 2.No comments or remarks about anyone's idea(s) are allowed.
 - 3.You can expand, add to or modify anyone's ideas as long as the new idea can stand on its own.
 - 4.All ideas are recorded
 - 5.The recorder may summarize a person's ideas as long as the idea is not changed.
 - 6.All ideas are fair game and encouraged. The wilder and off the wall the better.
 - 7.Pick the top most promising event ideas.
- This gives you a list for new events to fill out your Activity goals.



Why Maintain a Council Event Calendar?

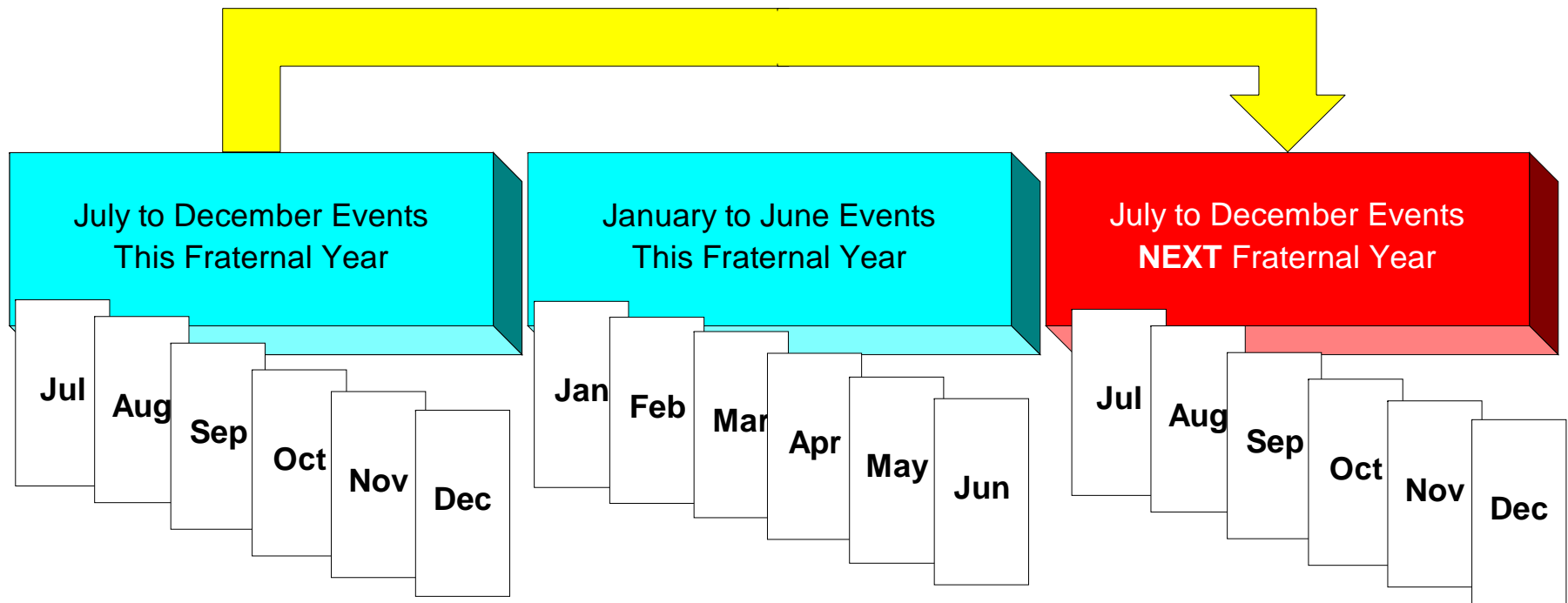
- Sets a positive level of expectancy that events will be successfully held and run.
- Allows Events to be reviewed each Planning and Business meeting.
- It's an excellent management tool for you to use to measure your progress, your staff's progress and the progress of your Council in meeting their Activity Goals
- How Many of you Have a Council Event Calendar?



Creating a Council Event Calendar

- Start with everything you did last year and copy it to the next 12 months on the calendar.
- Repeat first 6 months to give yourself a 6 month buffer.

Copy all Events, Activities and Calendar Due Dates



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CalBuffr.sg



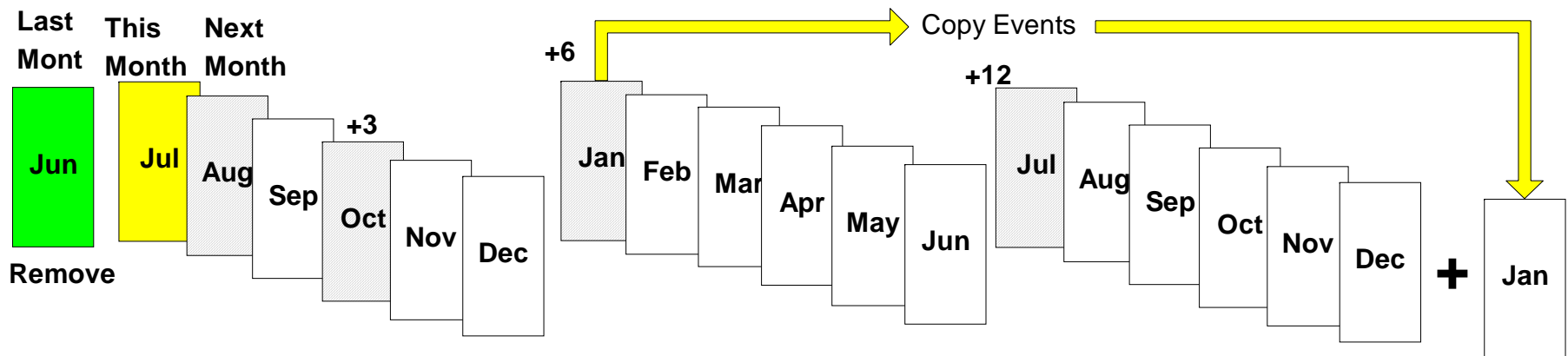
Final Word on Activity Planning

- Get your Council to assume responsibility for Activity Planning
- Once created, Work your Council Event Calendar every month
 - Review Completed Events (Successful or not) Schedule them again for next year
 - Review Upcoming Events (1-3 Months) for final planning
 - Review Future Events (4-6 Months) for Chairmen, Resources, Promotion, and Money Motions
- Plan out 18 months in advance. At each review
 - Remove the Completed Month from the Calendar
 - Add a new month of events to maintain the 18 months



Reviewing Your Council Event Calendar

- Review and delete past month
- Add new month at end of Calendar
- Review Shaded Month at each Council Planning Meeting.



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Activity Goals Workshop



Activity Goals Workshop

- One Activity Goal Sheet for each Council
- Council Members can work together as a Team
- List all Activities for each Service Area the Council completed last year.
- Total each column
- For Totals under 6 events Set Goal to at least 6
- For Totals from 6-10 Increase Goal to 12
- If all 5 areas have Totals >12
Increase Goal by 20%

