2019 Serra Central Region
Club Officer Training

Objectives

• To provide information and ideas to make your upcoming year successful

• To inspire you!
  — Readings from “To Save A Thousand Souls” by Fr. Brannen
  • First story: Priests Evangelize (p. 18)

Overview—All Sessions

• Wk #1: The Big Picture (above the Club level)
  — Serra international
  — Serra Foundation
  — Serra US
  — Serra in Covered Districts
  — The State of US Vocations

• Wk #2: How Clubs Function & the Event/Planning Calendar

• Wk #3: Vocations & Programs

• Wk #4: Communications & Membership

Serra: The Big Picture

Our Mission Statement:

To foster and affirm vocations to the ordained priesthood and vowed religious life, and through this ministry, grow in our Catholic faith.
Three Distinct Missions:

- To Foster NEW Vocations
- To Affirm EXISTING Vocations
- To Increase our Holiness

Saint Junipero Serra
“Always Forward, Never Back”

- Born 1713 in Mallorca, Spain
- At age 16 joined the Franciscans
- At age 36 volunteered to go to new world as a missionary; established missions in Mexico
- At age 56 began establishing missions in California
- 1784 died at age 70 in California
  - traveled 24,000 miles as a missionary
  - Missionary works remarkable in light of challenges
- Canonization: September 2015
- Feast Day: July 1

Four things to know about St. Junipero Serra

- Chose a life of humble service
- Suffered constant pain as a missionary
- Believed in the power of persistent prayer
- Advocated for the indigenous people
2020 Serra Club Officer Training Slides
Central Region

History of Serra Organization

- 1935: Started by four Catholics in Seattle, WA
- 1951: Became Official apostolate of Catholic Church
  - The only lay apostolate officially affiliated to the Church
- Our Role is to be the LEADERS on vocations effort
  - We LEAD by our own efforts: prayer, service & fellowship
  - We LEAD by encouraging and supporting vocations efforts
    by other Catholic lay organizations
  - We LEAD by engaging all Catholics in creating a culture of vocations.

Organization of Serra International

- Serra International
- Serra Councils
- Area Trustees (in areas without councils)
- Serra Foundation

Serra International:
- USA
- Canada
- Spain
- Italy
- Mexico
- Spain
- Brazil
- Philippines
- Thailand
- Australia
- Germany
- England
- France
- Chile
- Japan
- South Africa
- Italy
- Great Britain

Episcopal Advisor: Cardinal Collins
President 2019-20: Ruben Gallegos
Exec Dir: John Liston
Office staff: 3 FT Employees
1 PT Employee

12,360 Members Worldwide
470 Clubs in 46 Countries

Serra Intl Financial Overview

<table>
<thead>
<tr>
<th></th>
<th>2017 Actual</th>
<th>2018 Actual</th>
<th>2019 Actual</th>
<th>2020 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>$ 803,000</td>
<td>$ 852,000</td>
<td></td>
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<tr>
<td>Expenses</td>
<td>$ 784,000</td>
<td>$ 898,000</td>
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<td>Gain/Loss</td>
<td>$ 19,000</td>
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<tr>
<td>Ending Cash</td>
<td>$ 42,000</td>
<td>$ 32,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debt</td>
<td>$ 8,000</td>
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</tbody>
</table>

Spring Club Officer
Training 2020
Value of Serra Intl to local Clubs

- Our mission statement is not limited to USA, but to the worldwide Catholic Church
- SI spreads the Serra model to areas of the world where no such vocation effort exists adapted as necessary to local culture
- SI brings Serrans together once a year at the international convention.
- SI coordinates Serra activities with the worldwide priorities of the Vatican

Serra Intl Convention 2020
New Orleans LA

- June 25 – June 28, 2020
- More info:
  - serrainternational.org

Serra Foundation

- Mission
  - To fund programs that foster & promote religious vocations
  - To fund formation programs for men & women in consecrated religious life
  - To enhance recognition of Serra International
2020 Serra Club Officer Training Slides
Central Region

Serra Foundation Grants

- Paid in 2017:
  - To 18 USA organizations: $71,000
  - To 35 org in 12 other countries: $80,500
- Paid in 2018:
  - To 12 USA organizations: $81,000
  - To 14 org in 10 other countries: $42,000
- Paid in 2019:
  - To 13 USA organizations: $66,000
  - To 9 org in 8 other countries: $20,500
- Proposed to be paid in 2020:
  - To 11 USA organizations: $81,500
  - To 8 org in 8 other countries: $18,000

Spring Club Officer Training 2020

Serra Intl Foundation

Grant Opportunities

- Inform Seminaries, Convents, Houses of Formation and even Diocesan Vocations Offices of the opportunity to apply for a grant.

- Application form for grants due by Sept 30, 2020

Spring Club Officer Training 2020

Serra US Council
President: Judy Cozzens (2019-20) Richard Arias (2020-22)
Episcopal Adviser: Bishop Tom Daly, Spokane WA

9 Regions: each with a Regional Director
44 Districts: each with a District Governor

Overall USA: 7,450 Serrans 200 Clubs

Spring Club Officer Training 2020
<table>
<thead>
<tr>
<th>Organization</th>
<th>Country</th>
<th>What the Grant's Purpose?</th>
<th>Recommended 2020 Grant</th>
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<tbody>
<tr>
<td>Instituto DAR</td>
<td>MEXICO</td>
<td>Formation program</td>
<td>$1,000.00</td>
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<tr>
<td>Sisters of St. Dominic</td>
<td>Nigeria</td>
<td>Renovate the church</td>
<td>$1,000.00</td>
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<td>Missionary Congregation of the Evangelizing Sisters of Mary</td>
<td>KENYA</td>
<td>Spiritual Training</td>
<td>$1,000.00</td>
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<tr>
<td>Serra Club of Lincoln Nebraska</td>
<td>U.S.A</td>
<td>To fund student scholarships</td>
<td>$1,000.00</td>
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<td>Catholic Diocese of Singida</td>
<td>TANZANIA</td>
<td>Seminarian Education</td>
<td>$1,500.00</td>
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<tr>
<td>Pray to Love</td>
<td>South Sudan</td>
<td>Movie project - promoting religious sisters</td>
<td>$1,500.00</td>
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<tr>
<td>Vincentian Family Office</td>
<td>USA</td>
<td>Create Culture of Vocations</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Piarist Fathers</td>
<td>Cameroon</td>
<td>Formation of 70 Piarist Seminarians</td>
<td>$2,000.00</td>
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<tr>
<td>Diocese of Fort Wayne-South Bend</td>
<td>USA</td>
<td>&quot;Come and See&quot; Men's Discernment Retreat</td>
<td>$3,000.00</td>
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<tr>
<td>Carmelite Sisters of the Most Sacred Heart of Los Angeles</td>
<td>USA</td>
<td>Vocations Outreach</td>
<td>$3,000.00</td>
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<tr>
<td>Capuchin Province of Mid-America, Inc</td>
<td>USA</td>
<td>Priesthood and Religious Training</td>
<td>$5,000.00</td>
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<tr>
<td>Diocese of Phoenix</td>
<td>USA</td>
<td>Expanding Vocation Outreach of Consecrated Life</td>
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<tr>
<td>Orantes Sisters of the Assumption</td>
<td>Cote D'Ivoire</td>
<td>Formation program</td>
<td>$5,000.00</td>
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<tr>
<td>Serra Club of Lagos</td>
<td>NIGERIA</td>
<td>Pilgrimage Centre Project</td>
<td>$5,000.00</td>
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<tr>
<td>Serra's National Council for the United States, Inc</td>
<td>USA</td>
<td>Serra SPARK: Parish Vocation Programs</td>
<td>$7,500.00</td>
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<td>Serra International</td>
<td>USA</td>
<td>Supporting the Serra International Convention</td>
<td>$10,000.00</td>
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<tr>
<td>Institute for Priestly Formation</td>
<td>USA</td>
<td>Seminarian Programs</td>
<td>$10,000.00</td>
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<td>NCDVD</td>
<td>USA</td>
<td>Vocational Training</td>
<td>$10,000.00</td>
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<tr>
<td>Pontifical North American College</td>
<td>USA</td>
<td>Pontifical North American College</td>
<td>$25,000.00</td>
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</table>

USA organizations  $ 81,500  
Other countries    $ 18,000  
Total              $ 99,500
2020 Serra Club Officer Training Slides
Central Region

Serra US Financial Overview

<table>
<thead>
<tr>
<th></th>
<th>2017 Actual</th>
<th>2018 Actual</th>
<th>2019 Est.</th>
<th>2020 Budget</th>
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<td>Revenue:</td>
<td>$344,000</td>
<td>$375,000</td>
<td>$366,000</td>
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<tr>
<td>Expenses:</td>
<td>$384,000</td>
<td>$379,000</td>
<td>$358,000</td>
<td>$_____</td>
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<td>Gain/Loss:</td>
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<td>Ending Cash:</td>
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<td>$208,000</td>
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<td>$-0</td>
<td>$-0</td>
<td>$-0</td>
<td>$_____</td>
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Value of US Council to local Serra Clubs

- Repository of "Wisdom" of Serra through the years
  - Training programs, officer & club manuals
- Clearing House for new ideas and problem solving
  - National workshops, national conventions
  - Serra magazine (with St.)
- Communicates vocation priorities of US Bishops
  - Annual vocation awareness program support materials
  - Newman Connection
  - Digital resources for Vocations Directors / SerraSpark
- Professional support for all-volunteer clubs
  - Maintenance of membership records/database/mailing labels
  - Liability Insurance certificates for club & vocation activities
  - Maintaining serrausa.org website

Serra US Council Priorities 2019:
per US President Judy Cozzens

- Membership Recruitment/Engagement
- Support of Faithful Priests & Religious
- Serra Spark implemented in Parishes
- Leadership Development in clubs
SI & US Dues Structure
(per year)

- Serra International: $47.00
  - Spouses & Under 35: $23.50
- USA Council - $45.00
  - Spouses & under 35 - $22.50
- Dues billed separately twice per year:
  - Billed on or before June 1, Dec. 1
  - Due July 15, Jan. 15

2020 Central Region Convention

Our Lady of Snows Retreat
Friday, Sept. 25- Sunday Sept. 27, 2020

Belleville IL
(near St. Louis MO)

Region CE Dues Structure
(per year)

- Regional Director fee: $2/member
- District Governor fee: $3/member
- Regional Convention: $4/member
- Total: $9/member ($4.50 per spousal member)
  - Invoiced in July
  - Due by July 30
  - 2 separate checks sent to addresses designated on invoice
## Serra 9E (Iowa) Membership

<table>
<thead>
<tr>
<th></th>
<th>Nov 2011</th>
<th>Jan 2015</th>
<th>Apr 2017</th>
<th>Apr 2018</th>
<th>Apr 2019</th>
<th>Jan 2020</th>
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</thead>
<tbody>
<tr>
<td>Davenport Serra Club</td>
<td>43</td>
<td>22</td>
<td>26</td>
<td>23</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Dubuque Serra Club</td>
<td>57</td>
<td>55</td>
<td>51</td>
<td>64</td>
<td>69</td>
<td>69</td>
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<tr>
<td>Carroll Serra Club</td>
<td>65</td>
<td>45</td>
<td>39</td>
<td>37</td>
<td>26</td>
<td>26</td>
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<tr>
<td>Council Bluffs Serra Club</td>
<td>62</td>
<td>32</td>
<td>33</td>
<td>34</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>Des Moines St. Serra Club</td>
<td>120</td>
<td>120</td>
<td>118</td>
<td>124</td>
<td>124</td>
<td>126</td>
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<tr>
<td>Siouxland St. Serra Club</td>
<td>35</td>
<td>30</td>
<td>29</td>
<td>29</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>372</strong></td>
<td><strong>304</strong></td>
<td><strong>296</strong></td>
<td><strong>311</strong></td>
<td><strong>301</strong></td>
<td><strong>306</strong></td>
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</table>

## Iowa--No. of Seminarians

<table>
<thead>
<tr>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Davenport</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>13</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Dubuque</td>
<td>13</td>
<td>18</td>
<td>25</td>
<td>23</td>
<td>24</td>
<td>16</td>
</tr>
<tr>
<td>Des Moines</td>
<td>15</td>
<td>27</td>
<td>21</td>
<td>17</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Sioux City</td>
<td>19</td>
<td>16</td>
<td>13</td>
<td>8</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total Iowa</strong></td>
<td><strong>59</strong></td>
<td><strong>75</strong></td>
<td><strong>73</strong></td>
<td><strong>61</strong></td>
<td><strong>62</strong></td>
<td><strong>48</strong></td>
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</tbody>
</table>

## 9E Iowa--No. of Seminarians Per 100,000 Catholics

<table>
<thead>
<tr>
<th>Diocese</th>
<th>No. of Catholics</th>
<th>Nov 2011</th>
<th>Jan 2015</th>
<th>Apr 2017</th>
<th>Apr 2018</th>
<th>Apr 2019</th>
<th>Jan 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davenport</td>
<td>94,225</td>
<td>11.5</td>
<td>13.4</td>
<td>13.5</td>
<td>13.8</td>
<td>9.5</td>
<td></td>
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<tr>
<td>Dubuque</td>
<td>200,588</td>
<td>6.0</td>
<td>8.3</td>
<td>11.6</td>
<td>11.8</td>
<td>8.0</td>
<td></td>
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<tr>
<td>Des Moines</td>
<td>103,430</td>
<td>16.4</td>
<td>29.6</td>
<td>23.0</td>
<td>14.7</td>
<td>15.5</td>
<td></td>
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<tr>
<td>Sioux City</td>
<td>703,300</td>
<td>20.0</td>
<td>16.9</td>
<td>13.7</td>
<td>9.0</td>
<td>7.0</td>
<td></td>
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<tr>
<td><strong>Total Iowa</strong></td>
<td><strong>499,543</strong></td>
<td><strong>11.6</strong></td>
<td><strong>14.8</strong></td>
<td><strong>14.4</strong></td>
<td><strong>12.3</strong></td>
<td><strong>9.6</strong></td>
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</tbody>
</table>
2020 Serra Club Officer Training Slides
Central Region

Little Rock, AR Membership

<table>
<thead>
<tr>
<th>Membership</th>
<th>Mar 2018</th>
<th>Apr 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little Rock AR Club</td>
<td>51</td>
<td>56</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No. of Seminarians</th>
<th>March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little Rock AR Diocese</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seminarians/100K Catholics</th>
<th>March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little Rock AR Diocese (155,911)</td>
<td>15.4</td>
</tr>
</tbody>
</table>

Challenges for Serra in USA

- Visibility/Awareness problem in most parishes
- Name confusion problem
  - Too often confused with Sierra Club
- Poor Hispanic representation

Status of US Vocations

- Shortage of Priests remains a CRISIS
- Lots of Good things happening:
  - Priestly ordinations generally up since 2000
  - Grad level seminarians up since 1995
- Total No. Diocesan Priests still declining
  - Down 30% since 1965
- US Catholic population up 50% since 1965!
- 35% of US Catholics are Hispanic while only 5% of priests are Hispanic
# CARA Research Report
## Current US Catholic Data

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Total priests</td>
<td>58,632</td>
<td>59,192</td>
<td>58,909</td>
<td>58,398</td>
<td>57,317</td>
<td>52,124</td>
<td>49,054</td>
<td>45,699</td>
<td>41,399</td>
<td>39,993</td>
<td>37,192</td>
<td>37,181</td>
<td>36,580</td>
</tr>
<tr>
<td>Diocesan priests</td>
<td>35,925</td>
<td>37,272</td>
<td>36,005</td>
<td>35,627</td>
<td>35,052</td>
<td>34,114</td>
<td>32,349</td>
<td>30,607</td>
<td>28,094</td>
<td>27,182</td>
<td>25,760</td>
<td>25,757</td>
<td>25,254</td>
</tr>
<tr>
<td>Religious priests</td>
<td>22,707</td>
<td>21,920</td>
<td>22,904</td>
<td>22,771</td>
<td>22,265</td>
<td>18,010</td>
<td>16,705</td>
<td>15,092</td>
<td>13,305</td>
<td>12,811</td>
<td>11,432</td>
<td>11,424</td>
<td>11,326</td>
</tr>
<tr>
<td>Religious sisters</td>
<td>179,954</td>
<td>160,931</td>
<td>135,225</td>
<td>126,517</td>
<td>115,386</td>
<td>102,504</td>
<td>90,809</td>
<td>79,814</td>
<td>68,634</td>
<td>57,544</td>
<td>47,170</td>
<td>45,665</td>
<td>44,117</td>
</tr>
<tr>
<td>Priestly ordinations</td>
<td>994</td>
<td>805</td>
<td>771</td>
<td>593</td>
<td>533</td>
<td>595</td>
<td>511</td>
<td>442</td>
<td>454</td>
<td>459</td>
<td>548</td>
<td>504</td>
<td>518</td>
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<tr>
<td>Graduate-level seminarians</td>
<td>8,325</td>
<td>6,602</td>
<td>5,279</td>
<td>4,197</td>
<td>4,063</td>
<td>3,658</td>
<td>3,172</td>
<td>3,474</td>
<td>3,308</td>
<td>3,483</td>
<td>3,520</td>
<td>3,405</td>
<td>3,553</td>
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<tr>
<td>Parishes</td>
<td>17,637</td>
<td>18,224</td>
<td>18,515</td>
<td>18,794</td>
<td>19,244</td>
<td>19,620</td>
<td>19,331</td>
<td>19,236</td>
<td>18,891</td>
<td>17,958</td>
<td>17,233</td>
<td>17,156</td>
<td>17,007</td>
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<tr>
<td>Parishes without a resident priest pastor</td>
<td>549</td>
<td>571</td>
<td>702</td>
<td>791</td>
<td>1,051</td>
<td>1,812</td>
<td>2,161</td>
<td>2,843</td>
<td>3,251</td>
<td>3,353</td>
<td>3,499</td>
<td>3,552</td>
<td>3,363</td>
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<tr>
<td>% of diocesan priests active in ministry</td>
<td>94%</td>
<td>90%</td>
<td>88%</td>
<td>85%</td>
<td>84%</td>
<td>80%</td>
<td>76%</td>
<td>74%</td>
<td>70%</td>
<td>68%</td>
<td>63%</td>
<td>63%</td>
<td>66%</td>
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<tr>
<td>Catholic population (The Official Catholic D)</td>
<td>46.3m</td>
<td>47.9m</td>
<td>48.7m</td>
<td>50.5m</td>
<td>52.3m</td>
<td>55.7m</td>
<td>57.4m</td>
<td>59.9m</td>
<td>64.8m</td>
<td>65.6m</td>
<td>67.7m</td>
<td>68.5m</td>
<td>68.7m</td>
</tr>
<tr>
<td>Foreign-born adult Catholics (survey-based)</td>
<td>--</td>
<td>--</td>
<td>4.7m</td>
<td>4.1m</td>
<td>4.8m</td>
<td>5.6m</td>
<td>7.0m</td>
<td>10.9m</td>
<td>15.8m</td>
<td>13.2m</td>
<td>15.1m</td>
<td>16.9m</td>
<td>12.7m</td>
</tr>
</tbody>
</table>

Only 5% of priests in the US identify as Hispanic or Latino. Hispanic Catholics make up 35% of US Catholics.
What We Know about Vocations
(from a Priest in the Family by Fr. Brannen)

- Holy Spirit calls the vocation, not us
- Culture of Vocations critical to call being heard
- Key influencers: Priests/Spiritual Directors, Mothers, others
- Time of most serious consideration: Age 17
- Time spent in Eucharistic Adoration
- 60% of Priests were altar servers
- 50% of Seminarians "discern out"
- 92% of Priests are happy being priests
- Inability to marry is not cause of shortage—mainline protestant churches have same shortage

Closing Inspiration Reading and Prayer

- Excerpt from Pope Francis' talk to Serrans in 2017:
  - "To be a special friend to priests and seminarians."
- Closing Prayer

Session #2:

How Clubs Work & The Event/Planning Calendar
Beginning Prayer and Inspirational Reading

- Opening Prayer
- Reading from *To Save a Thousand Souls*, by Father Brett Brannen:
  - Story p. 12 “Priests visit the sick”

How Clubs Work

- Clubs are chartered by Serra Int'l and have a club number
- Organized by diocese: Work with and for Bishop and Vocations Director
- Focus:
  - Prayer
  - Fellowship
  - Service
- Vocations “recruitment” is not primary function
- July 1 – June 30 typical planning cycle

How Clubs are Structured

- Board: current & former officers
- President & President Elect
- Vice Presidents:
  - Vocations
  - Programs
  - Membership
  - Communications
  - Secretary
  - Treasurer
  - SI Foundation Rep
Clubs Need Constant Leadership Development

- Recruit new members with Leadership Potential
- Plan for who's going to do what over the long term
- "Feed" leaders up the line to Serra US
- Engage new members but not in officer roles immediately
- Be Vocations Leaders, not the entire vocations effort
  - Engage non-Serra organizations in vocations effort:
    - Knights of Columbus
    - Parish vocations committees

Club Meetings & Activities

- Board meetings (usually quarterly)
- Monthly Member meetings (two monthly)
  - Program meeting (mid-month)
  - First Friday or First Saturday Mass w/ informal gathering
- Annual events (often in place of program meeting):
  - Ordination Mass
  - Priest's Appreciation dinner
  - Bishop's Appreciation dinner
  - Sisters' Appreciation dinner
  - Seminarian lunch or dinner

How Clubs Finance Activities

- Low Dues, user pays meal costs
- High Dues, Club pays meal costs
2020 Serra Club Officer Training Slides
Central Region

Friends of Serra & Emeritus
Membership Concepts

- **Friends of Serra**: For those wishing to make a financial contribution but cannot commit time to Serra
- **Emeritus** Members: For those who cannot continue in Serra for financial reasons or health
- What they get (optional):
  - Publicity in newsletter
  - Newsletter
  - Invitation to attend prayer functions
- No dues obligation to US Serra or SI by Club
- Caveat on overuse—no support of US or SI

Thoughts on Officers

- Officers must be a team, not "stand alone" players
- Continuity of officers essential
  - Position rotation concept
  - Assistants, helpers
  - Operating "solo" harmful to club
- Consider 2 year terms for key officer positions
- Consider former officers for repeating role
- Caution throwing new members into officer roles too quickly
- Goal: Identify new officers by April for Leadership training

Leadership Role on Vocations:
Motivate ALL Catholics to Pray for Vocations!

- Organize & Promote:
  - Rosary programs in parishes (31 Clubs)
  - Special Adorations for Vocations
  - Call by Name program
  - Parish Vocations Committees
  - Seminarian Prayer boards & cards
  - Diocesan newspaper coverage of vocation events
  - The four National Vocations Events:
    - Priesthood Appreciation Sunday
    - Vocations Awareness Week
    - World Day for Consecrated Life
    - World Day of Prayer for Vocations
How Clubs Work

- Questions
- Comments
- Discussion

Club Strategic Planning

- Annual Club Goal Setting
- The Duluth Club Strategic Planning Model (conducted 2016) (Front Pocket)
  - The survey questions (pgs 17a-d)
  - Summarized responses (pgs17e-k)
  - Action plan from responses (pgs 17l-n)
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Duluth Serra Ministry
Member Survey

Background
The Serra International Mission is to foster, promote, and affirm vocations to ministry in the Catholic Church. More specifically, Serra is dedicated to:

- Fostering and promoting vocations
- Supporting priests in their sacred ministries
- Encouraging and affirming vocations to consecrated life
- Assisting Serrans in recognizing and responding to God’s call to holiness.

The Duluth Serra Ministry carries out the Serra mission by hosting, sponsoring, or participating in a number of annual events, including: an on-site visit with seminarians at St. Paul Seminary (October); a Christmas Dinner for priests of the Diocese of Duluth; an ice cream social for Benedictine and Franciscan Sisters in Duluth (April); the ordination of new priests and transitional deacons (June); and the ordination of permanent deacons (November).

Individual members of the Duluth Serra Ministry also take responsibility for sending ordination anniversary cards, and birthday cards to each priest in the Diocese of Duluth. In addition, a card with a note of appreciation and support is sent to each priest on Priest Appreciation Sunday each October. Serra members also coordinate the Catholic Connection Program for families of graduating high school seniors who are college-bound, helping them to become affiliated with Catholic organizations on various college campuses. Other members participate in district, regional, national, and international Serra activities. The Duluth Serra Ministry also carries out specific initiatives upon the request of the Bishop. One such effort is currently underway, which will establish a new Serra Ministry in the Brainerd area.

In an effort to further advance the mission of Serra, the Duluth Serra Ministry Board of Directors has commissioned the following membership survey. Please take a few moments to complete the attached survey and return it by Monday, October 3, 2016 in the enclosed stamped, addressed envelope.

Please include your name at the end of the survey so that we can assure a full membership response. However, if you prefer to respond anonymously, you may do so. When the survey findings are compiled, we will not attribute specific responses to individual members. We will regard surveys that include respondents’ names as authorization to contact those members if clarification or follow-up is needed regarding specific responses. The compiled survey findings will be shared with the membership.

Member Survey
(Please note that the survey uses the term “Duluth Serra Ministry” throughout to describe our
1. Why do you belong to the Duluth Serra Ministry?

2. For each of the four items below, please rank the effectiveness of our local Serra Ministry using a scale of 1 to 5, with "1" meaning "not effective" and "5" meaning "highly effective." (Please list your ranking of effectiveness on the line following each item.)
   a. Fostering and promoting vocations
   b. Supporting priests in their sacred ministries
   c. Encouraging and affirming vocations to consecrated life
   d. Assisting Serrans in recognizing and responding to God's call to holiness

3. Our organization currently has over 40 members. Of the total membership, approximately what percentage of members do you know by first and last name without the benefit of a name tag? (_____%).

4. What suggestions do you have that would help members get to know one another better?

5. How do you feel about the time, calendar schedule, and location of our meetings?
   ____ OK as is (11:45am-1pm the first and third Monday of every month at Black Woods)
   ____ I would prefer the following:
      a) Time: ________________
      b) Frequency: ____________________________
      c) Location: _____________________________

6. How do you feel about the order of the meeting (Fellowship, opening prayer, introduction of guests, business meeting, Chaplain's update, lunch, speaker, closing prayer)?
   ____ OK as is
   ____ I suggest the following regarding the order of the meeting: ____________________________

7. Approximately what percentage of regular meetings do you attend? (_____%)

8. What limits your attendance?

9. What suggestions do you have for increasing attendance by members at regular meetings?
10. What suggestions do you have for increasing participation by members in the annual events, programs, and services of The Duluth Serra Ministry?

11. How do you prefer to receive information about meetings and Serra activities?
   a. ___ Email
   b. ___ Regular mail
   c. ___ Phone call
   d. ___ Text message
   e. ___ Other (please specify)

12. How do you feel about Serra membership costs (including meals)?
   a. ___ Costs are about right ($400 annually for individuals/$600 for couples)
   b. ___ Too high, I would suggest they be $_____/year
   c. ___ Too low, I would suggest they be $_____/year

13. Speakers or topics to consider for future meetings:

14. Please list names, parish affiliations, and contact information of any Catholic men, women, or couples you would like to propose as prospects for membership.

15. Would you be willing to bring any of the above prospects to a Serra meeting as a guest?
   a. ___ Yes (please name) ________________________________
   b. ___ No

16. Is transportation to and from meetings or events a difficulty for you?
   a. ___ Yes, I would appreciate transportation assistance
b. ___No

c. ___No, but I am willing to transport another member who needs a ride

17. Would you be willing to serve in any of our club leadership positions (officer, program leader, trustee)?
   a. ___Yes (Optional: Area of interest-____________________________)
   b. ___No

18. Please share any other ideas or suggestions for events, programs, or other changes that could help us to grow and improve our Duluth Serra Ministry

   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

Thank you very much for taking part in this survey. You are helping to build a more effective Serra Ministry in Duluth. Please send your completed survey in the envelope provided. We will share the results at a future meeting.

____________________________________
Name

7/27/16
Duluth Serra Member Survey Findings
November 18, 2016

**Background:**
- Survey instrument was reviewed and approved by Serra Board in August 2016
- Survey was distributed by mail to all 44 Duluth Serra members on September 2, 2016
- Survey materials included a background statement that explained the Serra Mission, ongoing efforts in support of the mission, and the reasons for doing a member survey
- Survey status was referenced at all September and October meetings
- Two main purposes of the survey were cited: (1) Enhance mission effectiveness and (2) expand membership
- Twenty-seven members returned completed surveys (61.5% response rate) as of October 31, 2016

**Findings:** Note: Quantitative data and individual member’s comments are shown in bold italics. Individual comments of essentially the same meaning have been combined. The member suggestions on items 4, 9, 10, 13, and 18 have been classified by the Serra Board as either “A” (Adopt – do this within the next 12 months), “B” (Hold – reconsider after achieving most “A” priorities), “C” (Not Actionable – response is an opinion, observation, or otherwise not seen as implementable), or “D” (Active – suggestion is already being done). These classifications appear in parentheses at the end of each suggestion.

1. Why do you belong to the Duluth Serra Ministry?
   - To recognize and support the Priests, Nuns, and Deacons in our area (12 responses)
   - Fellowship with other Catholics and Serra members (11 responses)
   - To help increase vocations for the Church and Diocese (5 responses)
   - I love and support the Serra mission (4 responses)
   - To support Seminarians (3 responses)
   - I was recruited by a member (2 responses)
   - Enhancing Catholic beliefs
   - To serve the Catholic Church
   - To learn about programs of the Duluth Diocese and the people who do that work
   - To be able to donate money to the development of Clergy and to add my prayers to the Serra prayer conduit...and to connect my own Priest to that conduit
   - To be able to give money to the church which is not controlled by the Diocese
   - To support our Bishop’s agenda and goals

2. For each of the four items below, please rank the effectiveness of our local Serra Ministry using a scale of 1 to 5, with “1” meaning “not effective” and “5” meaning “highly effective.”
   a. Fostering and promoting vocations to the priesthood **3.31 (scoring range: 1-5)**
   b. Supporting priests in their sacred ministries **4.04 (scoring range: 1-5)**
   c. Encouraging and affirming vocations to the permanent diaconate and consecrated life **3.33 (scoring range: 2-5)**
   d. Assisting Serrans in recognizing and responding to God’s call to holiness **3.33 (scoring range: 2-5)**
3. Our organization currently has over 40 members. Of the total membership, approximately what percentage of members do you know by first and last name without the benefit of a name tag? 63.25% (response range: 10-100%)

4. What suggestions do you have that would help members get to know one another better?
   - Encourage members to mix up their seating at lunch so members don’t sit with the same group each time (6 responses) (A)
   - Make a special effort to introduce yourself to new members and those you don’t know (2 responses) (A)
   - Encourage members to seek out new members and be more welcoming (A)
   - Have introductions at meetings of all in attendance (C)
   - Reactivate summer steak dinner (B – Knights of Columbus currently do this) (A)
   - Attend the meetings (A)
   - Wear name tags at meetings (A)
   - When inducting a new member, go around the room and self-introduce (A)
   - Have a website with member pictures and names (B)
   - At each meeting, have one or two Serrans each give a short bio (birthplace, youth, education, family, faith journey, career, interests, hobbies, etc.) or devote a couple of meeting programs to this each year (B)
   - Each month, ask one member to give a short talk on why he/she belongs to Serra (B)
   - Have a Serran of the month (C)
   - Produce an updated membership directory (A)
   - Smaller task force groups and expanded ministry activities (D)
   - Encourage greater participation in activities and more committee work (A)
   - Have a special evening social, with no business, only fun and finger food (B)
   - Lunches are the best for getting to know each other (C)
   - Designated seating at meetings, with a changing rotation (C)
   - Have the VP of Membership, Vocations, and Communication appoint different members to work with them on their efforts (A)
   - Have longer meeting times (C)
   - Encourage spouses to join as members (B)
   - Have a short “stand-up” fellowship gathering (15 to 20 minutes) before the meeting, possibly starting the meeting early (D)

5. How do you feel about the time, calendar schedule, and location of our meetings?
   ___OK as is (11:45am-1pm the 1st and 3rd Monday of every month at Black Woods) 92.6% (25
responses)
- The 1PM end time should be flexible to suit program material
- A more central location might help both attendance and membership

I would prefer the following: 7.4% (2 responses)

a) Time: Noon (2 responses)
b) Frequency:
- Have one meeting per month (2 responses)
- Skip meetings during June – August
- Is Monday the best day? Three-day holiday weekends reduce total number of meetings

Location: Black Woods still preferred (2 responses)

6. How do you feel about the order of the meeting (Fellowship, opening prayer, introduction of guests, business meeting, Chaplain’s update, lunch, speaker, closing prayer)?

OK as is 88% (22 responses)
I suggest the following regarding the order of the meeting 12% (3 responses):
- Have a business meeting at only one of the monthly meetings and use the extra time at the second meeting each month for a longer talk from the speaker
- Have the speaker first and have the business meeting and information last
- Strongly suggest lunch after the speaker
- Don’t need to have reports from Board at every meeting

7. Approximately what percentage of regular meetings do you attend? 65.2% (response range: 15%-100%)

8. What limits your attendance?
- Work/Business, family obligations, other commitments (17 responses)
- Traveling out of the area for vacations and other reasons (7 responses)
- Annual vacation month
- As chapters in my life come and go, my direct participation in Serra will ebb and flow, but I pray with you all the time
- Summer weekends that include Mondays
- Physical impairments

9. What suggestions do you have for increasing attendance by members at regular meetings?
- Email reminders (2 responses) (D)
- Calls (2 responses) (A)
- Continue to have high-interest topics and speakers (2 responses) (D)
- Don’t see the need for two meetings per month – fewer meetings will result in increased participation (2 responses) (C)
- USPS mailing a few days before a meeting (C)
• Send out a calendar of the meetings once a quarter  (D)
• Improve food if we can without added cost  (D)
• This certainly frustrated me a lot as vocation chair...lined up many events where few people showed up  (C)
• Keep encouraging members to attend  (A)
• Good speakers, well published (Al has done an excellent job)  (A)
• Need to make sure special speakers are in the Fall when attendance is highest  (C)
• Find topics and speakers of maximum interest  (A)
• Call members who don’t attend on a regular basis and also get them involved with the VP’s and the workings of the Ministry  (A)
• Have better programs – too often they seem to be a spur of the moment type thing just to fill a need – they are usually “rushed” by the speaker  (A)
• Consider shifting to a breakfast meeting (6:45 to 7AM) format to encourage attendance by still working members  (C)
• Foster greater camaraderie, more social interaction at meetings and at events  (A and D)

10. What suggestions do you have for increasing participation by members in the annual events, programs, and services of The Duluth Serra Ministry?
• Sending out a calendar far in advance of big events (3 responses)  (D)
• Phone call reminders (2 responses)  (A)
• Ask more members to help with the planning of all events (3 responses)  (A)
• Invitations  (D)
• Annual Christmas event is fun, though impaired by bad weather at times, but the meals are not memorable  (C)
• It seems like we are doing a good job with these  (C)
• Make it more interesting and more mandatory  (C)
• Make it mandatory to attend 2 such events per year  (C)
• Always provide transportation  (A – for those who otherwise wouldn’t be able to attend)
• Better marketing of the event  (D)

11. How do you prefer to receive information about meetings and Serra activities?
(Note: multiple choices allowed)
   a. Email  (24 responses)
   b. Regular mail  (5 responses)
   c. Phone call  (3 responses)
   d. Text message  (5 responses)

12. How do you feel about Serra membership costs (including meals)?
   a. Costs are about right ($400 annually for individuals/$600 for couples) 93.6%  (25 responses)
b. Too high, I would suggest they be $________/year 0% (0 responses)
C. Too low, I would suggest they be $500/year 7.4% (2 responses)

13. Speakers or topics to consider for future meetings:
   • Newly ordained Priests or Sisters, e.g., Fr. Tim Lange and Fr. Blake Rosier (3 responses) (A)
   • Priests or Sisters on how they were called and what helped them on their journeys (A)
   • Religious speakers on the good, the “OK,” the bad of living a religious life (A)
   • Vocations director from a seminary (A)
   • Vicar General speaking on role and responsibilities (A)
   • More speakers from Monastery (A)
   • CEO of CHUM (A)
   • Bishops of Duluth and Superior (A)
   • Priests who celebrate milestones (25th and 50th ordination anniversaries) (A)
   • Re-establish summer celebration with Seminarians and Priests (C)
   • Regional Catholic leaders on Catholic topics (A)
   • Youth ministers, College Neumann Center, Vocations Director of Diocese (A)
   • Diocesan Bankruptcy and management of the situation (B)
   • Look to our own members and their interesting histories (A)
   • Someone who attended World Youth Day (A)
   • Seminarians (D)
   • Speaker from Real Presence Radio (A)
   • Speaker on tithing – “what are the benefits?” (B)
   • Speaker on the Adoration Chapel and how it affects your personal life (A)

14. Please list names, parish affiliations, and contact information of any Catholic men, women, or couples you would like to propose as prospects for membership.
   • Have some ideas – will pursue – more info later
   • Matt Beaumier, lawyer at Beaumier Trogden (Pat Pfahl)
   • Chris McMahan, St. Michael’s Parish Administrator (Pat Pfahl)
   • Corrie and Diane Boese (Carol Spielman)
   • Dr. Joe and Ruth Henry (Carol Spielman)
   • Paul Sever, St. Raphael’s (John Kelly)
   • George Beattie, St. Raphael’s (John Kelly)
   • Mike Ellingson, St. Raphael’s (John Kelly)
   • Robin and Valerie Tellor, St. Benedict’s (Dennis Soukup)
   • Paul Thomsen, Cathedral of Our Lady (Jim Splan)
   • John DeSanto, St. Benedicts (Al Makynen)
• Tim Salsted (Tom Vecchi)
• Thomas P. Vecchi (Tom Vecchi)
• Julie Zenner, St. Michael's (Jim Cherveny)
• Kjell Knudsen, Cathedral of Our Lady (Jim Cherveny)
• Dr. Dan Skorich, Cathedral of Our Lady (Jim Cherveny)
• Mike Peplinski, St. Benedict's (Jim Cherveny)
• Jack Ball, St. Joseph's (Jim Cherveny)
• Jesse Murray, Cathedral of our Lady (Jim Cherveny)
• Tom Vukelich, St. Joseph's (Jim Cherveny)

15. Would you be willing to bring any of the above prospects to a Serra meeting as a guest?
   a. ___Yes (12 responses*)  *See item number 14 for Serrans who are proposing prospective members
   b. ___No  (2 responses)
   c. ___ "Perhaps"  (1 response)

16. Is transportation to and from meetings or events a difficulty for you?
   a. ___Yes, I would appreciate transportation assistance  (0 members)
   b. ___No  (24 members)
   c. ___No, but I am willing to transport another member who needs a ride (5 members*)  *Volunteers: Jim Rectenwald, Bill Ohnsted, Jim Monge, Bob Wolters, Jim Cherveny

17. Would you be willing to serve in any of our club leadership positions (officer, program leader, trustee)?
   a. ___Yes (10 members – one respondent with interest in being a Trustee; nine respondents are currently trustees or officers, one of whom has a special interest in being the Serra vocations “party planner.”)
   b. ___No  (7 members)
      ○ Need new member involvement (Comment from one responder)
   c. ___Perhaps in the future  (2 members)

18. Please share any other ideas or suggestions for events, programs, or other changes that could help us to grow and improve our Duluth Serra Ministry.
   • Try to get younger members from local colleges and have a student rate (2 responses)  (B)
   • An informational table at the Men's and Women's Conferences in March 2017  (A)
   • Connect more with Newman Ministry and local parish groups to make them aware of Serra (invite individuals to Serra meetings as guests)  (B)
   • Hands on projects serving others  (D)
   • Partnering with the St. Mary's Star of the Sea Chapel  (A)
• There should be a concerted effort and defined program to recruit young members (A)
• Look around at Mass and see who might be a good prospect for Serra membership (A)
• We should be more visible in all parishes in the Duluth area (A)
• Foster parish vocation committees in each area parish (B)
• Invest in a microphone/speaker/amplifier system so that all can hear ($700) (A)
• Clarify the geographic boundaries of the Duluth Chapter (A)
• Publish more articles in the Northern Cross (A)
• Help area priests become more informed about Serra (A)
• Make sure priests who can’t attend the Serra Christmas event get cards and gifts (C)
• Market the club via mailings from the churches, talks from the pulpit, etc. to make Serra more well known (A)
• Have music at meetings once in a while (A – at masses during Serra meetings)
• Offer reduced dues during the first 1-2 years for all new members ($200) (B)
• Have lower dues for any diocesan, parish, or Catholic school employee (A)
• Develop a prospective member brochure that is specific to Duluth Serra (A)
Focus Area I: Help Members Get to Know One Another Better

Goal 1: Improve overall member and meeting hospitality, employing the following member suggestions:

- Members avoid sitting with same group at each meeting
- Members introduce themselves to new members and unfamiliar members
- Members seek out new members and extend a warm welcome
- All members wear name tags
- Members foster greater camaraderie at all meetings and events

Accomplishment Timeline: Achieve all of above by May 31, 2017
Ownership: Serra President and all members

Goal 2: When presenting a new member, have all attendees self-introduce in rotation.

Accomplishment Timeline: Immediately
Ownership: Serra President (or presiding member) and all members

Goal 3: Build member familiarity through member involvement

- Encourage greater member participation in Serra activities and events
- Formalize Serra Committees (Membership, Program, Vocations, Communication, Events) and appoint members to them

Accomplishment Timeline: Achieve all of the above by May 31, 2017
Ownership: President and Vice Presidents

Focus Area II: Improve Attendance at Regular Meetings

Goal 4: Make meeting reminder calls for members who want/need them.

Accomplishment Timeline: Achieve by May 31, 2017
Ownership: President, Vice President of Membership, and volunteer member

Goal 5: Respectfully reach out to members who don’t regularly attend meetings to encourage more frequent attendance.

Accomplishment Timeline: Achieve by November 30, 2017
Ownership: Chaplain, President, Vice President of Membership

Goal 6: Announce the topics of meeting programs in advance (whenever possible) and explain how program topics relate to the Mission of the Duluth Serra Ministry

Accomplishment Timeline: Fully achieve by May 31, 2017
Ownership: President and Vice President of Programs

Focus Area III: Improve Member Participation in Annual Events and Service Projects

Goal 7: Annually develop and circulate a sign-up sheet listing all events and service projects so that every member has an opportunity to sign up for ministry activities in which they intend to participate

Accomplishment Timeline: List developed and circulated by November 30, 2017
Ownership: President and Vice President of Vocations

Goal 8: Improve methods for communicating event details and attendance plans

- Make follow-up calls to members who have not responded to mailed RSVP’s
- Offer rides to members for whom transportation is the limiting factor
- Send reminders (email, phone calls, regular mail) close to the date of the event

Accomplishment Timeline: All methods in use by May 31, 2017
Ownership: Event Chairs and Service Project Chairs

Focus Area IV: Improve Meeting Programs

Goal 9: Seek meeting program topics of maximum interest and high congruence with Serra Mission, giving priority to the following member suggestions:
• Newly ordained priests or newly professed sisters on how they were called and factors that have helped them on their journeys
• Religious speakers on the realities of living a spiritual life
• Vocations director from a seminary
• Speakers from St. Scholastica Monastery
• CEO of CHUM Duluth
• Bishops of Duluth and Superior (and elsewhere)
• Priests who are celebrating milestones (e.g., 25th, 50th ordination anniversaries)
• Regional Catholic leaders (lay and religious) on Catholic topics
• Youth ministers, college Neumann Center leaders, Diocesan Vocations Director
• Serra members who are willing to share their histories

• World Youth Day attendees
• Real Presence Radio representative

*Accomplishment Timetable:* Seek speakers on all suggested topics by **May 31, 2018**

*Ownership:* President and Vice President of Programs, assisted by members

**Focus Area V: Growing Duluth Serra and Improving Mission Effectiveness**

**Goal 10:** Update various organizational and structural aspects of Duluth Serra Ministry

• Clarify the geographic boundaries of Duluth Serra Ministry
• Clarify Duluth Serra Ministry status in relation to the Diocese of Duluth
• Update the bylaws of Duluth Serra Ministry
• Clarify the Federal and State of Minnesota tax status of Duluth Serra Ministry and assure that filings are current

*Accomplishment Timetable:* Clarify boundaries by **May 31, 2017**

*Ownership:* President, District Governor, Trustees, Treasurer

**Goal 11:** Develop a Duluth Serra Ministry recruitment brochure to support the long-term goal of having one or more Serra members from each Duluth area parish.

*Accomplishment Timetable:* Brochure ready for distribution by **May 31, 2017**

*Ownership:* Vice President of Membership and Vice President of Communications

**Goal 12:** Enhance parish-level awareness and understanding of Duluth Serra in the Catholic community, including:

• Create special posters for placement in churches along with Serra brochures
• Develop Serra content for placement in parish publications
• Distribute recruitment brochures after masses
• Engage members as Serra advocates within their individual parishes
• Assure that the Duluth Serra Ministry Newsletter is being sent to all area priests and seminarians
• Visit individually with pastors to enhance their understandings of the Duluth Serra mission and to identify prospective members

*Accomplishment Timetable:* All Duluth area parishes reached by **May 31, 2018**

*Ownership:* President, Vice President of Communications, Vice President of Membership, other Board members

**Goal 13:** Develop a special initiative for recruiting younger members, effectively reducing the average age of the membership.

*Accomplishment Timetable:* Develop initiative by **November 30, 2017**

*Ownership:* President, Vice President of Membership

**Goal 14:** Have a Serra informational table staffed by members at the annual Catholic Women’s and Men’s Conferences.

*Accomplishment Timetable:* In time for **March 2017** conferences and annually thereafter

*Ownership:* Vice President of Vocations and Vice President of Membership

**Goal 15:** Formally partner with the St. Mary’s Star of the Sea Chapel of Perpetual Adoration to facilitate scheduled prayer presence by Serrans.

*Accomplishment Timetable:* Arrangements made by **November 30, 2017**
Ownership: Vice President of Vocations

Goal 16: Establish and communicate reduced dues for any Diocesan, parish, or Catholic school employee
Accomplishment Timetables: $300 rate for employees of Catholic organizations approved by Board on January 24, 2017; update brochures and recruitment letters by May 31, 2017, to reflect this additional rate category
Ownership: President and Board of Directors

Goal 17: Publish more articles in the Northern Cross.
Accomplishment Timetables: Frequency and content established by November 30, 2017
Ownership: Vice President of Communications, with support from Board members and Trustees

(2/16/17Rev)
Event / Planning Calendar
(See Front Pocket)

- Available in .xlsx format [www.serra.org/Change Over]
- Left column: Club Events to Publish to members
- Right column: Planning activities related to events up to 3 months out
- Regular Italic: club events specific to the club
- Bold Regular: event a club can't change
- Bold Italic (bottom of each month): dates to be aware of when planning club events
- June: Month assumed clubs plan coming year
- Calendar is comprehensive—Clubs not required to do everything!

Spring Club Officer Training 2020

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Event/Planning Calendar

- Questions
- Comments
- Discussion

Spring Club Officer Training 2020

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Closing Inspirational Reading and Prayer

- Reading from *To Save a Thousand Souls*, by Father Brett Brannen
  - P. 19 “Priests defend the people of God from the enemy”
- Prayer

Spring Club Officer Training 2020
## 2020-2021
Serra Event/Planning Calendar for R-CE (Districts: 9E, 9W, 12-1, 17, LR)

<table>
<thead>
<tr>
<th>Mar-2020</th>
<th>EVENT</th>
<th>PLANNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar. 6 (Fri): First Friday</td>
<td></td>
<td>Recruit new officers for Leadership Trng in Apr or May</td>
</tr>
<tr>
<td>Feb. 1 (Sat): First Saturday</td>
<td></td>
<td>Plng for World Day of Prayer for Vocations (May 3)</td>
</tr>
<tr>
<td>Mo. Meeting date and/or Appreciation event date</td>
<td></td>
<td>--Download info from serraus.org website</td>
</tr>
<tr>
<td>Mo. Adoration for Vocations Date</td>
<td></td>
<td>--Bul Announcement week before</td>
</tr>
<tr>
<td>Club Lenten Retreat?</td>
<td></td>
<td>--Bul Announcement week of</td>
</tr>
<tr>
<td>Mar. 8 (Sun): Daylight Savings Time begins</td>
<td></td>
<td>--Other ?</td>
</tr>
<tr>
<td>Spring Break (Mar/ to Mar/ )</td>
<td></td>
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<tr>
<td>Mar. 17 (Tue): St. Patricks Day</td>
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<thead>
<tr>
<th>Apr-2020</th>
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<td>Apr. 3 (Fri): First Friday</td>
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</tr>
<tr>
<td>Apr 5 (Sun) Palm Sunday</td>
<td></td>
<td>Spring Leadership Training for new Officers</td>
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<tr>
<td>Apr 10 (Fri) Good Friday</td>
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<td>Plng for Ordination Mass(es) in May/June</td>
</tr>
<tr>
<td>Apr 11 (Sat) Easter Vigil</td>
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<td></td>
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<tr>
<td>Apr 12 (Sun) Easter</td>
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<tr>
<td>Apr 19 (Sun) Divine Mercy Sunday</td>
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<td>May 1 (Fri): First Friday</td>
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<td>Plng for Ordination Mass(es) in May/June</td>
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<tr>
<td>May 2 (Sat): First Saturday</td>
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<td>Plng for St. Junipero Serra feast day 7/1</td>
</tr>
<tr>
<td>May 3 (Sun) World Day of Prayer for Vocations*</td>
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<td>Mo. Meeting date and/or Appreciation event date</td>
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<tr>
<td>Diocesan Priesthood/TD Ordination Mass(es)</td>
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<td>May 31: Submit Incoming Officers Report</td>
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<td>May 10 (Sun): Mothers Day*</td>
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<tr>
<td>May 23-25 (Sat-Mon): Memorial Day Weekend</td>
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<tr>
<td>May 21 (Thur) Ascension</td>
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</tbody>
</table>
# 2020-2021
## Serra Event/Planning Calendar for R-CE (Districts: 9E, 9W, 12-1, 17, LR)

<table>
<thead>
<tr>
<th>EVENTS</th>
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<tbody>
<tr>
<td><strong>Jun-2020</strong></td>
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</tr>
<tr>
<td>June 1: Send out dues notices</td>
<td>Program Planning for upcoming year:</td>
</tr>
<tr>
<td>June 5 (Fri): First Friday*</td>
<td>-- Check Bishop's calendar for events he is present at</td>
</tr>
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<td>June 6 (Sat): First Saturday**</td>
<td>-- Bishop Appreciation Dinner</td>
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<td>Diocesan Priesthood/TD Ordination Mass(es)</td>
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<tr>
<td>Mo. Meeting date and/or Appreciation event date</td>
<td>-- Annual appreciation events (dates/places)</td>
</tr>
<tr>
<td>Mo. Adoration for Vocations Date</td>
<td>-- seminarian appreciation lunch or dinner</td>
</tr>
<tr>
<td><strong>June 25-28 (Thu-Sun): Serra Intl Conv New Orleans</strong></td>
<td>-- Priests appreciation dinner</td>
</tr>
<tr>
<td>Election of New Officers at monthly meeting</td>
<td>-- Sisters appreciation event</td>
</tr>
<tr>
<td><strong>June 21 (Sun): Father's Day</strong></td>
<td>-- Invitation &quot;out-by&quot; dates for appreciation events &amp; Bishop's Dinner</td>
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<td>-- monthly program speaker (date/place)</td>
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<td>--PIng for Ordination Mass events in May/June 2021</td>
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<td>--PIng for Reg Conv.trip &amp; promotion</td>
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<td>--PIng for St. Junipero Serra feast day 7/1</td>
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<tr>
<td></td>
<td>Begin gathering/updating info for new Directory</td>
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</tbody>
</table>

| **Jul-2020** | |
| **July 1 (Wed): Feast of St. Junipero Serra** | Officers proof read new directory |
| July 3 (Fri): First Friday | Plan Seminarian Appreciation event for August |
| July 4 (Sat): First Saturday* | Promote Reg Conv. Sep, Oct or Nov (Fri-Sun) |
| **July 15: Semi-annual dues due to USAC & SI** | Planning for Priest Appreciation Sun (Sept 26-27) |
| Mo. Meeting date and/or Appreciation event date | --Bul Announcement week before |
| Mo. Adoration for Vocations Date | --Bul Announcement week of |
| Induction of New Officers at monthly meeting | --Other /Church Banner |
| **July 31: Region Dues due for DG, Conv & RDir** | |

| **Aug-2020** | |
| Aug. 1 (Sat): First Saturday | Aug 1: Treasurer prepares info for IRS Form 990 |
| Aug. 7 (Fri): First Friday | Publish & Print Directory |
| | Planning for Priest Appreciation Sun (Sept 26-27) |
| **Aug. 4 (Tues): Feast Day of St. John Vianney** | --Download info from serraus.org website |
| Mo. Meeting date and/or Appreciation event date | --Bul Announcement week before |
| Mo. Adoration for Vocations Date | --Bul Announcement week of |
| Aug ???: Seminarian Appreciation Event | --Other /Church Banner |
| Aug. 31: distribute Club Directories | Promote Reg Conv. Sep, Oct or Nov (Fri-Sun) |

| **Aug. 15 (Sat): Assumption Holyday** | |
## Serra Event/Planning Calendar for R-CE (Districts: 9E, 9W, 12-1, 17, LR)

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<td>Sept. 5 (Sat): First Saturday</td>
<td>Planning for Priest Appreciation Sun (Sept 26-27)</td>
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<tr>
<td>Mo. Meeting date and/or Appreciation event date</td>
<td>Planning for Natl Voc Awareness Wk (Nov 1-7)</td>
</tr>
<tr>
<td>Mo. Adoration for Vocations Date</td>
<td>--Download info from serraus.org website</td>
</tr>
<tr>
<td>Sept. 26-27 (Sat-Sun) Priesthood Apprec. Sunday</td>
<td>--Bul Announcement week before</td>
</tr>
<tr>
<td>Sept. 30 File IRS Form 990 EZ</td>
<td>--Bul Announcement week of</td>
</tr>
<tr>
<td>Region Conv.??? (dates TBD)</td>
<td>--Other ?</td>
</tr>
<tr>
<td><strong>Sep 5-7 (Sat-Mon) Labor Day Weekend</strong></td>
<td>Update Seminarian Prayer Bds &amp; Cards for Fall semester</td>
</tr>
<tr>
<td><strong>Oct-2020</strong></td>
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</tr>
<tr>
<td>Oct. 2 (Fri): First Friday</td>
<td>Planning for Natl Voc Awareness Wk (Nov 1-7)</td>
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<td>Promote R-CE Conv. Sep, Oct or Nov (Fri-Sun)</td>
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<tr>
<td><strong>Oct. 12 (Mon): Columbus Day</strong></td>
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<tr>
<td><strong>Oct. 31 (Sat): Halloween</strong></td>
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<tr>
<td><strong>Nov-2020</strong></td>
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<tr>
<td>Nov. 6 (Fri): First Friday</td>
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<tr>
<td>Nov. 7 (Sat): First Saturday**</td>
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<td><strong>Nov. 1-7: Natl Vocations Awareness Week</strong></td>
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<tr>
<td>Mo. Adoration for Vocations Date</td>
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<tr>
<td><strong>Nov. 1 (Sun): All Saints Day</strong></td>
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<tr>
<td><strong>Nov. 2 (Mon): All Soul's Day</strong></td>
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<tr>
<td><strong>Nov. 1 (Sun): DST Ends</strong></td>
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<tr>
<td><strong>Nov. 26-29 (Thr-Sun): Thanksgiving Weekend</strong></td>
<td></td>
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<tr>
<td><strong>Dec-2020</strong></td>
<td></td>
</tr>
<tr>
<td>Dec. 1: Send out dues notices</td>
<td>Pllng for World Day for Consecrated Life (Feb ???, 2021)</td>
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<td>Dec. 4 (Fri): First Friday</td>
<td>--Download info from serraus.org website</td>
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<td>Dec. 5 (Sat): First Saturday</td>
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<tr>
<td>Mo. Adoration for Vocations Date</td>
<td>--Other ?</td>
</tr>
<tr>
<td><strong>Dec. 8 (Tue): Immaculate Conception Holyday</strong></td>
<td>Pllng to attend Serra Rally Jan 2021 (date &amp; place TBD)</td>
</tr>
<tr>
<td><strong>Dec. 24 (Thur): Christmas Eve</strong></td>
<td>Pllng for Catholic Schools Week Jan. 31-Feb 6</td>
</tr>
<tr>
<td><strong>Dec. 25 (Fri): Christmas</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Dec. 31 (Thur): New Year's Eve</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Jan. 2021 | Update Seminarian Prayer Bds & Cards for Spring semester  
| | Plng for World Day for Consecrated Life (Feb 6-7)  
| | --Bul Announcement week before  
| | --Bul Announcement week of  
| | --Other ?  
| Jan. 1 (Fri): First Friday*  
| Jan. 2 (Sat): First Saturday  
| Jan. 15: Semi-annual dues due to USAC & SI  
| Mo. Meeting date and/or Appreciation event date  
| Mo. Adoration for Vocations Date  
| Jan.?? (Thur-Sun): Serra Rally TBA  
| Jan. 30-Feb. 6: Catholic Schools Week  
| Jan. 1 (Fri): New Years Holiday*  
| Jan. 18 (Mon): Martin Luther King Holiday  
| Feb. 5 (Fri) First Friday  
| Feb. 6 (Sat) First Saturday  
| Feb. 6-7 (Sat-Sun): World Day for Consecrated Life  
| Mo. Meeting date and/or Appreciation event date  
| Mo. Adoration for Vocations Date  
| Feb. 14 (Sun): Valentines Day  
| Feb. 15 (Mon): Presidents Day Holiday  
| Feb. 17 (Wed): Ash Wednesday  
| Feb. 2021 | Begin identifying officers for coming year  
| | Plng for World Day of Prayer for Vocations (May 2)  
| | --Download info from serraus.org website  
| | --Bul Announcement week before  
| | --Bul Announcement week of  
| | --Other ?  
| | Plng for Lenten Retreat?  
| Mar. 5 (Fri): First Friday  
| Mar. 6 (Sat): First Saturday  
| Mo. Meeting date and/or Appreciation event date  
| Mo. Adoration for Vocations Date  
| Club Lenten Retreat?  
| Mar. 14 (Sun): Daylight Savings Time begins  
| Spring Break (Mar__ to Mar__)  
| Mar. 17 (Wed): St. Patrick's Day  
| Mar. 28 (Sun) Palm Sunday  
| Mar. 2021 | Recruit new officers for Leadership Tmg in Apr or May  
| | Plng for World Day of Prayer for Vocations (May 2)  
| | --Download info from serraus.org website  
| | --Bul Announcement week before  
| | --Bul Announcement week of  
| | --Other ?  
| Apr. 3 (Fri): First Friday  
| Apr. 4 (Sat): First Saturday  
| Mo. Meeting date and/or Appreciation event date  
| Mo. Adoration for Vocations Date  
| Apr 5 (Sun) Palm Sunday  
| Apr 2 (Fri) Good Friday  
| Apr 3 (Sat) Easter Vigil  
| Apr 4 (Sun) Easter  
| Apr 11 (Sun) Divine Mercy Sunday  
| Apr. 2021 | Plng for World Day of Prayer for Vocations (May 2)  
| | --Bul Announcement week before  
| | --Bul Announcement week of  
| | --Other ?  
| | Spring Leadership Training for new Officers  
| | Plng for Ordination Mass(es) in May/June  

15D
# 2020-2021 Serra Event/Planning Calendar for R-CE (Districts: 9E, 9W, 12-1, 17, LR)

### May 2021'
- **May 1 (Sat):** First Saturday
- **May 7 (Fri):** First Friday
- **May 2 (Sun):** World Day of Prayer for Vocations
  - Mo. Meeting date and/or Appreciation event date
  - Mo. Adoration for Vocations Date
  - Diocesan Priesthood/TD Ordination Mass(es)
- **May 31: Submit Incoming Officers Report**
- **May 9 (Sun): Mothers Day**
- **May 29-31 (Sat-Mon): Memorial Day Weekend**
- **May 13 (Thur):** Ascension

### Jun-2021
- **June 1:** Send out dues notices
- **June 4 (Fri):** First Friday
- **June 5 (Sat):** First Saturday
  - Diocesan Priesthood/TD Ordination Mass(es)
  - Mo. Meeting date and/or Appreciation event date
  - Mo. Adoration for Vocations Date
- **June ???(Thu-Sun):** Serra Intl Conv TBA
  - Election of New Officers at monthly meeting
- **June 20 (Sun):** Father's Day

### Jul-2021
- **July 1 (Thu):** Feast of St. Junipero Serra*
- **July 2 (Fri):** First Friday*
- **July 3 (Sat):** First Saturday*
- **July 15:** Semi-annual dues due to USAC & SI
  - Mo. Meeting date and/or Appreciation event date
  - Mo. Adoration for Vocations Date
  - Induction of New Officers at monthly meeting
- **July 31:** Region Dues due for DG, Conv & RDir

**July 4 (Sun):** Independence Day Holiday*

Program Planning for upcoming year:
- -- Check Bishop's calendar for events he is present at
  - -- Bishop Appreciation Dinner
  - -- New member induction meeting
  - -- Annual appreciation events (dates/places)
  - -- Seminarian appreciation lunch or dinner
  - -- Priests appreciation dinner
  - -- Sisters appreciation event
  - -- Invitation "out-by" dates for appreciation events & Bishop's Dinner
  - -- Monthly program speaker (date/place)
  - -- Prospect members dinner (date/place)
  - -- Annual 1/2 day retreat (Lent? date/place)
  - -- Plng for 4 Natl Vocation events
  - -- Plng for Ordination Mass events in May/June 2020
  - -- Plng for Reg Conv. Trip & promotion
  - -- Plng for St. Junipero Serra feast day 7/1

Begin gathering/updating info for new Directory

Officers proof read new directory
Plan Seminarian Appreciation event for August
Promote Reg Conv. Sep, Oct or Nov (Fri-Sun)
Planning for Priest Appreciation Sun (Sept 25-26)
  - -- Bull Announcement week before
  - -- Bull Announcement week of
  - -- Other / Church Banner

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15E
<table>
<thead>
<tr>
<th>Aug-2021</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Aug. 6 (Fri): First Friday</td>
<td></td>
<td>Aug 1: Treasurer prepares info for IRS Form 990 Publish &amp; Print Directory</td>
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<td>Aug. 7 (Sat): First Saturday</td>
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<td>Aug. 31: distribute Club Directories</td>
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<td>Aug ????: Seminarian Appreciation Event</td>
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<td>--Bul Announcement week of</td>
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<tr>
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<td>Aug. 15 (Sun): Assumption Holyday</td>
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<td><strong>Sept. 25-26 (Sat-Sun) Priesthood Apprec. Sunday</strong></td>
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<td>Sept. 30 File IRS Form 990 EZ</td>
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<tr>
<td>Nov. 6 (Sat): First Saturday</td>
<td></td>
<td>--Bul Announcement week before</td>
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<tr>
<td><strong>Nov. 1-7: Natl Vocations Awareness Week</strong></td>
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<td>--Bul Announcement week of</td>
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<tr>
<td>Mo. Meeting date and/or Appreciation event date</td>
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<td>--Other ?</td>
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<tr>
<td>Mo. Adoration for Vocations Date</td>
<td></td>
<td>Promote Reg Conv. Sep, Oct or Nov (Fri-Sun)</td>
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<tr>
<td>Nov. 1 (Mon): All Saints Day</td>
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<tr>
<td>Nov. 2 (Tue): All Soul’s Day</td>
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<tr>
<td>Nov. 7 (Sun): DST Ends</td>
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<tr>
<td>Nov. 25-28 (Thr-Sun): Thanksgiving Weekend</td>
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</table>
## 2020-2021
### Serra Event/Planning Calendar for R-CE (Districts: 9E, 9W, 12-1, 17, LR)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event / Note</th>
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<tbody>
<tr>
<td>Dec. 1</td>
<td>Send out dues notices</td>
</tr>
<tr>
<td>Dec. 3</td>
<td>(Fri): First Friday</td>
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<tr>
<td>Dec. 4</td>
<td>(Sat): First Saturday</td>
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<tr>
<td></td>
<td><em>Mo. Meeting date and/or Appreciation event date</em></td>
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<td></td>
<td><em>Mo. Adoration for Vocations Date</em></td>
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<tr>
<td>Dec. 8</td>
<td><strong>Immaculate Conception Holyday</strong></td>
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<tr>
<td>Dec. 24</td>
<td>(Fri): Christmas Eve</td>
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<tr>
<td>Dec. 25</td>
<td>(Sat): Christmas</td>
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<tr>
<td>Dec. 31</td>
<td>(Fri): New Year's Eve</td>
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<tr>
<td></td>
<td>Ping for World Day for Consecrated Life (Feb ???, 2022)</td>
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<td></td>
<td>--Download info from serra.us.org website</td>
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<tr>
<td></td>
<td>--Bul Announcement week before</td>
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<td></td>
<td>--Bul Announcement week of</td>
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<tr>
<td></td>
<td>--Other ?</td>
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<tr>
<td></td>
<td>Ping to attend Serra Rally Jan 2022 (date &amp; place TBD)</td>
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<tr>
<td></td>
<td>Ping for Catholic Schools Week Jan. 30-Feb 5, 2022</td>
</tr>
</tbody>
</table>
Session # 3:  
Vocations & Programs  
Functions

Beginning Prayer and Inspirational Reading

- Opening Prayer
- Reading from *To Save a Thousand Souls*, by Father Brett Brannen:
  - Story p. 17 "Priests Counsel and Guide the Suffering"

Club Vocations Efforts 
"Where the rubber meets the road in Serra"

- Primary way to accomplish two key prongs of the Serra Mission:
  - Fostering NEW Priesthood and Religious Vocations
  - Affirming and supporting EXISTING Priesthood and Religious Vocations
SerraSpark.org
"The Vocations Toolkit"

- 25 ready-to-use proven vocations tools that can be easily tailored for a specific parish, diocese or club
- Designed primarily for Vocations Directors
- But most tools can be and are used by Serra Clubs as well
- Can be found at serraspark.org

Vocations Efforts on Two Levels

- Vocations efforts WITHIN the Club
  - Primarily just for club members
  - Tend to be more intense, ongoing, permanent
  - Traditional way many clubs used to operate
- Vocations efforts OUTSIDE the Club
  - Organized by the Club
  - Intended to get ALL Catholics praying for vocations
  - Focus is usually on parish level with support of parish priests

Vocation Activities WITHIN the Club

- Adoration for Vocations (usually monthly)
Adoration for Vocations  
**Two Approaches**

- One Hour Adoration for entire Serra group  
- Multi-hr continuous prayer before Eucharist  
  - "Piggy back" on parishes that have Adoration  
  - 6-hour to 24-hour period  
  - Each hour covered by assigned Serrans  
  - Location rotates between parishes  
  - Provides Serra exposure in numerous parishes  
  - Parishioners invited to attend for vocations prayers via advance bulletin announcements  
  - Allows Serrans with schedule conflicts to participate

Vocation Activities  
**WITHIN the Club**

- Adoration for Vocations (usually monthly)  
- Weekly or monthly rosaries for vocations by individual members (31 Club)

Rosary for Vocations  
**(within the Club)**

- Two approaches:  
  - Group rosaries  
  - Individual rosaries covering each day of the week or month  
  - 31 Club Concept  
  - Allows homebound Serrans to participate
Vocation Activities
WITHIN the Club
• Adoration for Vocations (usually monthly)
• Weekly or monthly rosaries for vocations by individual members (31 Club)
• Adopt a Seminarian program
• Care packages for Seminarians
• Birthday, Christmas cards for Priests & Sems & Sisters
• Altar Server awards & recognition
• International Rosary for Vocations
• Newman Connection info gathering

Newman Connection
www.newmanconnection.com
• 80% of Students Stop Practicing their Faith at Some Point During College
• A key time for vocation callings!
• Bishops believe young people who participate in Catholic campus ministry more likely to consider vocational call
• Serra Club involvement: Assist with gathering and uploading student information to Newman site (information from Catholic high schools and RE programs)
• In past three years, 160,000 students connected with Catholic College Ministries
• Contact oconnelor@newmanconnection.com or 866-815-2034 x 708

Newman Connection (NC) is Simple!
• Catholic HS’s: check to be sure they are sending data to NC
• Parishes:
  1. Contact RE Dir in May to get:
     • Names of RE HS graduates
     • College they will be attending
     • City & State of College
     (In many parishes this information is included in the bulletin on a special Sunday in May to honor HS graduates before they go to college)
  2. Go to newmanconnection.com/ambassador and sign up. This allows you the ability to enter the students’ information directly into the website. (Tremendously helpful & great time saver for NC)
Vocation Activities
OUTSIDE the Club

- Rosary programs in parishes (31 Club)
- Special Adorations for Vocations
- Call By Name program
- Parish Vocations Committees
- Seminarian Prayer Boards & Cards/ Adopt a Seminarian
- National Vocations Awareness Events
  - Priesthood Appreciation Sunday
  - Vocations Awareness Week
  - World Day for Consecrated Life
  - World Day of Prayer for Vocations
- Traveling Chalice/Crucifix/ Statue programs
- Vocations Bible Study

Club Vocations Activities

- Questions
- Comments
- Discussion

Serra Programs Function

- Monthly Meeting Programs
- Special Programs
- Religious Appreciation Events
- National Vocations Awareness Events
Thoughts on Serran Programs

- Focus is on regular monthly meetings
  - The program challenge is for monthly meetings
    - Religious Appreciation events/ordinations tend to be "self-programming"
  - Remember importance to membership retention!
  - Be careful not to "overload" a month with too many scheduled events
  - Be as consistent as possible on dates, times and places for monthly mtgs

Key to Successful Programs

- Line up all speakers at beginning of the year!
- Suggest a topic for speakers to talk on! (Individual vocation stories get dieted)
  Possible topics:
  - For the Voc Dir: "How to Ask"
    - Describe personal prayer life
    - What makes for a good confession
    - What you like best/about being a priest or sister and why
    - Forgiveness
    - How to pray in Eucharistic Adoration
    - What is the diocesan newspaper doing to promote vocations
    - What are RE teachers doing to promote vocations
    - What is spiritual direction

Tips on Program Planning

- Stay focused on vocations
- Consider Outsiders:
  - Focus, Newman Connections, Regional Resources, visiting missionaries, ordered priests, Diocesan news reporters
- Include prayer as part of every meeting
- Have some backup plans
2020 Serra Club Officer Training Slides
Central Region

Other Programs Options

- Pope Francis talk to Serrans 2017
- Fishers of Men DVD
- Holiness Programs (Serraus.com)
- Greg Schwietz presentations (Serraus.com)
  - How to be Top Ten Club
  - Audio of talks at recent Clubs
- Who Really was St. Serra? (Mike Downey)

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Special Serran Programs

- Seminary Visits
  - Weekend trips can be spiritual, educational & uplifting. Consider monthly program to report experience.
- Retreat / Day of Reflection
  - Personal spiritual growth an important part of our mission. Mass, Adoration, Rosary and Reconciliation if possible. Usually Advent or Lent.
- Annual Mass to Pray for Deceased Serrans

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Affirming Existing Vocations

- Priests' Appreciation Dinner
- Bishop Appreciation Dinner
- Sisters' Appreciation Dinner
- Seminarian Lunch
- Ordination Mass

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Natl Vocation Events

- **Priests' Appreciation Sunday** (last Sunday in September)
- **National Vocations Awareness Week** (first full week in November)
- **World Day for Consecrated Life** (First weekend of February)
- **World Day of Prayer for Vocations** (late April or early May—Good Shepard Sunday)

Closing Inspirational Reading and Prayer

- Reading from *To Save a Thousand Souls*, by Father Brett Brannen
  - P. 10 “Priests feed the people of God with the Body and Blood of Jesus”
- Prayer

Club Programs

- Questions
- Comments
- Discussion
Session # 4:

Membership & Communications

Beginning Prayer and Inspirational Reading

- Opening Prayer

- Reading from *To Save a Thousand Souls*, by Father Brett Brannen:
  - Story p. 13 “Priests Bury the Dead”

Why Membership is Important

- “We are marching into a desperate battle, and we need more soldiers!”
  
  – Judy Cozzen, President US Serra

- Need more Prayers for Vocations!
- Need more hands for more service
- Need to grow membership to demonstrate to priests and religious the strong support from lay Catholics!
2020 Serra Club Officer Training Slides  
Central Region

Membership is a PROCESS
1. Create AWARENESS of Serra among Lay Catholics
2. The GENERAL INVITATION to Catholic Community
3. The INDIVIDUAL INVITATION
4. The APPLICATION form
5. New Member ORIENTATION
6. RETENTION:
   1. ENGAGEMENT in Serra Vocations Work
   2. MENTORING & WELCOMING
   3. Advance COMMUNICATIONS of events & programs
   4. QUALITY Monthly PROGRAMS
   5. Engagement in LEADERSHIP Positions

Spring Club Officer  
Training 2020

1. Create AWARENESS of Serra among Lay Catholics
   • Serra-sponsored Vocations Programs in Parishes
     – Parish-wide 31 Club Rosaries for Vocations
     – Eucharistic Adoration for Vocations
     – “Adopt a Seminarian” prayer boards & cards
     – “Call by Name” programs in parishes
   • Planned Publicity:
     – Articles & pictures in Catholic Newspaper (2 x year)
     – Presence on Catholic Radio (quarterly)
     – Bulletin announcements (Monthly or quarterly)
     – Parish ministry fairs
   • Serra Prayer for Vocations Cards in parishes
   • Printed tri-fold brochures in back of all churches

Spring Club Officer  
Training 2020

2. The GENERAL INVITATION to Catholic Community
   1. Tri-fold brochures about Serra with contact information
   2. Bulletin announcements w/ contact info
   3. Business cards w/ contact info
   4. Articles in Catholic Newspapers
   5. Catholic Radio
   6. Serra Prayer cards w/ contact info

Spring Club Officer  
Training 2020
2a. Special Events to Invite

- Annual prospect dinner (informative only—no pressure to join)
  - Challenge: must be of interest to current Serrans too so prospects see the Club in its best light/high membership turnout
- Inviting prospects to Club events involving the Bishop
  - Lay Catholics like to rub shoulders with their Bishop!
  - Option: using most popular events to inform, recruit
- Ask the Bishop & Vocations Director to regularly suggest Serra membership as a way for lay Catholics to actively participate in the Diocese’s vocation efforts!

3. The INDIVIDUAL Invitation

To Whom:
Catholics with a special place in their hearts for Vocations

- 40 - 70 Year Olds / "empty nesters"
- Daily Mass & Adoration Participants
- Parents & Relatives of Priests and seminarians
- Adults in charge of Altar Server Programs
- Parish Vocation Committee members
- Your Catholic friends
- Those recently widowed
- Parishes without Serrans (recommendations from parish priest)

3. The INDIVIDUAL Invitation

Invite with a Strategy

- Triple team each prospect
- "Plan" the invitation to join
- Each member of Invitation Team contacts prospect twice
  - "Seven Touches" required to reach a person
3. The INDIVIDUAL Invitation

The Conversation

- Be Excited, Joyful when talking about Serra
- Share “Mountain Top” Experiences
- Share impact on your own spirituality
- Show impact on Seminarians (notes, thank you’s)
- Talk about support of priests, sisters, bishop
- Cost: $10 per month
- Not about what you get out of it, but what you give
- It's God's work
- It's about the future of our Church

---

3. The INDIVIDUAL Invitation

Be Prepared for Objections

- "I can pray for vocations without being in Serra"
  -- Serra is more than just prayer--service to
     Vocations office & group affirmation and
     support of priests, religious and seminarians
  -- Serra group prayers offer more quality, quantity,
     continuity & effectiveness for vocations
- "Does seem too high"
  -- $10/month
- "Not sure with the Priest Abuse Scandal and all"
  -- Never been more important to affirm and support
     the many good priests and religious unfairly
     tarred by the scandal.

---

4. The Application Form

- Form is confusing to prospects
- Do NOT hand out in blank to prospects
- Pre-fill: Club Name, Number and District No.
  -- (copy for general use by club members)
- Pre-fill: sponsor's name with signature
- Identify required fields for prospect to fill in with
  checkmark or hi-liting
- Include self-addressed, stamped envelope to
  Treasurer & followup to make sure it is received.
# Serra International New Member Application

<table>
<thead>
<tr>
<th>Serra Club of</th>
<th></th>
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<tbody>
<tr>
<td>Club Number</td>
<td>District Number</td>
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## New Member Information

<table>
<thead>
<tr>
<th>Title</th>
<th>First Name</th>
<th>Middle Initial</th>
<th>Last Name</th>
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<tr>
<td>Date of birth:</td>
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</tr>
<tr>
<td>Email address:</td>
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<tr>
<td>Street address:</td>
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<tr>
<td>State:</td>
<td>Postal Code:</td>
<td>Country:</td>
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## Spouse Information

- [ ] Spouse is joining concurrently with applicant named above
- [ ] Spouse is already a Serran (fill out NAME only)

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<thead>
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<th>Name:</th>
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<tbody>
<tr>
<td>Email address:</td>
<td>Telephone Number:</td>
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## Sponsor Information

<table>
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<th>Telephone Number:</th>
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<table>
<thead>
<tr>
<th>Signature of applicant:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature of sponsor:</td>
<td></td>
</tr>
<tr>
<td>Pastor's approval signature (or witness to pastor's approval):</td>
<td></td>
</tr>
<tr>
<td>Serra club officer signature:</td>
<td>Office:</td>
</tr>
</tbody>
</table>

| Date Joined: |  |  |  |  |

- **New Member Fee: $11.75**

- [ ] I have included $11.75 for each new member indicated on this application.
Membership
Initiation Fee $11.75

- Many clubs have gotten out of the habit of paying the initiation fee (formerly $15) and hold apps until the next regular billing cycle
- This delays the applicant from immediately receiving communications from Serra US and Serra Intl.
- The new initiation fee covers all dues until the next regular invoice cycle (no matter when they join)
- Soon it will also include a kit including a new member pin, handbook & certificate

5. New Member Orientation

Options:
- Special meeting w/ club officers to have each explain area of responsibility and opportunities to participate
- New Member Orientation (NMO) recorded webinar
  - 36 minutes with breaks for discussion
  - Should be viewed by new members in presence of at least one club officer
  - Link: [https://serraus.org/new-member-orientation](https://serraus.org/new-member-orientation)
- NMO webinar as monthly program to refresh all members

6. Retention

1. Engage new members immediately in club vocations work
   - Weekly or monthly club rosaries
   - Eucharistic Adoration for Vocations
   - Have them adopt a seminarian
   - Help with Newman Connection data collection effort
2. Mentoring & Welcoming
   - Escort to first six meetings
   - Have all members—new and old—introduce themselves at every meeting
   - Encourage veterans to say hello at meetings
6. Retention
(Cont)

3. Advance Communications of programs & events
   - Regular timely newsletters
   - Email reminders

4. Quality Monthly Programs
   - Scheduled out well in advance
   - Specific, focused topics for speakers to address
   - Vocations focus

5. Engagement in Leadership positions
   - Initially encouraging them to be part of a team or committee
   - Avoid throwing into officer position with no club experience
   - Encourage attendance at regional, national and international conventions/conference calls

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When a Member Quits

- Find out why and report to President & VP Membership (keep data!)
- If the reason is "no time to participate" encourage them to become a Friend of Serra or Emeritus members
- Friend of Serra/Emeritus concepts:
  - Financial support of Serra Club in amount determined by individual
  - Continued inclusion in newsletter mailing (kept in the loop)
  - Opportunity to come to prayer-based events (Serra Masses, Adorations, Rosaries) as time permits
  - No dues to US Council or SJ no official Serra membership

---

Growing Membership is about Sharing the Joy of Serra!

Be a JOYFUL Serran!
Membership

- Questions
- Comments
- Discussion

Spring Club Officer Training 2020

Communications
-- Internal
-- External

Spring Club Officer Training 2020

Thoughts on Internal Communications

- Communications critical to membership retention!
  - "Hard to belong if don't know what's happening"
- Communications Tools
  - Newsletter or minutes
  - Annual Directory (include schedule for year)
  - Websites
  - Things to communicate:
    - Reminders for events
    - Priest anniversaries
    - Schedule changes
    - Seminarist birthdays
    - Deaths or illnesses
    - Current officers w/ email address
  - Methods: email, call tree, teleblasts, newsletter

Spring Club Officer Training 2020
Newsletters

- Purpose is informational, not motivational
  - Simple design
  - Large type for easy reading
- Send same time every month
- Upcoming Events most important part of newsletter
  - Cover schedule for next TWO months just in case
  - Include prayer requests
- Don’t hold up for anything except upcoming events
- Hard copy mailed to homes recommended at least once a quarter
- Consider obituaries of deceased members

Serra Newsletter Award Program

- Submit two consecutive newsletters between Sept 1, 2019 and Sept 1, 2020
- Awards announced at Serra Rally in January
- More information will be coming out in Always Forward, Never Back starting July 2020 about how and whom to submit to.

Final Thoughts on Internal Communications

- Communications depends on the Officer team passing information to VP
  Communications in a timely manner
- The best communications efforts cannot overcome poor planning
External Club Communications

- Publicity
  - Diocesan newspaper articles
  - Diocesan vocations websites
  - Sunday bulletins

Spring Club Officer Training 2020

Communications

- Questions
- Comments
- Discussion

Spring Club Officer Training 2020

Closing Inspirational Reading and Prayer

- Reading from *To Save a Thousand Souls*, by Father Brett Brannen
  - P. 8 "Priests Celebrate the Holy Sacrifice of the Mass"
- Prayer

Spring Club Officer Training 2020