



Spring 2017

## Top Clubs

What does it take for your club to be a top club? It takes more than just membership numbers to be a top club. Any club can attain this desired status with some reasonable number of active members. Fundamentally, it is the organizational quality of your club which makes the important difference to be what I call a Top Club. Let's start with some basics:

### Basics:

- a. Have established activities. Pick from the many vocations activities and consistently perform them over the years. Have a balance of prayer activities, social affirmation, and recruitment support.
- b. Be organized and structured. Fill all positions within the club officer levels. Minimal repeats.
- c. Have formal meetings: Two a month has proven to be best. Meet at a regular place, at a regular time that has been determined by the club.
- d. Have regular, monthly board meetings to direct the activities of the club and monitor its direction.
- e. Provide regular and frequent communication. Club newsletter sent out regularly, either hard copy or electronic. Establish a face book page with more frequent reminders of activities.
- f. Emphasize member spiritual growth and Serra camaraderie at regular club meetings.

If you do the above, your club is operating at what I call the basic level. While this is a good and necessary level of activity, here are some important steps to now become a Top Club in Serra.

1. Add more spirituality to your meetings. And I don't just mean prayer activities. Each Club meeting needs to be a balance of social, informational, and inspirational, but the topics of club meetings should be more heavily weighted towards spiritual growth and development of Catholic leaders for our Church. Club Program VP's should borrow heavily from the USA Council's Program Manual.
2. Emphasize recruitment of active members. Seek out active Catholic prospects who exhibit leadership qualities in other organizations or parish activities. The stronger



your leadership within the club, the more energy and enthusiasm you will engender. Then get them engaged immediately in club activities. This has to be a requirement. There can be no fence sitters in Serra. Serran's are doers.

3. I propose that each Serra club form a Leadership Development Committee. In some ways, this replaces or augments an annual nominating committee and is a natural extension of the membership committee. This committee of 3-5 experienced Serrans will be responsible for the immediate and ongoing placement of Serrans into positions of responsibility and vocations support. This begins on the first day of a new Serran's active life in the club. If you are recruiting the right types of people, they will want to become engaged in the activities of the club. In addition, commitment to a certain minimum number of activities will introduce them to other Serrans which will most likely be the beginning of many long-term friendships. This in part is what brings new recruits back to Serra and makes them "Serrans for Life."
4. Serrans need to be the LEADERS of more vocations activities and events which involve the larger Catholic community. Being a Serran is a special calling which requires both our personal and club involvement in Vocations activities around the diocese. **The Serra mission is too large to be contained within the club structure. It demands that it be shared.** In addition to co-sponsoring larger, more widely participated vocations-inspired events around the diocese, your local club is uniquely positioned and informed to provide important start up and sustaining activities and "boots on the ground" to local Parish Vocations Committees/Ministries and diocesan vocations activities. This is what I call the second level of Serra, involving those who cannot fully commit to the local club activities, but can participate at a parish level. The right type of parish activity can increase your exposure of our mission exponentially.
5. In all dioceses, Serra serves at the pleasure of the local ordinary and his diocesan Vocations Director(s). This requires each club to work on relevant and effective recruitment and affirmation activities. Close cooperation and service to the everpresent and changing needs of these two offices will be the ongoing responsibility and focus of a top club.
6. Commit to the larger Serra organization. There are many opportunities that are available to a local Serra Club to expand its exposure to other ideas. A top club will send its president and club leaders to International Conventions, national rallies, and regional conventions and conferences to obtain and bring back insights and



inspirations that are offered at these highly-organized events. This may require financial assistance which should be part of the club's annual budget. Serra leaders at all levels come from the club. This larger involvement presents continued opportunities for the local Leadership Development committee to identify Serrans who have the skills, time and financial resources to benefit the organization at the district, regional or national level.

So, how about making your club a Top Club? Let's start today. Your USA Council is ready to help.

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