



The USA Council of Serra International

Membership Manual

Revised May 2011

“Pray, therefore, the Lord of the harvest to send out laborers into his harvest.” (Mt. 9:38)

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Purpose

This guide is intended primarily for the Club Vice President for Membership and other members of the Membership Committee. It also will be helpful to other Club Officers and District Governors. Visit the Serra USAC website at www.serraus.org for more membership forms and membership ideas.

Introduction

I believe that Serrans are called to be uncommon men and women, showing to their brethren in the church and in society the source of true joy, a joy that crisis cannot destroy, a joy that cannot be driven out by pain, sorrow or apparent failure. No human ideology can give birth to such a joy. It comes from and is a person. Simple but sublime is the fact that our joy is Jesus, our Lord.

When the Serra University of Christian Principles means anything at all, it is about growth in faith and love of Christ. Serrans have much to give to the church thought and teaching, but their primary task lies in the quality and effectiveness of the impact they make in the secular milieu. Serrans have seen a vision. They are to live a fellowship for justice and human fulfillment.

--- *Rev. J. Kevin Kenny*

1. Suggested Serran Responsibilities

The ministry of Serra is a ministry of vocations. Use this term to describe your club as it is more effective than the term "club" to explain what Serrans do for the Church. Two effective invitations are:

"Join us in our Serra Ministry of Vocations"

and

"Serra promotes vocations. Join us."

Recruiting new Serrans is a year-long activity and every Serran's responsibility.

2. Planning a Successful Membership Recruitment Activity

Before you start your membership recruitment activity, sit down and prepare a written plan. Review the ideas in this manual. The plan should be simple and clear; probably only one page. It should contain:

- Objectives
- Members on team
- Timing
- Strategy: which technique you will use-see samples in Appendixes
- Introduction to club/district: How to introduce the plan to club and team members.

In this manual you will find many ideas and success stories. Find one that will work for you and prepare a written plan. *See Appendix A: Sample Plan.*

People who join Serra want to do something so make sure your club is organized to get new members into activities immediately.

3. Strategies for Recruiting New Members

We have accumulated known successful strategies for recruiting new members. Here are some successful ways to find new members:

3.1 Two Today for Serra

- Ask club members to nominate a candidate on a "Two Today" card.
- Collect the cards at the next meeting.
- Invite the candidates to a "Guest Day"
- Invite the candidates to join.

See Appendix B.1

3.2 Twelve-Step Program

- Ask club members for names.
- Invite the candidates to a "Guest Day."
- Guest Day
- Second Guest Day
- Orientation Meeting
- Formal induction of new members.

See Appendix B.2

3.3 Four-Step Program

- Members give names of two candidates

- Invitation by letter
- Phone call to candidate
- Guest Day
- Call within three days

See Appendix B.3

3.4 Target Active Catholics

- Identify active Catholics
- Lectors and Eucharistic ministers
- Ushers and parents of seminarians
- Invite by a letter
- Bishop or pastor
- Chaplain or president
- Return postcard
- Call to candidates
- Guest Day
- Application to join

See Appendix B.4

3.5 Parish Ministry Fair

- Serra table at a parish ministry fair
- Explain Serra
- Collect names and email addresses
- Send invitation to Guest Day

See Appendix B.5

3.6 Parish Pulpit Presentations

- Ask pastor for time at the pulpit
- Explain Serra
- Serrans available after Mass
- Invitation to Guest Day

See Appendix B.6

3.7 Parish Daily Mass Goers

- Meet daily Mass goers
- Start meeting right after Mass
- Establish Serra Club at this time

See Appendix B.7

3.8 Language Clubs

See Appendix B.8

3.9 Rural Club Model

See Appendix B.9

3.10 Military Club Model

See Appendix B.10

3.11 Parish Information Rack

See Appendix B.11

3.12 Invite Spouses

See Appendix B.12

3.13 Recruiting PowerPoint Presentation

See Appendix B.10

4. Organizing an Effective Club Membership Committee

4.1 Getting Started

Successful Serra membership programs depend upon an effective and organized club membership committee. Through the active committee and regular reports to the general membership, the vice president for membership turns membership into a club effort. The following are some basic criteria and guidelines for developing and maintaining a working club membership committee.

4.2 Vice President for Membership Responsibilities

- chair the club membership committee
- maintain the success of all club membership efforts
- invite other club members to serve on this committee and as chairpersons of the membership subcommittees
- recommend assignments for each club member to the club president

4.3 Club Membership Committee Goals

- to invite new members
- to orient and induct new members
- to retain current members
- to form new clubs with the district governor
- to collaborate with Programs Committee to install officers (see Appendix E for Officer Installation)

4.4 Responsibilities

The primary responsibility of the club membership committee is to prepare a recruitment plan, to establish a comprehensive membership program and to obtain good, active members. Because of Serra's need and demand for regular attendance (members are expected to attend all meetings), some suggested committee duties are:

- encourage all members to attend every meeting, including special events
- maintain with the club secretary a correct, current club roster and keep a complete, permanent record of all membership attendance
- call any member who misses two consecutive meetings and let the member know he or she is missed
- submit quarterly attendance reports (Sept. 30, Dec. 31, and June 30) to the club board of trustees

4.5 Composition

The club's membership committee should include two to three members. Members of the membership committee should:

- have the time and energy to work with potential new members, priests and bishops
- understand clearly what Serra is and be willing and able to explain Serra to others
- be of a variety of ages
- be interested in promoting Serra among diverse ethnic and age groups

4.6 Subcommittees

Typical subcommittees of the Membership Committee are:

Search: Seeks new members and recommends them to the board.

Orientation: Acquaints new members with the history, objectives and requirements of Serra, and sees that all members are periodically reoriented. The orientation subcommittee should include Serrans who understand the role of the church in the modern world and the special part Serra must play. This committee should include three Serrans and the club chaplain.

Induction: Plans a formal induction ceremony, usually at Mass, and sees that new members become active and are made to feel at home in the club. (See Appendix F.)

Reception: Create a friendly and hospitable atmosphere within the Serra club. Subcommittee members are expected to:

4.7 Greet new and old members and provide necessary introductions

- Introduce each new member to older members and assist in membership incorporation.
- Distribute, collect and store identification badges for each meeting and social event.
- Extend club hospitality to guests and arrange for their introduction, seating and comfort and provide name tags.
- Supervise physical arrangements for each meeting including seating, tables, food services, lectern, bell and Father Serra statue and attend to storage of physical equipment.
- Serra guest attendance cards: procure, distribute and collect cards for mailing.

5. Leadership Development

5.1 USAC Board Members

- Recruit 5 new members each
- Each board member to speak at least at three meetings: conventions, district council meetings, club functions
- Each Board member to commit to recruiting new members
- Each Board member to prepare an article on membership for external distribution to the Catholic press, parish magazines, Serra publications
- Report on their planned activities to achieve goal to Membership Coordinator

- Attendance: Encourages new members to attend all meetings and cooperates with the club secretary in maintaining a permanent record of attendance.
- Health Officer: Promptly informs club members about a serious illness or the death of a Serran or family member.
- Extension: Assists the district governor in the formation of new clubs.

4.8 Meetings

The committee should meet monthly or more often in order to fulfill its responsibilities; send notices of the meeting to the committee members in advance along with the proposed agenda; and keep and circulate adequate records.

The committee also should work closely with the other club committees to help find the most suitable club responsibility for each member.

4.9 Resources

- Membership Manual
- Serra Catalog
- NCCV Catalog
- SERRAN magazine articles
- Serra USA publications
- Serra USA pamphlets
- Serra International videos
- Serra USA Council videos
- www.serraus.org
- “Recruiting Workshop” and “Retention” PowerPoint presentations available at www.serraus.org
- <http://www.facebook.com/pages/USA-Council-of-Serra-International>

Additional resources are available at (888) 777-6681.

5.2 Regional Directors

- Ask convention chairpersons for time in conventions to include a Membership workshop, PowerPoint, or other
- Monitor club activities
- Membership committee will prepare PowerPoint for use in presentations, include a membership history
- Request District Councils to appoint a Membership Coordinator (Membership Committee to write job description)
- Prepare plan of action to accomplish goal. Submit plan to USAC Membership Committee

- Report monthly
- Insure that two members from each region to serve on USAC Membership Committee

5.3 Governors

- Decide on approach:
 - Review Clubs' Plans
 - Initiate Extension Committee
- Concentrate within your own districts as there are plenty of opportunities and you need local Serrans to do the work of establishing the new clubs.
- Make a plan and appoint a committee to accomplish this.
- Report.
- Organize events such as a sponsored dinner with the bishop inviting church members from local churches to meet and hear his views on the diocese (and vocations); aim for 150 to 200. (Some of these may become members).

5.4 Club Presidents

- Ask Bishop to support and write letter.
- Ask pastors to support, bulletin announcements, and pulpit support
- Show Serra Parish Vocation Committee DVD.
- Speak to important parish committees.
- Use major Serran events (Vocation Week, World Day of Prayer for Vocations, World Day for Consecrated Life, Priesthood Sunday, Parish Ministry Days) to promote Serra.
- Ask members to recommend at least two members, hold meeting with potential members to explain the activities of and to sell the merits of Serra.
- Say a special prayer at each meeting for "an increase of laborers for your church."
- Identify or prepare a special prayer for membership.
- Organize special prayer events, rosaries, Eucharistic

Adoration for membership.

- Prayer services inviting all local churches to participate (rotating this every 3-4 months among parishes).
- Have frequent membership programs for new members
- Assign projects & responsibilities. Members joined Serra to do something for vocations. Find out their interests and give some jobs

5.5 Membership Chair

- The Chairman of the USAC Membership Committee is responsible for preparing the membership section for Governor's Training.
- Ask the Leadership Development Committee to include a session at Governor's Planning session on membership strategy.
- Ask Leadership Development Committee to prepare Power Point presentation for use in Region, Districts and Clubs by USAC leadership.
- Publicity: ask communications committee; ask club presidents to place articles in local newspapers, bulletins
- Inform Catholics, potential members on the accomplishments and activities of Serra.
- Extensive public advertising in local media, public and diocese (include church bulletins and repeat every other month. Local media items includes articles about Serra

5.6 Individual Serrans

- Recruit at least two new members
- Promote Serra to relatives, friends, associates; anyone you think is a potential Serran
- Insert articles into Sunday Bulletin, Parish Newsletters
- Organize Serra Activities in your parish
- Review Serra publications and website (serraus.org) to keep up to date on Serra news

6. General Membership Requirements and Options

Serra club members shall:

- Be practicing Catholic lay men or women or permanent deacons
- Be willing and able to assume the attendance, membership and financial obligations of a Serran, as outlined in the Serra International Bylaws
- Reside or work within the territorial limits of the club
- Have the ability and willingness to grow in Serra, both intellectually and spiritually
- Have the essential motivation or contribute actively to the work of Serra and the fulfillment of its purposes
- Have a marked potential for Christian leadership as demonstrated by their interest in a devotion to the problems of the church and community in the world today

In addition, the International Bylaws state:

Active members shall endeavor to bring the influence of each Serra club into every parish, business, occupation, trade or profession. Therefore, each Serra club shall use care in its selection of members so that the members of no business, occupation, trade, profession or parish shall dominate.

Serra clubs are encouraged to increase the representation of women, various ethnic and racial groups, and ages by personally inviting individuals or small groups to attend a general club meeting or special function.

6.1 Membership-at-Large

Article VIII, Section 6 of the Serra International By-Laws defines two categories of Membership-At-Large.

- Membership-at-Large for a Serran who was a member of a Serra Club whose charter was revoked or a Serran who relocates to an area where there is no Serra Club.
- Membership-at-Large for a "... person [who] resides in area where there is no Serra Club. The District Governor of the district or, if no district exists, the District Governor of an adjacent district will provide for the required education of these new members in the objects and purposes of Serra.

Members-at-Large shall be under the immediate direction and supervision of the District Governor, shall pay dues to Serra International in the amount required by Article XI of these By Laws, and shall be entitled to all the rights and privileges of membership in Serra International except the right to vote and the

6.2 Membership Categories

6.2.1 Lifetime Members

Individual clubs have declared long-term members as "lifetime" members even though no official membership category exists.

6.2.2 Full members

Full members are "active" members and entitled to all rights, privileges and share in all the responsibilities of the club.

6.2.3 Members under 35

Members under 35 years of age are the same as full members but whose dues are discounted to 50% and do not include a subscription to *SerraUSA* magazine.

6.2.4 Spouse members

Spouse members are full "active" members whose spouse is a full member. Their dues are reduced 50%

and only one *SerraUSA* magazine is sent to that household.

6.2.5 Associate Members

Article VIII, Section 4 of the Serra International By Laws defines "Associate Members" as follows: If a member has been active in the affairs of the club for a period of at least three years, but can no longer be active because of age, health, change of occupation, or the working hours of her or his occupation, she or he may be excused from the attendance requirements... Such a member shall be entitled to all the rights and privileges of his or her club, except the right to vote and the privilege of holding club office."

Associate Members pay the same dues to Serra International and the USA Council as full members.

6.2.6 Honorary Members

Serra International's Policy Manual states. "There shall be no honorary memberships in Serra." Membership at Large is a great way to share Serra in areas that do not have a nearby club.

Ask the Bishop to invite potential members for encouragement to potential members suggesting that they consider Serra membership. The club can prepare the letter and simply have the bishop sign it. It is also helpful if the bishop can attend the meeting at which potential members will be present.

7.2.7 Snow Birds

Many Northern Serrans spend the winter months in warmer climates. This is a policy to standardize their membership and dues obligations:

- The home club alone will be credited with the Serran's membership and collect Serra International and USA Council dues.
- Any adjustment of local clubs dues for the Serran's change in residence throughout the year will be the sole responsibility of the home club and the "Snow Bird" club.

- Seasonal changes in the mailing address for the Serran magazine will be the sole responsibility of the individual Serran.

7. Orientation of New Members

Orientation is essential to success.

Essential minimum information in orientation:

- History of Serra (5 minutes)
- Spiritual aspects of Serra (5 minutes)
- Mechanics of Serra (5 minutes)
- What is expected of you as a Serran (5 minutes)
- What you can expect from Serra (5 minutes)
- Vocations are the principal Ministry for Serra (5 minutes)

The orientation program is designed to be used as often as necessary. The purpose of orientation meetings is the first formal introduction to Serra's work. It is essential to prepare the orientation program to be a significant portion of a regular meeting with guests or a meeting devoted to the orientation of new members and describe the local club structure and practices. The club Chaplain is encouraged to describe the spiritual dimension of the club. Finally, the program should outline the International, National and Local financial obligations of membership.

Suggested Materials for Orientation and New Members:

- Membership lapel pin (gold or enamel)
- Membership certificate
- Meeting identification badge
- Handbook for Serrans
- literature on vocations
- prayer cards
- membership certificates

These are all available from the USAC office, (888) 777-6681.

8. The Retention of Current Members

Ask each project leader to prepare a mission statement and action plan for their project. The action plan should include the names of all members of the project team, individual responsibilities of team members and a timeline and action plan for the current club year. Upon completion, the project leader will submit the completed document to the club secretary for review and use by the board of directors and other club members as needed. To keep projects current, this step will be repeated at the beginning of each club year (July).

As each new member joins the club, she/he will be asked to complete a project signup sheet. The Membership chairman may advise them of projects that are especially in need of new members. The new member will immediately be assigned to the project(s) that he/she has selected.

How to Retain Current Members

Active members are the best members. Do not immediately overload new members, but they must be assigned to committees with specific tasks to be completed (Programs, Vocations, Membership, Communications and Special Projects committee). They must become knowledgeable and active in Serra work.

Conduct an exit interview. The USA Council Membership Committee exit interview is used to survey those Serrans who have changed their status to 'inactive.' This survey should provide invaluable information and reaction to the local Serra clubs success or failure. The Council may use this information to assist in the further development of its training materials. In addition, these opinions may address issues for discussion within the national committees. This program to find out why Serrans are becoming "inactive" would also provide insight in developing better membership retention and recruiting techniques. All clubs are encouraged to explore the use of an exit interview.

The following are some potential questions for the exit letter and interview survey. You may tailor them to fit your specific club.

- Did you find Serra programs challenging and informative? Why or why not?
- Were you involved on a committee? Did you enjoy this activity?
- Did you serve on the Serra board or as an officer? If not, was your board open to member suggestions?
- Were club meeting times convenient or inconvenient?
- Were membership dues and other financial requirements reasonable?
- Was fellowship at club meetings what you had expected?
- Was there a compelling reason or reasons that you decided to discontinue your membership?

Notes:

- All members will be given the opportunity to add or drop projects at the beginning of each club year.
- The board of directors with the advice of the membership may create, combine or delete projects at any time.

9. New Member Procedures and Forms

9.1 Membership Forms

See www.serraus.org or Appendix H for copies of the following membership forms:

- New Member Application
- Club Transfer Form
- Club Exit Survey

Dues and fees are established by the Serra International and the USA Council Boards. Spouses of members are billed by both Serra International and the USA Council at 50% of the current annual dues.

9.2 Initiation Fees

The initiation fee is required by the Serra International bylaws and is for each individual.

9.3 Processing Prospective Members

Any Serran may propose a prospective candidate who meets basic standards for membership consideration. Normally, the proposal is made by filling out and presenting the new member form (Appendix H) to the Club Vice President for Membership.

Following favorable board action the Vice President for Membership informs the selectee by letter that he or she has been accepted as a member and invited to a meeting.

The candidate is inducted into membership at an appropriate meeting.

10. Induction of New Members

New members should be welcomed into Serra in a formal induction ceremony (see Appendix F). Clubs are encouraged to conduct the ceremony at Mass. Along with the club members, guests such as the family of the new Serrans should also be invited to attend the induction ceremony. As a part of the induction ceremony the new Serran should be given a *Handbook for Serrans*, a membership certificate and a membership pin. Several sample Induction ceremonies are available at the USA Council's Chicago office.

Welcoming New Members

For at least six months after each new Serran has been inducted, a member of the reception committee should be assigned to greet him or her at each meeting so the new member is introduced to several other Serrans.

Assignment to a Committee

The membership committee should work closely with the board of trustees and/or the club president to see that the new member is promptly involved in club activities or invited to join one of the standing club committees.

Several clubs, for example, have successfully assigned new members to the reception or telephone committee for a period of a month to six weeks. In this way the new members become acquainted with all club members immediately.

Attendance Requirements

The Serra International Bylaws determine the attendance requirements of all active Serra club members. See Article VIII, Sections 1 (a), (b) and (c) for further details.

Once a prospective member agrees to become a member of your club, request the new Serran to complete a Member Profile and Sponsor Recommendation Form (See p. 44). The Serra club should retain the original

and send a photocopy of the completed form to the USA Council office with the initiation fees. For those Serrans transferring from another Serra club, have them complete a Member Profile Update and Club Transfer Form (p. 44). No initiation fees are required for transferring Serrans.

Once the names of prospective members have been confirmed, lists should be maintained.

- card file
- database
- spreadsheet

For information on how to use the computer-based systems, please contact the Chicago office of the USA Council.

Gift Subscriptions:

Membership is limited to lay men, women and permanent deacons. Each Serra club has a chaplain. A chaplain is not required to pay dues. However, the chaplain does receive a magazine as a gift subscription for \$12.00 per year. The club invoice will include this charge. Furthermore, should the club decide to share the Serran magazine with other clergy or other persons they may be added at anytime as gift subscriptions to the club roster.

11. Extension - New Club Formation:

The development of new Clubs has provided the largest gain in Serran membership in the United States. At a minimum of 25 members per new Club, the creation of a Club will have a significant impact on the District.

Use a District Extension Team

Form a knowledgeable and trained district extension team (DET). Specific assistance is available from the USAC office in Chicago for training Serrans who will be on the DET. Request for this staff assistance is obtained by contacting the Executive Director. Meet with the DET, the district and sponsoring club leadership to choose target areas for new Serra clubs.

Target Parishes

Choose a realistic target area. Parishes are the basic unit in Serra's vocation and membership activities. Meet or make plans to meet with the bishop and local clergy to secure their support. Establish an organized time frame that should lead to charter within one year.

As a Host or Sponsoring Club

Your club will work with the district governor and the DET. Your club will be asked to work with forming a new club. The DET and host club plan the club-in-formation meetings for at least six months.

The governor, DET and host club should attend all club-in-formation meetings and report progress between formation committee, governor and the USAC office in Chicago. Use the Serra Club-in-Formation Profile and Progress Report form in the *Organizing a New Serra Club* manual.

At the conclusion of the presentations hand out the following:

- Program schedule for the near future with title, date and speaker.
- Roster of membership
- Nametags should be prepared for all those (including Serrans).
- *Handbook for Serrans*

Review the officers' roles in the club-in-formation, providing a guideline for future officers new to Serra. When appropriate, the club in-formation should elect temporary officers.

Suggest the club-in-formation publish a newsletter. This newsletter develops interest, reminds members of meetings and gets them involved immediately.

Conclusion

The spirit of Serra stems from Christian charity and love and God's admonitions, "Go teach all nations" and "Pray, therefore, to the Lord of the harvest to send forth laborers into His vineyard." It is developed through program participation and the spiritual works of the members. It encourages Serrans to know each other more intimately and to grow spiritually through enduring Christian friendships. It makes Serra camaraderie one of the outstanding features of every Serra gathering including International conventions, district meetings and annual retreats. The spirit of Serra is not something that can be shared by lectures or reading. It grows in the new member as he or she follows the example of those who are Serrans.

This spirit is enhanced through continual instruction in the founding and history of Serra International as well as its aggregation to the Pontifical Work for Priestly Vocations as the only lay organization to be so honored.

The club's approach to the Serra University of Christian Principles, the club's church vocation activities and all facets of the Serra movement should be discussed as well as the life of Serra's patron, Blessed Junipero Serra, the indefatigable missionary whose philosophy was, "Always to go forward and never to turn back." Thorough and ongoing formation of current and new members is the key to the success of Serra's continued move toward the 21st century.

Note: All literature available at USAC is free of charge for anyone trying to start a new club.

Chartering a Club

When the new club is ready for charter, the sponsoring club traditionally presents a gift to the newly chartered club on their charter night. These gifts are available through the USAC merchandise catalogue. The gifts may include a bell and gavel, member lapel pins, member certificates, or Serra banner. Please note the Serra International Board has traditionally presented the new clubs with a statue of Fr. Serra as a gift. These should be ordered well in advance and we suggest you allow three to four weeks for delivery.

Mentoring the New Club

The district governor and the sponsoring club should continue to follow-up with newly chartered club for at least its first year. The club should be visited regularly and encouraged to attend district conventions, socials and conferences.

Read the manual, *Organizing a New Serra Club*, Item # 39. This and additional advice, suggested materials, and resources are available from the USA Council office in Chicago. Call 888.777.6681 or visit www.serraus.org.

Appendix F: Induction Program for New Members
Appendix E: Installation of New Officers

APPENDIX A: Planning

Sample Plan

- a. Objective: To recruit new members to the Serra Club of Santa Clara
- b. Members on team: Membership VP, Bill Smith, Jane Jones, Parish Contact Person
- c. Timing: Full Year
- d. Strategy: Target Active Catholics Program detailed in the *Membership Manual*
 - Ask Bishop to write letter supporting Serra.
 - Assemble literature on Serra from Serra catalogue.
 - Ask each pastor to identify active parishioners in their parish.
 - Parish Contact Person will schedule meeting in each parish.
 - Inserts will be included in several Sunday bulletins.
 - Interested people will be invited to luncheon meeting which will have speakers describing Serra and what we do. Attendees will be invited to join Serra.
 - Team will follow up with interested people.
- e. Introduction to club/district: At first meeting in September, the Membership VP will explain the plan to the club members.
- f. Materials: the team will assemble all appropriate brochures and films for use in this activity.

An Approach to Planning

The following is a possible approach to an identified problem faced by many clubs: Serra is not well known in the community. The problem was identified ("Serra is not well known in the community"), note the phrasing states a condition that is not desired and needs to be changed. This is step one in planning: identify a problem. If one claims "we need to make the community aware of Serra" they have stated a solution, not a problem! So let's move on to the plan that intends to solve the problem.

GOAL: To increase the public awareness of Serra and its mission in Foxtrot City, Alaska.

1. Objective: A dinner with the Archbishop at a local country club, open to 100 guests.

Action:

- a. Appoint ad hoc committee to accomplish following actions.
- b. Contact the chancery to determine best date available for the Archbishop.
- c. Locate country club/hotel and determine facility needs for the Archbishop and guests (tables, setting, menu, microphone, etc.)
- d. Identify public and diocesan media contacts and prepare press releases.
- e. Consult with Archbishop's office as to the topic/theme of presentation not later than 80 days prior to event.
- f. Engage club member to design poster/flyer announcing dinner and topic to be completed and prepared for distribution 60 days prior to the event.
- g. Create invitation list not to exceed 100 seated guests.
- h. Create program to be completed no later than 30 days prior to the date of event.
- i. Prepare a presentation award to the Archbishop in recognition of his support of Serra not later than 30 days prior to the event.

2. Objective: A Serra brochure based on local club activities and programs for distribution to local churches.

Action:

- a. Assign task to a Membership VP and committee to review the existing brochures in use.
- b. Identify club member best qualified to create art work on a computer.
- c. Review role of Parish Contact Person and identify a club member for each parish in the club's purview (to begin liaison relationship) for distribution of brochure, complying with expected protocols.

- d. Complete brochure within 60 days for examination by club's board, with estimated cost for production and copies per unit.
- e. Upon approval of brochure, have it produced and distributed to each parish within 30 to 45 days.

3. Objective: Increase public awareness through public media releases.

Action:

- a. Communications VP writes letters of introduction to local TV, radio, and press agents responsible for religion and social events.
- b. Schedule for a photo opportunity of new officers within 14-21 days of election to be released in local media announcing same.
- c. Submit announcements of club meetings and programs for press release on a monthly basis (local media has special section announcing club meetings).
- d. Assure that special events are coordinated between ad hoc committees responsible for special events and Communications VP (e.g. a special dinner with the Archbishop, above).

4. Objective: Coordinate resources available to Serra with local parish offices.

Action:

- a. President-elect is assigned to establish a working relationship between the Serra club and each parish office with specific expectations clearly set (see the Parish Contact Person manual and job description).
- b. Obtain national programs being fostered and distributed by Serra USAC and share with parish offices for cooperative efforts in a timely manner.

5. Objective: Develop announcements regarding vocations for delivery at Mass.

Action:

- a. All club officers establish planning calendar that identifies national and local events which focus on vocations (National Vocations Week, World Day of Prayer for Vocations, National Day of Prayer for Consecrated Life, Diocesan 6th Grade Vocations Day, etc.), include information from Chancery.
- b. Parish Contact Person establishes protocol for delivery of announcements and criteria set by the church office regarding content, length, and presenter.
- c. Communications VP prepares announcements and Parish Contact Person delivers to the church office not later than 48 hours prior to deadlines set by the church office for announcements.

6. Objective: Establish an award program to recognize altar servers.

Action:

- a. Request permission from pastor to award certificates to altar servers.
- b. Obtain list of altar servers from church office. The Parish Contact Person can do this.
- c. Schedule date with the pastor to award certificates at Mass.
- d. Place notice in Sunday bulletin.
- d. Obtain and prepare certificates (item #12) from Serra merchandise catalogue. You can also get gold foil Serra seals and certificate holders. You may make your own certificate with online resources as well.
- e. Award certificates.
- f. A little reception after Mass with juice and doughnuts is popular.

Some plans can be simple because the problem and goals are simple; others can be more complex and elaborate involving much work and time. Remember: WITHOUT A PLAN MOST ACTIVITIES ARE HIT-AND-MISS. Most people do not realize that many of their daily activities involve the planning process; it is just that they do not think they are doing it nor do they write it down. Think about it. Do you really just walk out the door of your home and happen to walk into a store, and just by accident buy what you need to make a dinner? That shopping list reflects a product of planning and every decision made to obtain the groceries were actions that lead to your goal, solving the problem: what will be served for dinner?

APPENDIX B: Suggested Ideas for Recruitment Strategies

I. Two Today for Serra Program

The "Two Today for Serra" program is based on the idea that every Serran can casually approach at least one prospective member about attending a meeting, but the work of extending a formal invitation is left to the membership vice president and committee.

Two Today for Serra: Be a Member, Bring a Member" cards allow Serrans to obtain the name and address of a potential member while inviting him or her to a future meeting. The membership committee reinforces the gesture by following up with a formal invitation by mail.

Materials Needed: "Two Today for Serra: Be a Member, Bring a Member" cards, item #188. Order the cards from the USA Council of Serra International office at 888.777.6681.

How-to:

- Distribute the cards to club members at a meeting.
- Have the members return the cards by the next meeting with the name of one potential Serran.
- Collect the returned cards and review names.
- Invite the prospects to a Guest Day to learn about Serra.
- Guest Day: Plan a program for the Guest Day.
- Write/Call: Notify prospects of all future meetings and invite them to join Serra.

2. Twelve Steps to a Successful Membership Campaign

A well-coordinated membership effort can result in an increase of 5-10 percent per year for a Serra club. The basic tools include the *Membership Manual*, personal contact and follow-up.

The club that developed this program experienced overwhelming success. From the 100 names submitted by club members, 90 were considered solid prospects. Forty people gave positive responses to the invitation and 30 came to the first Guest Day. Another 10 came to the second Guest Day. Of the 22 people at the orientation meeting, 21 joined. Another 15 who could not come indicated interest in joining later. In four years, the club grew from 38 members to 125.

Materials Needed: (see Appendix D for sample letters)

- Sample letter A
- Sample B, suggested schedule
- Sample letter C
- Sample letter D
- Sample letter E
- Sample letter F

Available from the USA Council office merchandise catalogue:

- Guest name tags, item #72
- *The World of Serra: Running a Successful Club* video, item #139
- *The Spirit of Serra* video, item #140
- *Serra International: A Family Album* video, item #104

Orientation materials:

- Promotional kits (produced locally by the club)
- Serra International information brochure, item #77

- *This is the USA Council of Serra International* brochure item #80
- Double-sided prayer cards, item #17 and #177
- *What Is Serra? New Member Folder*, item # 179
- *Introduction to the USA Council* brochure, item #216

How-to:

Select a knowledgeable and enthusiastic committee chairperson. **Set a schedule to execute the basic plan.** It should take about four months and seven meetings or events:

- Club meeting (1): Start of program. Members are given information at regular meeting.
- Club meeting (2): Members return lists of prospective members and circulate names among members for review.
- Board meeting (3): Board reviews list of prospective members.
- Club meeting (4): Guest Day for prospective members.
- Club meeting (5): Second Guest Day for prospective members.
- Special meeting (6): Orientation for new members.
- Special meeting (7): Formal induction of new members at Mass and banquet (see p. 40).

Prepare one page of information about the membership campaign. It should include:

- the schedule for the membership campaign
- information about the target group
- where to return the form
- how to process information
- basic information needed concerning the candidate (name, address, phone, parish, business, age).
See Sample B on page 29.

Distribute the information sheet to each member at a regular meeting and mail the form to anyone not in attendance. Send a follow-up letter reminding the club members to bring their forms with the prospective names to the club meeting.

Board of trustees reviews list of prospects at a special meeting with the membership committee to review the nominations, and prepare a list with the names, addresses and phone numbers for use in calling or a mailing.

Send a letter to each candidate advising him or her of nomination to membership, with an invitation to be a guest of the club at the Guest Day meeting that will be in two weeks. Include a copy of the membership roster to help identify the Catholics who are already members. See Sample Letter C on page 30.

Remind each prospect during the week before Guest Day. Ask one person to call all prospects to see if they will attend the meeting and schedule those who could not attend for a later date.

Hold a Guest Day. Make every effort to have the best turnout of your present membership and have an exceptional program. Make guests feel welcome but do not push them to join.

Send a follow-up letter to those who attended the Guest Day to thank them for coming to the meeting and to invite them to the second Guest Day four weeks later.

Send a different letter to those who expressed an interest in attending the next meeting. Have a special program designed for them and encourage them to join. See sample letters D and E on pages 31 and 32.

Hold an orientation meeting. Send a letter to those who attended the Guest Days to come to an orientation meeting. The program would include:

- the officers speaking on the club
- the purposes of Serra

- Church vocation activities
- Serra University of Christian Principles
- Time for questions

Include the video, *Serra International: A Family Album*. Distribute membership cards and ask them to join. Have them complete the cards before they leave the meeting.

Induct new members at a Mass and banquet with families (p. 40). Award each inductee a membership pin and certificate (available from the USA Council merchandise catalogue). Follow up with a second orientation meeting six weeks later at which time new members are assigned to committees and any questions are answered.

3. Four-Step Membership Drive

This membership program is designed for use on an annual basis. The four steps are:

- 1) Membership involvement
- 2) Invitation to prospects
- 3) Orientation meeting
- 4) Follow-up

Step 1: Membership Involvement

- All members are required to furnish the names of at least two prospective members.
- The date set for the names of the nominees should be within two weeks of the announcement letter.
- Three to four days prior to the deadline, the chairperson will make reminder calls to all members who have not provided names of prospective members.

Step 2: Invitation to Prospective Members

- After selecting the names of those who are to be invited to the orientation meeting, a letter is sent extending an invitation about 10 days in advance. (See Invitation Letter 2-A, p. 35.)
- Three or four days prior to the meeting, one or two Serrans, assisted by the club chaplain, calls the prospective members to confirm their reservation.
- Plan a second orientation meeting about a month after the first one. Some of those called may have an interest in Serra, but are not available for the first date selected. The caller can then advise that a second meeting is planned and promise to furnish details of that meeting in the next couple of weeks. This second date can also be used for those who promised to attend the first one but did not show. (See "No Show" Letter 2-C, p. 36.)

Suggestion for Success: Chaplain's Phone Call

The phone call by the club chaplain is a very important part of this program. If your own chaplain is unable to do this, perhaps there is a friendly priest of your local club who would be willing to do this with you. The simple fact is that people are more open to a phone call invitation from a priest than from a layperson! For that second meeting, don't be surprised to have some new prospects come when they see the success of the first meeting. The same follow-up invitation calls should be made by the chaplain three or four days prior to the meeting.

Step 3: The Orientation Meeting

The purpose of the meeting is to explain to prospective members what Serra is all about. Since this is not a regular meeting, the only Serrans attending should be the team, and if appropriate because of a large number of prospects, a few extra members. In this informal and "no pressure" setting, using your best presenters, you tell the history and

background of Serra, its objectives, how it functions and how this benefits both the Church and the individuals involved.

Sample Agenda

- 6:00 Registration and Hospitality
- 6:15 Dinner
- 6:35 Welcome: "Introduction to Serra" by emcee
- 6:40 Video: *Serra International: A Family Album*
- 6:55 Presentation: Internal Programs
- 7:00 Presentation: Vocations Programs
- 7:05 Presentation: How the Local Club Operates
- 7:10 Presentation: The Spiritual Benefits of Serra
- 7:15 Closing
- 7:20 Adjourn

Closing the Meeting

- Reinforce that there is no pressure to join.
- Encourage them to discuss Serra with their spouses.
- Remind them that a team member will contact them in the next few days.
- Pass out the background information and membership application form.
- Thank everyone for coming.
- Provide time to answer one-on-one questions after the formal meeting is over.
- Hand out double-sided prayer cards with the Serra Prayer for Vocations.
- Close with the Serra Prayer for Vocations.

A few rules to follow:

- Stick to the agenda and time schedule.
- Keep it informal - make the prospect feel comfortable.
- Do not spend time talking about the social events of the club. We want someone to join Serra because of their interest in and dedication to promoting vocations.
- Do not try to get signed applications at this meeting. Joining Serra is an important commitment and should not be taken lightly. Urge them to take the information home and if they are married, to discuss it with their spouses before making their decision. Advise them that a team member will contact them in the next few days to discuss it further. Tell them that no one will pressure them in any way should they choose not to join at this time. This approach is very important. It's amazing how many who say "no" will later come into the club because they were not pressured into making some kind of false excuse earlier.

Step 4: The Follow-Up

- After the orientation meeting, the team divides the names of those who were present and each member selects the names he or she will call. For this to be effective, the call should be made within three days - otherwise, the prospective member may lose interest.
- Team members are responsible for obtaining the return of the application from those wishing to join. They are given to the club treasurer for billing purposes.
- Team members also invite the new member to the next meeting and introduce them to other members.
- The president sends a letter to the new members welcoming them into the club and at the same time, assigns them to a committee of the club. (See Welcome Letter 3-A, p. 37.)

Materials Needed (See Appendix D for sample texts and letters):

- Announcement Letter (p. 28)
- Envelopes pre-addressed to the membership drive chair
- Stamps
- Invitation letter (p. 30)
- "No Show" letter (p. 36)
- Welcome letter (p. 37)
- Two scheduled orientation meetings
- Name tags
- Sufficient copies for handouts of:
 - Program schedule for the year with titles, dates and speakers
 - Roster of membership
 - Background of Serra and your local Serra club including meeting dates, time and local dues
 - Membership application forms
 - Double-sided prayer cards
 - *Membership Manual*

4. Target Active Catholics: Invite Catholics You Don't Yet Know

A. Invite Many Candidates

Who joins Serra? Those who have the greatest potential to enjoy and benefit from all that the Serra club has to offer would be those who care about their church, would like to see it stronger and have shown their interest through prior participation.

B. Identify Catholics who would likely join as demonstrated by the ministry they have chosen to assist the Church such as:

- | | |
|---------------------------------|---|
| • Lectors | • Eucharistic Ministers |
| • Ushers | • Finance Committee |
| • Permanent Deacons | • Catholic School Teachers and Principals |
| • Parents/Siblings of Religious | • Family of Seminarians |
| • Diocesan Officials | • Knights of Columbus and Auxiliary |
| • Catholic Women's Groups | • CCD and Confirmands |
| • RCIA | |

Obtain the Church Committee lists on your target groups from the Parish Secretary. As most Parishes maintain a computer list of the Committee members, an electronic version can be easily adapted to spread sheet which will speed your printing envelopes and personally addressed letters. Request at least 100 names (or couples) per parish. Don't worry if you have not met them; they have pre-selected themselves by their commitment to parish work. By sending approximately 100 letters per meeting you will obtain the best turnouts.

C. Send a letter to Candidates from people that will get the attention of the candidates:

- Bishop, or
- Pastor, or
- Chaplain, or
- Club President

Many clubs ask their bishops to send a letter endorsing Serra and the new Club. When using a mail-merge program, name the Candidates in the letter ("Dear Bob and Nancy") you will double the attendees at your Guest Day.

D. Include a return-addressed stamped postcard which gives options:

- I'll be at the next meeting
- I'll attend the following meeting, or
- No, I can't come

The postcard provides space for the Candidate to give their phone number and email address.

E. Personal Call to each Candidate who returns a postcard to remind them of the meeting and answer questions about Serra.

F. Guest Day. Have a great meeting. Invite a terrific speaker - or a Serra DVD such as "Fishers of Men" (partial only, as it will take up the whole meeting). Start with:

- Explanation of Serra Clubs (by the President or organizer) (5 minutes)
- Vocation Programs of the Club (5 minutes)
- Affirmation of Clergy Programs of the Club (5 minutes)
- Program speakers - adult education (5 minutes)
- Spiritual growth by the Chaplain (5 minutes)

The meeting can be at the 1) regular meeting time for the club, or 2) at a social hour, or 3) in the evening.

G. Ask for an Application for Membership at that meeting (don't let the moment pass).

5. Parish Ministry Event to Include Serra Clubs

Most parishes host a "Ministry Fair" or a "Service Day" which allows parish organizations to have a booth to explain their ministry and to sign up potential volunteers. Serrans can set up a booth, hand out Serra information and have a sheet for potential members to sign up for later contact by the Membership Committee.

6. Parish Pulpit Presentations with Serrans Available After Mass

Ask the Pastor for a time at the pulpit at Saturday and Sunday masses for a Serran to explain in five minutes how the Serra Club can benefit the parish and the diocese. Have Serrans available at the entrances of the Church to expand on the "Ministry of Vocations" and invite candidates to the next meeting.

7. Parish Daily Mass Goers Invited to Serra

As Catholics who love their Church make the best Serrans, people who attend daily Mass are most receptive to an invitation to join. Serrans who can meet Catholics after daily Mass can explain the Ministry and organize these potential members.

- Invite these candidates to the closest club, or
- Start a meeting right after the Mass time and build a new club around this new group.

8. Language Clubs

When language groups won't join existing clubs, obtain the approval of the Bishop who recommends a target parish. Identify leaders in the language community, translate Serra documents into the language and conduct meetings in that language.

9. Rural Clubs

Build a rural club based on a hub parish in a 15,000 population city, with spoke parishes in a trade area of its hub. Meet as a complete club once a month.

XXX10. Military ClubsXXX

Specific provisions because of the XXX? but movement of personnel makes it difficult to maintain membership. Adjust the rules to accommodate the demands of the military. <<REWRITE THIS SECTION PLEASE

11. Parish Information Racks Include Serra Clubs

Many parishes host information racks in the entrances of the Church. By obtaining Serra pamphlets from the USA Council of Serra International (with a sticker for your club that identifies the location and phone number) and a new tri-fold pamphlet for your club, information can be loaded in the parish racks and expand the reach of Catholics who are familiar with Serra.

12. Invite Spouses

Clubs that stress "couples" can immediately increase membership in the club by adding spouses and "significant others." Often those spouses have the same love of the Church and are happy to participate in the club. Start by inviting all spouses to a "Valentine's Day" meeting or a "Mother's Day" meeting and encouraging them to join the club.

13. Recruiting Workshop Power Point Presentation

The PowerPoint was developed under the leadership of Mark Bonkiewicz, Bill Ohnsted and Peter Cunningham and is available on line at www.serraus.org found at the lower left-hand side of the home page of the website.

- Use a laptop and projector
- How to invite and attract new members
- Print on to transparencies
- Print on printed sheets off the website
- Distribute to participants at presentation so they can follow along
- Can be set up and presented by one Serran
- Can be presented by a team
- Use with existing Serrans to get them involved
- Use with potential Serrans to find new members
- Use in connection with more detailed programs

APPENDIX C: Personal Success Stories

I. Daily Mass Goers

Soon after retiring, my wife and I decided to move back to my hometown, Franklin, TN, a town I had left some 37 years earlier. After moving and settling in, I transferred my Serra membership from Memphis to Nashville, some 20 miles away, and began attending meetings, only to find it a chore to attend regularly due to distance and traffic, so the thought was born: why not start a new club here in Franklin? There were now three parishes in the county, with approximately 5,500 families—surely that was enough to put together a thriving club.

My first step was to discuss the idea with my pastor. With his blessing, I next contacted our bishop in Nashville, who, after checking my credentials through members of the Nashville Club, wrote a letter of approval and endorsed the creation of the new club through letters to the three pastors involved. Members of the Nashville Club were most encouraging and supportive.

My handicap was I knew very few Catholics in the area since I had been away for so long and secondly, at the time I left Franklin, there were only 28 Catholic families in the entire county! But daily mass changed this into a blessing!

As soon as we moved back home, we began attending daily mass and soon came to know many of the 50-75 people who were there every morning. They asked me to join the ROMEO Club (aka Retired Old Men Eating Out) and at these informal gatherings after mass, I began talking about Serra and here the seed was planted. One in the group was a former Serra member in Nashville and he immediately became my "right arm" (and later became our first president).

After about three months of talking about Serra to the group, my wife and I hosted a party at our home, inviting approximately 40 people, the invitation list being put together by the ROMEO group. During the evening, I talked about Serra, its history and its importance to the Church, then showing the USAC video, *The Spirit of Serra*. After the showing, I asked all who were interested in helping to form a new club here in our county to sign a sheet of paper indicating their interest and support. TWENTY-SEVEN signed up that night! We were off and running!

We met informally for approximately six months, meeting on the first and third Thursdays of each month, one meeting following morning mass and the other a dinner meeting—the decision was to make the evening meeting a potluck supper to keep our costs down—and what a good decision this was—you can't believe our meals! During this period, we continued recruiting new members, even naming a "spotter" at daily mass to look for new prospects. Our growth was good, interest was high and enthusiasm was in the stratosphere! Our first project was to start First Friday Adoration following morning mass. It was an immediate success, attendance at mass growing from 75 parishioners to over 140. We were ready to apply for our charter!

The Serra Club of Williamson County, TN was chartered in November, 2004 with 44 charter members. Since then, we have grown to 56 members, but even more importantly, we began new programs in the parishes to support vocations, such as The Elijah Cup, spiritual weekend retreats for YPA members, the 31 Club, Altar Server training, and First Friday Adoration. At each weekend mass, after the Elijah Cup is presented to a family, our pastor leads the congregation in the Serra Prayer for Vocations, now printed on the cover page of our hymnals.

God has truly blessed our efforts and we have begun to plant the seeds for a culture for vocations within our parishes. The USAC Membership Manual on starting a new Serra Club was a great help, although we did "tweak" it a bit to meet our own local situation.

From this endeavor, I learned four important lessons:

The best prospects for Serra are those lay Catholics who attend daily Mass! Why? They have a love for the Church, the Eucharist and the PRIESTHOOD that is unsurpassed-and in most instances; they have the time and the financial resources to be good Serrans. Eighty percent of our members are daily mass attendees!

Secondly, 75% of our members are couples. At our age, husbands and wives like to do things together, and this is especially true for the ladies. Serra affords that opportunity.

Thirdly, keep the members busy and productive! Everyone is assigned to a committee, be it in charge of adoration or setting up the room for the potluck meal. Everyone is involved and every assignment is important. As Christ said, "He who serves the others shall be first."

Fourthly, there are many good Catholics who want to become Serrans. Like many priest prospects, they are simply waiting to be asked! As a good Serran friend said, "My best friends are Serrans. Why? Because I asked them!" There is a lesson here to be learned.

May God continue to bless our efforts in His vineyard!

Mary, Mother of vocations, pray for us!
Blessed Junipero Serra, pray for us!

by Lloyd P. Crockett
Charter Member, Serra Club of Williamson County, TN
Past President, Serra International

2. Language Clubs

Where there are concentrations of potential members whose first language is not English, focus on building a club around their main language. Below are the key steps in the establishment of a club based on Spanish-speaking members.

1. The need was identified (early 2008)
2. The Auxiliary Bishop of Seattle responsible for Hispanic Ministry and Vocations agrees and recommends that a bi-lingual pastor of a church with a large, fairly well educated Hispanic congregation seriously consider it. (April 23, 2008)
3. The pastor enthusiastically endorses the idea. (May 26, 2008)
4. The Extension Committee is formed to assist in development of club. (May 2008)
5. With the assistance of the Extension Committee and the Auxiliary Bishop, the pastor gets the endorsement of the Parish Hispanic Commission and the Parish Charismatic Prayer Group. (Dec. 7, 2008)
6. A few young Hispanic parishioners identified by the pastor agree to recruit the 25 members required for charter. (Dec. 7, 2008)
7. USAC provides key Spanish translations to assist recruitment.
8. Announcements regarding the club are made at several Spanish-speaking Masses.

9. The Archbishop of Seattle appoints the pastor chaplain of the new club. (Dec. 23, 2008)
10. Minimum 25 applications signed.
11. Officers elected. (April 29, 2009)
12. The charter application is prepared in Spanish and English by the newly-elected President with the assistance of the Extension Committee. (May 15, 2009)
13. Charter received. (Sept. 9, 2009)
14. Charter night celebration Mass celebrated by Archbishop of Seattle.(Sept. 9, 2009)
15. Charter night celebration attended by the newly-elected President of Serra International; the President of USAC; the President-Elect of USAC; and some officials of Region 12. (Sept. 9, 2009)
16. New club continues to be very active in promoting Serra objectives and recruiting new members. (April 2010)
17. The Extension Committee continues to be actively involved. (April 2010)

by Jack Robinson, Serra Club of Cascade, WA

3. Concentrating on Deaneries

When our then President Ray Sartini was sworn in, he set as his goal while as president the creation of new Serra clubs in our dioceses. He began the process of exploring this possibility by placing a phone call to our Bishop John Steinbock to discuss the protocol necessary for Ray to follow in moving ahead with his goal. The bishop advised Ray to place a call to each of the deans of the five deaneries of the Diocese of Fresno and share with them his intent in wanting to form a Serra club in their deanery. He gave Ray his blessing and asked him to keep in touch.

Ray had already done a Catholic population study of the various communities and parishes within the five deaneries. Using this information, Ray sent a letter to each of the deans advising them to respond if they were interested in meeting with our Serra members to proceed with the formation of a Serra club in their deanery. Four of the five deans gave Ray a positive response to his letter. Ray using the "Organizing a New Serra Club" manual formed a District Extension Team of seven Serrans. He then followed up with the four interested deans and set up a luncheon meeting in their deanery. The response was most gratifying. Of the four deaneries, the Kings/Tulare, Visalia St. Mary's parishioners were the most enthusiastic with 40 of them attending along with several other parish priests. The DET team decided to focus on setting up a Serra club at St. Mary's parish in Visalia and held several evening meetings at the Church hall. Both the pastor and the parochial vicar were present at each of these meetings. The trip to Visalia from Fresno takes about one hour. The *Organizing a New Serra Club Manual* was a big help at all of these meetings and a copy was given to the pastor. Getting a leader to step forward was difficult, but thanks to the prompting of the pastor a parishioner stepped forward and the process of formation began.

A big help in getting responses from the deaneries was the fact that our Serra club has been holding each year a seminarian golf tournament and an altar server picnic and every other year an Altar Server Recognition Service. This latter event is held at parishes in the various deaneries. We have not only gained name recognition, but we have also gained the support and praise of many of the clergy and parents whose boys and girls attend these events. We do believe that these events were the catalysts for starting a Serra club in Visalia and why we received such a positive

response from the deans on Ray's letter and of course the bishop's response to Ray's inquiry was very encouraging for Ray and all Serrans.

We continued to meet and keep in contact with the new Serra club at all times during formation and after the charter presentation ceremony.

We are in the process of starting a new Serra club at Sacred Heart Church in Planada which is part of the Merced/Mariposa Deanery. We have received a very positive response from their pastor; however because of what has been transpiring relative to the proposed Serra International changes we find ourselves having our Serra club DET team remaining on a holding pattern until such time as we feel comfortable that the smoke has cleared on the proposed issues.

by Joe Constanza

4. Involving All Club Members

1. Ask the Program VP to schedule a Membership meeting.
2. Hand out two sheets of paper to each club member present.
3. Ask the members to write on each sheet of paper the names of potential new members.
4. Ask the members to identify possible new members in the following sequence:
 - Spouses
 - Siblings
 - Children
 - Fellow parishioners
 - Business associates
 - Neighbors
 - Fellow alumni
 - Other club members
 - Other categories
5. Draw a line on the paper.
6. Review your list and write down the top five.
7. Give one sheet to the Membership VP for his follow-up.
8. The club arranges a meeting and invites potential members from your list.
9. At the meeting the club leaders will discuss the history of Serra, the ministry, the objectives of Serra etc.

By Michael Doohan, Serra Club of Spokane

APPENDIX D: Sample Letters and Evaluation

Sample A: Announcement Letter

Serra Club Letterhead

Date

Dear Fellow Serran,

It is time for our annual membership-sharing campaign. It will commence with the receipt of this letter and continue on through the end of the year.

The Serra club objective this year is to establish vocation committees in all parishes in the area to actively promote the various vocation programs offered by Serra International. Serra clubs that have implemented these vocation programs and sustained them throughout the year have been successful with them.

It takes many Serrans to do what must be done, so we need another successful membership campaign. Our goal is to have each Serran submit at least two names for consideration. The attached form explains the requirements. Please fill it out as soon as possible and return to John Smith or me at the October 23 breakfast meeting or at the November 13 meeting.

We need your help!

Sincerely,

Joseph Serran
President

Enc. Membership Campaign Schedule and Information

Sample B: Membership Campaign Schedule and Information

Serra Club Membership Campaign Schedule and Information

| | |
|--------------------------|---|
| October 10 | Start of Campaign Members given information. |
| October 23 & November 13 | Members send in or hand in lists of prospective members. |
| November 20 | Board reviews list of prospective members. |
| November 21 | Invitations mailed. |
| December 11 | Guest Day for prospective members. |
| January 8 | Second Guest Day for prospective members. |
| January 16 | Orientation for new members. |

We are looking for people of all ages. Members should be practicing Catholic lay men and women (or permanent deacons) of good character and standing; should be able to assume the attendance, membership and financial obligations of a Serran; must live or work in the area; must have the ability and willingness to grow in Serra both intellectually and spiritually; have the motivation to contribute actively to the work of Serra and the fulfillment of its purposes; and must have a marked potential for Christian leadership as demonstrated by their interest in and devotion to the problems of the Church and community.

If you know a person who appears to meet these qualifications, please propose that person's name for consideration by filling out the form below and returning to John Smith. It is important that the Membership Committee have the names in advance, but if this is not possible, bring them to the October 23 Mass/breakfast meeting or to the November 13 meeting. Use the reverse side of this form for additional names.

(Cut here and return.)

Name _____ Age _____
Address _____
Phone _____
Parish _____
Business Affiliation _____

Name _____ Age _____
Address _____
Phone _____
Parish _____
Business Affiliation _____

Sample C: Invitation to Guest Day

Serra Club Letterhead

Date

Dear

Your name was presented to the trustees of the Serra Club of Anytown as a prospective candidate for membership in Serra. Your Christian leadership gifts and interest and involvement in the church and community made it important for the Serra club members representing the Catholic churches in this area to invite you to a Serra meeting.

The Serra club holds a luncheon meeting twice a month in a continuing effort to foster vocations to the priesthood, religious life and the permanent diaconate, and to help develop Catholic lay leaders. The camaraderie among the members and the opportunity to grow in our faith make Serra an especially enriching organization to belong to.

We invite you to be our guest for our luncheon meeting at the Elk's Club on Friday, December 11, at noon. We are planning a special program for you. The meeting will conclude at 1:15 p.m.

A Serran will be contacting you prior to this meeting. We look forward to seeing you on Friday, December 11.

Sincerely,

John Smith
Membership Chairperson

Encl. Club Roster

Sample D: Thank You/Invitation to Second Guest Day

Serra Club Letterhead

Date

Dear

The members of our Serra club were honored to have you as a guest at our luncheon meeting December 11. We would like you to be our guest again if you can arrange it on Friday, January 9 at 12:00 noon at the Elks club. We will call you for confirmation.

At 5 p.m. on January 16, we are planning a short informational session for you. If it is not possible for you to be our guest on January 9, we will contact you by phone relative to the January 16 informational meeting.

Sincerely,

John Smith
Membership Chairperson

Sample E: Invitation to Guest Day 2 and Orientation

Serra Club Letterhead

Date

Dear

Because of the interest that you showed, the members of our Serra club were sorry that you could not attend our December 11 luncheon meeting, but hope that you will be able to join us at our January 9 (Friday) meeting at noon at the Elks Club.

We had an excellent turnout of interested people at the December meeting. We hope you will join them and us at the January meeting. We will call you for confirmation shortly.

At 5 p.m. January 16th we are planning a short informational session for those who are interested in joining Serra. If it is impossible for you to be our guest on January 9, we hope that you will be able to attend the January 16 meeting. One of our members will call you regarding the January 16 meeting.

Sincerely,

John Smith
Membership Chairperson

Sample F: Invitation to Orientation

Serra Club Letterhead

Date

Dear

On behalf of the members of our Serra club, we would like to say how pleased we were to have you as a guest at the recent meeting of our club. We hope that by now you are leaning seriously toward becoming a member of this club.

In order to explain the full meaning of the Serra commitment, including the history of Serra, we ask for an additional period of your time. We have scheduled an orientation meeting for January 16 from 5–7 p.m. This program will be held in the Elk’s Club Mezzanine. Snacks will be provided. You will have the chance to meet the officers of the club and be briefed in detail so that you can make your decision regarding membership in Serra.

We hope to complete the short session with plans for your induction on January 30, at a family mass in St. Joseph’s High School Chapel. A continental breakfast in the cafeteria will follow the induction. You then will be presented formally to the club and receive your Serra club pin and certificate of membership at the banquet dinner in the evening of that same day.

We hope that the January 16 program will encourage you to join our Serra club.

Should you not be able to attend this meeting, please call me.

Sincerely,

John Smith
Membership Chairperson

Announcement Letter I-A

Serra Club Letterhead

TO: All Club Members
FROM: John Smith, Chairman
DATE:
SUBJECT: Annual Membership Drive

The first goal of the annual membership drive is to have each member submit two names of prospective members to me by (date) . At least one of your two prospects should be under age 50.

You can then sit back. Your job is done! The Membership Committee will do the rest. Don't even tell the prospective member that you submitted their name. We do not want that person to feel any "pressure" should they choose not to accept our invitation following an orientation meeting to be held on (date) .

The success or failure of our membership drive will depend entirely on the ability of our members to come up with two names each (or more, if you are able). Think of those men and women in your parish who have shown they are responsible in church activities, willing to give of their time and effort, and are probably just as concerned with diminishing vocations to the religious life as we are.

Please return the names of your nominees in the enclosed stamped envelope. If I do not hear from you by (date) , I'll call you. Take a few minutes to pick your nominees now.

Feel free to call me should you have any questions on this. You can reach me at (business phone) or (residence phone). Thank you for your help.

Invitation Letter 2-A

Serra Club Letterhead

Date

Name and Address of Prospective Member

Dear

Your name has been suggested by one or more of our members as a person who might be interested in the Serra club and its work.

Members of Serra come from all walks of life. They are people who recognize the importance of our priesthood and other forms of religious life. The purposes of Serra are to encourage vocations to this life while affirming the vocations of those already in that life. In the process, Serrans have the opportunity to strengthen their own faith while enjoying the friendship of those who have the same aspirations.

We would like to tell you more about the Serra club if you are interested. An orientation dinner will be held at _____ (name of location) _____, starting at 6 p.m. on (date of Orientation Meeting). We promise not to go beyond 7:20 p.m. and that no pressure will be exerted on any one to join the club.

In order to help the chef, someone will contact you prior to the meeting for reservations. We sincerely hope you will be able to attend to find out if Serra is something for you to consider.

Very truly yours,

Jane Jones
President, Serra Club of Anytown

Unable to Attend (“No-Show”) Letter 2-B

Serra Club Letterhead

Date

Name and Address of Prospective Member

Dear

Thank you for expressing an interest in the Serra club. Even though you were unable to attend the orientation dinner meeting, we thought you might like to attend a second such meeting that will be held at _____ (name of location) _____, starting at 6 p.m. on (date of Orientation Meeting).

We will contact you a few days in advance to determine if you can come.

Once again, we thank you for your continued interest in the Serra program and we hope we can have the opportunity to explain more about it at the dinner meeting.

Sincerely yours,

Jane Jones
President, Serra Club of Anytown

Welcome Letter 3-A

Serra Club Letterhead

Date

Name and Address of Prospective Member

Dear

Welcome to the Serra Club of (name of Serra Club). We are happy you chose to accept membership in the club. We sincerely hope you will enjoy your work in this field where “the harvest is great and the laborers are few.”

In the near future, we will have a formal induction ceremony for new members, but in the meantime we consider you to be a full-fledged member to enjoy all the privileges of membership.

If you have no objections, I would like to assign you to the (name of Committee) Committee. The chairperson of that committee is (name of Chairperson) and he (she) will contact you about the next scheduled meeting of the committee.

Once again, we welcome you to our Serra club.

Sincerely yours,

Jane Jones
President, Serra Club of Anytown

cc: Name of Chairperson
 Chairperson, Name of Committee

APPENDIX E: Club Officer Installation

MASTER OF CEREMONIES:¹

Reverend Father, fellow Serrans and guests: Throughout his life Blessed Junipero Serra never sought positions of authority, they sought him. When he was appointed Superior of Baja, California, he accepted, even though he would rather have been about another work closer to his heart, that of opening new roads for the feet of Jesus in mission areas where His name was yet unknown. Only later would Blessed Serra come to know that the Holy Spirit had given him this path as a means of fulfilling his missionary zeal.

Today, we are installing new officers for the coming year, fellow members who did not seek positions of authority, but who were sought out. Like our patron, Blessed Serra, they accepted their offices graciously and now stand ready to lead us as we carry out our ministry for the good of the Church and the glory of God.

As you are called, please come forward/stand.²

Trustee: ___(name)___

Trustee: ___(name)___

Trustee: ___(name)___

Treasurer: ___(name)___

Secretary: ___(name)___

Vice president, Communications: ___(name)___

Vice president, Membership: ___(name)___

Vice President, Vocations: ___(name)___

Vice president, Programs: ___(name)___

President-elect ___(name)³ ___, you and your fellow officers are to be congratulated on being elected to lead our Serra Club.

We ask you to dream great dreams and to set challenging goals. We want you to make our club truly a University of Christian Principles and help our members fulfill their vocations to service and to promote, foster, and help preserve vocations to the priesthood and religious life.

We want you and your officers to remember that beautiful story from John's gospel where Jesus told the people, "I am the good shepherd. I know my sheep and my sheep know me ... : for these sheep I will give my life." Jesus, however, spoke of more than the good shepherd for He told us there were other shepherds, some not so good. These were the hired hands, who worked for pay, without love for their sheep, and who, on seeing the wolf, ran, leaving the sheep to be snatched and scattered. Jesus told us they, as hirelings, had no concern for the sheep.

The message of Jesus' good shepherd story is simple. It is about commitment. It is about fidelity to that commitment. President ___(Name)___, your peers selected you and your fellow officers because they know each of you will honor, with fidelity, the commitment you are undertaking. They want each of you to be good shepherds. One year from now you will not know, but the Holy Spirit will know, how many men and women, influenced by your example, prayers, and programs, heard the invitation of the Holy Spirit to "Come and See." Keep that thought ever before you and you will always be encouraged to carry out your ministry.

The welfare of Serra depends, to a large extent, upon you during this coming year. The significance and the spirit of the Serra Movement is yours, like vocations, to promote, foster, and to preserve. To you is committed the task of reminding our members of their duties and responsibilities as Catholics and Serrans to their own vocations to Christian service.

Now I ask all officers and trustees to raise their right hand and repeat after me this pledge to signify their acceptance of these responsibilities:

“I do solemnly pledge myself * to perform faithfully and impartially * the duties of the office of Serra I now assume.”

___(outgoing president)___, will you pass on to ___(incoming president)___ the gavel, a copy of our Bylaws, and the President’s pin in recognition of his/her office?

President ___ (Name)___, the gavel is the symbol of your respect for the office of the president. Use its implied powers wisely. Wear the President’s pin with pride. This emblem symbolizes your complete commitment to leading your fellow Serrans in Serra’s ministry for the coming year. Congratulations. In one year you will be asked to pass it on, untarnished, to your successor.

Past President ___(Name)___, please accept this Past President’s pin, the congratulations, and the thanks of our Club for your past year of hard work. This is your pin to keep. Wear it with pride. It, too, symbolizes your commitment to Serra’s ministry. It also symbolizes your willingness to serve your fellow Serrans in the future as well as in the past.

President ___(name)___, you are the new executive head of our Serra club, endowed with full power to enforce the provisions of its Constitution and Bylaws. You will be the chair of the board of trustees, preside at all our meetings and shall, to the end that the objectives of Serra are carried out, appoint all the committees necessary to accomplish the aims and objectives of Serra.

These Bylaws are the tools of your presidential office. They are not, however, all that our members place in your trust. The most sacred trust with which you are entrusted is that of teaching and preserving the principles of Catholic life.

And now I ask all the members of Serra to please stand.

Fellow Serrans, there is no rank among Serrans. Each Serran has dedicated themselves to the Serra ministry and each Serran shares with each other the obligation of service. In recognition of your pledge, President ___(name)___, and the pledge of your fellow officers, each of us rededicates ourselves willingly and with whole heart to fulfilling the objectives of Serra and the goals you set for our Club. To this end we join together to recite the Prayer of Saint Ignatius Loyola:

“Dear Lord, teach me to be generous. * Teach me to serve You as You deserve; * to give and not to count the cost; * to fight and not to heed the wounds; * to toil and not to seek for rest; * to labor and not to ask for any reward, * save that of knowing that I do your will, O’ God. * Amen.”

Father ___(name)___, will you please ask God’s blessing on these new officers?

(After the blessing direct the new officers back to their seats; continue with the Mass/meeting.)

1. Arrange with the Chaplain for a special blessing for the new officers immediately following their installation. No surprises.

2. Use your judgment according to the facilities available. If in church, call officers to the foot of the altar, with the current president and the president-elect coming and standing to one side of the lectern. In dining facilities, call to the podium if there is room with the president and president-elect coming to one side of the podium; if room is scarce have the officers stand in place, with only the president and president-elect coming forward to the podium.

3. The first use of the president or President-elect’s name should be formal, e.g., “President Clara Jones”; thereafter the name may be informal, e.g., “President Clara”.

APPENDIX F: Induction Ceremony for New Members

MASTER OF CEREMONIES: Will the new members of the (_official name of the Club_) please come forward/or stand and remain in place¹ as you are called?

(After assembling)

CHAPLAIN: In the name of the Father and of the Son and of the Holy Spirit.

ALL: Amen.

CHAPLAIN: The grace and peace of God our Father and the Lord Jesus Christ be with you.

ALL: And also with you.

CHAPLAIN: Heavenly Father, look with favor upon the Serrans assembled here. Bless their apostolate. Guide our new members through your Spirit dwelling in them to fulfill their new apostolate to the end that many generous people through their vocations may preach the Good News your Son proclaimed, and make his sacrifice visible in the lives of those whom they serve.

MASTER OF CEREMONIES: You are about to be inducted as new members into the (_official name of Club_). Serra International's mission is a sacred ministry. You will strengthen Serra's role as the lay arm of the Church for vocations in promoting, fostering and preserving vocations to the priesthood and religious life both by prayer and by active vocation programs. Furthermore, you are to promote, through Christian education and Serran fellowship, your own personal holiness, and that of your fellow Serrans, in order to better carry out your own Christian vocation to service.

His Holiness, Pope John Paul II, recognizing Serra's unique character in promoting vocations, has sent this message to its members:

“Serrans have wished to keep two outstanding characteristics of Father Junipero Serra: love for priestly and religious vocations, and the constant testimony of Christian faith in the environment in which your activity takes place.

On behalf of the Church, I must tell you of my esteem and my encouragement for your numerous initiatives in favor of priestly and religious vocations. It is really admirable that lay people, deeply convinced that the Church and society needs priests and religious, take as a purpose of their commitment as Christian prayer and hard working action for the spread, development, perseverance, increase and assistance of vocations. You are mindful of this in Jesus' words: “The harvest is plentiful, but the laborers are few; pray therefore to the Lord of the harvest to send out laborers into his harvest.”

Your commitment of praying, promoting and helping priestly and religious vocations continually stimulates you to reflect on the requirements of the Word of God. For this reason, you intend also to live up to your own Christian vocations. Prove to everyone, with clarity and without compromise, your sincere adherence to Christ. Prove at home, at work, in your associations, that the message of Jesus forms real men and women, capable of coping serenely with the harshness of daily life. Be available to contribute with all your strength to the construction of a civil society more worthy of man. Prove in your whole behavior that, with the grace of God, it is possible to put into practice in the modern world the Sermon on the Mount and the Beatitudes with all the radicalism they involve.

With these wishes I invoke the abundance of divine favors on your meritorious activity, on you all, and on your dear ones, and I willingly impart my apostolic blessing.”

(Light candles ²)

CHAPLAIN: This candle is a reminder of the one you received on the day of your baptism. Its light symbolizes Jesus, the light of the world, and its fire, the transforming energy of the Holy Spirit. Let it be a symbol of rededication to your solemn pledge to direct yourself in Christian principles. In this spirit I ask these questions of you:

Will you give your time, efforts and prayers for the encouragement and preservations of vocations to the ordained and professed ministry?

NEW MEMBERS: I will.

CHAPLAIN: Will you, by faithful attendance at Serra meetings and by the example of your Christian life, promote and deepen Christian justice and charity, and continually strive to fulfill your own Christian vocation?

ALL: I will.

CHAPLAIN: Will you do your best to share our Serra community with others who have much to give and much to gain from their Christian friendships which are refined through Serra membership?

ALL: I will.

CHAPLAIN: (A short sentence or two of congratulations, e.g., Congratulations!! Welcome to Serra International.)

MASTER OF CEREMONIES: (Ask new members to be seated and continue with the Mass/meeting.)

1. Use your judgment according to the facilities available. In general, try to line up the new members near the podium, in dining facilities, or in front of the altar, if in church.

2. Lighting candles can be cumbersome. Use individual candles for 4 or fewer new members. Use a single larger candle for 5 or more new members; give to one of the new members to hold.

APPENDIX G: Club Membership Vice President Position Description

Position Title: Vice President of Membership

Reports to: President

Position: Attend all Club, Board of Trustees and Committee meetings and functions; serves as the Chair of the Club Membership Committee; formulate plans and develops programs that help the club retain and increase membership; assist in forming new Serra Clubs.

Principal Responsibilities:

1. Attend all Club and Board of Trustee meetings.
2. Serve on the Club Board of Trustees.
3. Serve as the Chairperson of the Membership Committee.
4. Assist and attends Regional and District Conventions as appropriate.
5. Develop effective programs for club use to retain and increase club membership.
6. Develop a long range plan for the Membership Committee.
7. Maintain contact and a working relationship with the Membership Coordinator of the USA Council.
8. Develop and implement a new member induction and orientation program.
9. Attend and actively participate in the Spring Leadership Planning Conferences.
10. Assist the President-Elect in the preparation of the budget.
11. Understand the responsibilities of the board president and be able to perform these duties in the president's absence.
12. Participate as a vital part of the club leadership
13. Perform other duties as may be assigned by the President and/or the Board of Trustees.

Position Requirements:

1. Thorough knowledge of the objectives and purposes of Serra and the USA Council
2. Ability to work collaboratively with volunteers

Desirable Knowledge, Skills and Abilities:

1. Knowledge of current Catholic Church issues.
2. Ability to communicate clearly and concisely orally and in writing.

Revised: November 9, 1999

C:\Council\Club Position Descriptions\Membership Vice President

APPENDIX H: New Member Forms



USA COUNCIL OF SERRA INTERNATIONAL NEW MEMBER FORM

| | | |
|----------------------|--------------------|------------------------|
| Serra Club of | Club Number | District Number |
|----------------------|--------------------|------------------------|

| | | | | |
|-----------------------------|------------------|--------------|-------|----------|
| Title | Last Name | First | M.I. | Nickname |
| Home Address | Street Address | City | State | Zip |
| Seasonal Address | Street Address | City | State | Zip |
| Business Information | Name of Business | Position | | |
| | Business Address | City | State | Zip |
| Telephone | Home: | Business: | | |
| Fax | | Email | | |

| | |
|--|--|
| At which address do you prefer to receive Serra correspondence? Home <input type="checkbox"/> Business <input type="checkbox"/> | If you have a summer/winter (seasonal) address, please tell us when to start and stop sending mail there: Start date: _____ End date: _____ |
|--|--|

| | | | | |
|---|-----------|---|------|----------|
| Date of Birth: | | | | |
| Spouse | Last Name | First | M.I. | Nickname |
| <i>If you are married to a Serran with full membership, you are entitled to discounted dues. To be eligible, both you and your spouse must be current members of a Serra club. The second membership is discounted by 50%. If you are under 35 years of age, you are also entitled to 50% off of the dues; you are required to provide your date of birth above if you wish to be eligible for the discount. A subscription to "serraUSA" magazine is not included in the discounted dues structure. The subscription is an additional \$15 per year.</i> | | | | |
| Is your spouse a member? <input type="checkbox"/> Yes <input type="checkbox"/> No | | If you are a spouse member or under 35, do you wish to receive the magazine? <input type="checkbox"/> Yes <input type="checkbox"/> No | | |

| | |
|----------------------------------|--------------------------|
| Sponsor | Name |
| New Serran: | <i>Signature</i> |
| Received by club officer: | <i>Signature, Office</i> |
| Date joined: | Date submitted: |

When you submit this application, please include your initiation fee (25% of Serra International portion of per capita dues; this amount applies as is for discounted dues members as well).

USA Council New Member Application (Revised March 26, 2009)



**USA COUNCIL OF SERRA INTERNATIONAL
MEMBER RECORD UPDATE AND CLUB TRANSFER FORM**

e-mail: serraus@serraus.org website: <http://www.serraus.org>

| | | | | |
|--|-----------------------------------|-----------------------------------|-----------------------------|-----------|
| To: Serra Club of | | Club Number | District Number | |
| From: Serra Club of | | Club Number | District Number | |
| <i>Contact Information</i> | | | | |
| Title | Last Name | First | M.I. | Nickname |
| Home Address | Street Address | City | State | Zip |
| Seasonal Address | Street Address | City | State | Zip |
| Business Information | Name of Business | Position: | | |
| | Business Address | City | State | Zip |
| Which address do you prefer for your mail? | | If Seasonal | | |
| Home <input type="checkbox"/> | Business <input type="checkbox"/> | Seasonal <input type="checkbox"/> | Start date: | End date: |
| Telephone | Home: | Business: | Other: | |
| Fax | Home: | Business: | | |
| Email | Home: | Business: | | |
| <i>Additional Information</i> | | | | |
| Spouse | Last Name | First | M.I. | Nickname |
| <i>Please indicate all the changes that apply:</i> | | | | |
| Is the spouse a member? | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Returning Member: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Club Transfer: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Address Change: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Seasonal Address Change: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Change to Associate Member Status: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Change to Member-at-Large: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Gift Subscription: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Member Resignation: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Member Deceased: | Yes <input type="checkbox"/> | | No <input type="checkbox"/> | |
| Date Submitted: | Effective date of change: | | | |
| Club Officer: Signed _____ | | | Date _____ | |
| Serran: Signed _____ | | | Date _____ | |
| Please note Serra International waives the initiation fees for returning Serrans and those Serrans that transfer Serra clubs. Mail this form to: USA Council of Serra International ▪ 65 E Wacker Pl ▪ Suite 802 ▪ Chicago IL 60601 | | | | |

*Member Record Update & Serra Club Transfer Form
Revised January 29, 2003*



**USA COUNCIL OF SERRA INTERNATIONAL
SERRA CLUB EXIT SURVEY**

e-mail: serraus@serraus.org website: <http://www.serraus.org>

Resigned from
Serra Club of

District:

Region:

Contact Information

| | | | | |
|-------------------------------|-----------------------|------------------------------|---------------|-----------------------------|
| <i>Title</i> | <i>Last Name</i> | <i>First</i> | <i>M.I.</i> | <i>Nickname</i> |
| Home Address | <i>Street Address</i> | <i>City</i> | <i>State</i> | <i>Zip</i> |
| Telephone | <i>Home:</i> | <i>Business:</i> | <i>Fax:</i> | |
| Email | <i>Home:</i> | <i>Business:</i> | <i>Other:</i> | |
| Is this a new address? | | Yes <input type="checkbox"/> | | No <input type="checkbox"/> |

Please list your reasons for leaving Serra.

| | | | | | |
|---|------------------------------|-----------------------------|--|------------------------------|-----------------------------|
| Have you attended a Serra International Convention? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Have ever attended a District/Regional Convention? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you want to transfer to a nearby Serra Club? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Is your Spouse a member of Serra? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you want to organize a new Serra Club? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Did your Spouse resign from the Serra club? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do want to become an Associate Member? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Name: | | |
| Do you want a subscription to the magazine? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | How long were you a Serran? | | |
| Do you want become a member-at-large? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | How long was your Spouse a Serran? | | |
| WAIT! I did not resign. | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Can we contact to discuss with you this survey? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Signed:

Date

**IMPORTANT: We would appreciate your complete and candid response to your reasons for leaving Serra.
Please complete and return this form to:
USA Council of Serra International•65 East Wacker Place Suite 802•Chicago IL 60601-7203
Toll-free Fax 1-888-777-6803.**

*Serra Club Exit Survey
Revised January 29, 2003*

APPENDIX I: "One size does NOT fit all" (Diversity)

The LOCAL club is the key to a successful strategy for membership, growth, and retention, including diversity in membership. Unfortunately, most club officers frequently see the problem as one that must be solved at a high level in the organization, asking: what can USAC do for us, what plans or strategies do they suggest we use, or what ideas work! The issue is that "one size does NOT fit all!"

Clubs even in the same city are faced with different facets of the same problem: developing interest in vocation awareness and support of the concept that vocations are everyone's business. In some clubs only the retired are members, while in the same city only the working business managers are members, and in the third club of the same city it is a mixture.

How can any one formula be the answer for all of these clubs? It can't!

The national office can only propose and offer what has succeeded in other local clubs. It is thus essential that such information be shared by the local clubs with the membership committee at USAC. A basic strategy for USAC Membership Committee is to collect details of successful local club efforts and make them available to other clubs across the nation.

Each club must recognize what it has to offer its members and strive to seek out others of the same cloth. What is it that makes your club what it is? Who are your members? Do you recruit ONLY from friends? Have you developed a "typical club member profile"? From this "profile" you can determine what it is that would make your membership diversified.

Diversified membership is based upon common goals. People of differing cultures (language, or ethnic background) may have a common goal in associating with each other rather than someone who is of another ethnic group. These differences can be a barrier for some as they are more comfortable in their own "culture" but not all persons are so inclined. Some are more "cosmopolitan" (comfortable in moving back and forth and being a member in two different groups). I have met a Vietnamese woman who resents the idea of joining a Vietnamese Serra Club, she wishes to be seen for what she is: a Catholic interested in vocations. How did she join? Someone asked her! Sound familiar? She is the springboard to bring one or two more members of her community.

Other persons prefer their own culture/ethnic group. Here the ethnic parish pastor is the person who can help. Ask for some names of persons he would recommend for membership and ask permission to make a presentation at a gathering, event, or parish meeting. Offer an invitation to your club as a way of introduction to the Serra mission. Exposure to a good program at your club is a start; also, assure that that person is welcomed. Introduce them around before the meeting so others can extend a warm greeting. Other connections are made in other ways.

Do you have a positive and strong connection with your pastor and other local pastors? Do you offer help in vocation oriented and sacramental projects and carry through? Do keep the parish office informed of national programs and events without creating work for them but do the work for them? Do you depend exclusively on your own club members? (Invite non-members, may be someone who can add to the diversity, to help out; the more personal contact with members the greater the potential for joining). Have you a connection with the parish council and the vocations committee?

These questions focus on the activities and involvement a member may have that can interest someone in joining. A strong set of goals that are obvious to the eyes and ears of the public makes you known to them and their awareness makes them potential members. Do you, or other club members, make an effort to approach someone who does not fit your "club profile" (as it exists) and introduce yourself, inviting them to explore the possibility of being an active

Catholic in supporting religious vocation development? Do you have a goal or policy to pursue new members that bring diversification? (Or does that create a discomfort?)

Ask other clubs what do they do to recruit and try to get very specific details. If they might work with your community, even with minor /or major changes, give them a try. If you work on the principal "we don't do things that way" then you are giving up the chance for possible growth. Communication with other clubs at regional meetings and at training events (SLPC) is a great way to explore and exchange ideas.

Ask the person who turned you down for their very exact reason, not just "not interested". Find out why they are not interested; you may discover they really know little to nothing about Serra. So you should be very well grounded in what you know of Serra and your own commitment before you reply to their objections.

As indicated above: one size does not fit all, and the key to local growth is knowledge of what the local club is to its members and who is in the club.

Thus, the role of USAC in a basic strategy to assist local clubs is to gain information from the success of LOCAL clubs, and then disseminate those successful programs to others.

The USA Council of Serra International
65 E. Wacker Place, Suite 802
Chicago, IL 60601
USA
312.201.6549
888.777.6681 USA only
Fax 312.201.6548
Fax 888.777.6803 USA only
www.serraus.org
serraus@serraus.org
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