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 Cozzens, 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
Session # 4: Membership & Communications

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

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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
  - Altar Server recognition events
- Planned Publicity:
  - Articles & pictures in Catholic Newspaper (2 x year)
  - Presence on Catholic Radio (qtrly)
  - Bulletin announcements (Monthly or qtrly)
  - Parish ministry fairs
- Serra Prayer for Vocations Cards in parishes
- Printed tri-fold brochures in back of all churches

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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
2a. Special Events to Invite

- Annual prospect dinner (informative only—no pressure to join)
  - Challenge: must be of interest to current Serrans 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, seminarians & Deacons
- 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 & Vocation Director
- Cost: $___ 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

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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
- "Dues seem too high"
  - $___/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.

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4. The Application Form

- Form is confusing to prospects
- Do NOT hand out 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 highlighting
- 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>Club Number</th>
<th>District Number</th>
<th>National Council</th>
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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>
</tr>
</thead>
<tbody>
<tr>
<td>Date of birth:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email address:</td>
<td>Telephone Number:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street address:</td>
<td>City:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State:</td>
<td>Postal Code:</td>
<td>Country:</td>
<td></td>
</tr>
</tbody>
</table>

## Spouse Information

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

| Name: | Email address: | Telephone Number: | |
|-------|----------------|-------------------|

## Sponsor Information

| Email address: | Telephone Number: | |
|----------------|-------------------|

| Signature of applicant: | |
|--------------------------|

| Signature of sponsor: | |
|-----------------------|

| Pastor's approval signature (or witness to pastor's approval): | |
|---------------------------------------------------------------|

<table>
<thead>
<tr>
<th>Serra club officer signature:</th>
<th>Office:</th>
</tr>
</thead>
</table>

| Date Joined: | |
|--------------|

**New Member Fee: $11.75**

- [ ] I have included $11.75 for each new member indicated on this application.
2020 Serra Club Officer Training Slides
Session # 4: Membership & Communications

**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)
- Includes a kit including a new member pin, handbook &
  certificate

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**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://serra.us/online-new-member-orientation-Anytime-Anywhere/](https://serra.us/online-new-member-orientation-Anytime-Anywhere/)
- NMO webinar as monthly program to refresh all members

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**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
   - Wear your Serra Name badges!
   - Encourage veterans to say hello at meetings
**Count On Me!**
**Serra Club of Des Moines**

Name: ____________________________________________

Date: _______________________________________________________________________________________

**Areas Where I Can Help:**

**Vocations Committee:**
- Priesthood Appreciation Sunday
- Circulate Sem Widow Prayer Board
- First Fri Mass Lectoring
- First Fri Eucharistic Ministering
- Organizing rosaries for vocations
- Say a weekly rosary for vocations
- Schedule Adorations for Vocations
- Cover an hour of Adoration for Vocations

**Programs Committee:**
- Help select & contact speakers
- Send thank you notes to speakers
- College Connection for Catholics
- Invite Serran widows/widowers
  - To certain events
- Assist with First Fri coffee/rolls

**Communications Committee:**
- Help with Newsletter
- Take pictures for newsletter
- Help distribute newsletter/mailing
- Help with Serra website
- Make phone calls to members
- Send Anniv cards to priests

**Membership Committee:**
- Contact potential new members
- Help with Orientation of new Serrans
- Help with Induction Ceremony
- Work on Retention Subcomm
- Keep Inventory of pins, brochures, DVD’s etc.
- Keep inventory of club items
- Help with annual directory

**I would be willing to serve on one or more of the following subcommittees:**

- Seminarian Brunch (Aug)
- Priest Appreciation Dinner (Fall)
- Bishop Appreciation Din (Fall)
- Sisters Appreciation Din (Spgr)
- Assist with planning Annual retreat

**Just call me when you need help and, if I’m free, I’ll help**

Name: ____________________________________________

Preferred Phone No. ____________________________________________

Email: ____________________________________________
6. Retention
(Con't)

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

When a Member Quits

• Find out why and report to President & VP Membership (keep detailed)
• If the reason is "no time to participate" encourage them to become a Friend of Serra or Emeritus member
• 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 SII no official Serra membership

Growing Membership is about Sharing the Joy of Serra!

Be a JOY-FILLED Serran!
2020 Serra Club Officer Training Slides
Session # 4: Membership & Communications

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,
  WhatsApp, Groupme, Viper

Spring Club Officer
Training 2020
Newsletters

- Purpose is informational and 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
May Meeting

Our meeting will be at Cutler-O'Neill-Meyer-Woodring Chapel and Reception Center at Walnut Hill Cemetery Thursday May 12th at 6 p.m.

Come and enjoy some chicken and potato salad.

We will review our National Day of Prayer for Vocation activities as well as doing some planning at this meeting for our helping with the May 29th IPF dinner.

Serran Pam Ratigan [1943-2017] is known to many for her tireless work as a volunteer in the Council Bluffs community. She certainly helped St. Patrick's Church, attending daily Mass, assisting as a lector and Eucharistic minister as needed, helping with the desserts for the St. Patrick's Festival in March, working the Rummage Sale in May and October. Once a month on Monday evening, she participated in Catholic Daughters, giving a ride to one who needed a lift. Once a month on Tuesdays she could be seen at the Phoenix House, a shelter and advocacy center for those enduring domestic abuse and or sexual violence. Pam helped with their recycling of paper, glass, and cans just as she did in the church hall at St. Patrick's. I think of her as the Recycling Queen. She not only procured the bins in the church hall for the recyclables, loaded her car with the materials when the bins were full, and delivered it to local recycling centers, she also dumpster-dived on occasion to retrieve earthly resources that could be reused. She sang with the Memorial Choir at funerals and helped with funeral dinners served in the parish hall. Every Wednesday morning, she joined the Sewing and Craft group, making lap, baby, and bed-size quilts that were donated to nursing homes, Birthright, Gabriel's Corner, Children's Square, MOHM’s [Messengers of Hope Ministries], veterans.

Nursing was her career. Being present for important life events of her children and grandchildren was another passion. Her desire for "efficient economy" led to a decision to have both knees replaced at the same time so as to incur only one anesthesia, one recovery, one hospitalization, and one rehabilitation period. That seems like true grit. She traveled far distances to be with family, going to Japan to be with her son and his family. She helped aging persons with daily tasks.

The above are just a few of the many things she did to make life worth living for herself and others. Her example continues to inspire others to make good use of our time on earth and good use of the earth's resources with gratitude for what we enjoy and hope of renewing all that we can for future generations. God Bless Pam as she has blessed us. May light perpetual shine upon her.

Written by Linda Chevalier
Calendar

Dates to Remember:

May 12th (Thursday) .......... Monthly Meeting at Cutler O'Neil / Walnut Hill Meeting Room 6 p.m.
May 27th (Saturday) ........... Help setup for IPF at Creighton
May 29th (Monday) ............. IPF Welcome Dinner at Great Hall - Queens
June 3rd (Saturday) ............ First Saturday, Holy Family 8 a.m.

Birthdays

May 16th ...................... Nick Stark
May 20th ...................... Charles Wuebker
Upcoming Events

Due to the COVID-19 response, all public worship and all Serra Club events are canceled until further notice.

President's Message

It should be no surprise that our club has cancelled all activities for the immediate future. We trust that this is a temporary situation that will change and allow us to return to normalcy soon. But life for Catholics continues.

The four seminarians who were in the Holy Land for nine weeks have returned safely. Now the seminarians at Mundelein have returned to Dubuque and are living at the Vianney House. Both Mundelein Seminary and St. Pius X at Loras College have suspended all classes on campus. The men are taking online classes. They are living in community and praying together in ways that include daily Mass and the Liturgy of the Hours.

Divine Word College is also conducting their learning online. The students are still on campus except for those who live in Dubuque. The Serrans will miss not being able to share the cultural dinner and evening prayer that we usually experience this time of year.

While there are limitations on many activities right now there is no limit to the amount of prayer that we can offer. We must continue to honor our prayer commitments. Studying will require extra effort and discipline for seminarians and students. It would be good to provide extra support and encouragement to them and to ensure that they know we are praying extra hard for them.

Finally, for our own spiritual growth we are fortunate to have technology that allows us to join others in praying and participating in Mass through electronic means. Masses are live streamed on the internet from many sources. The Archdiocese of Dubuque is streaming Sunday Masses, and there are priests around our archdiocese and around the world who are live streaming Masses every day. Even though we cannot be physically present at these Masses, we can receive a spiritual communion. Below, please find a prayer for a spiritual communion that can be prayed while viewing a Mass or at any time of the day. Let us pray fervently and frequently with faith for protection for our Church, our country and each other during this challenging time.

Siempre Adelante!
Always Forward!
Chuck Olson
Phone: 563-590-3143
E-mail: cjolson@mehsi.com

An Act of Spiritual Communion

My Jesus, I believe that You are present in the Most Holy Sacrament. I love You above all things, and I desire to receive You into my soul. Since I cannot at this moment receive You sacramentally, come at least spiritually into my heart. I embrace You as if You were already there and unite myself wholly to You. Never permit me to be separated from You. Amen.
Dubuque Area Serra Club Board Meeting – Meeting Minutes from March 4, 2020

Present: John Freund, Joyce Honkamp, Karen Michels, Chuck Olson, Mark Singsank, Len Uhal, Jim Unsen
Absent: Deacon Travis King, Pat O’Neill

President Chuck Olson called the meeting to order at 12:00 pm.

Approval of minutes from January 8, 2020 board meeting: Motion to approve by John Freund, second by Jim Unsen. Approved

President’s Report - Chuck Olson: Chuck noted that ordination for the new diocesan transitional deacons and diocesan priests is May 22 and May 23. He suggested taking RSVPs from Serra members so the appropriate number of pews could be reserved.

Treasurer’s Report: As of February 29, 2020, the Serra account has $11,201.97.

Membership Committee: Karen has visited with a few people who are interested in joining the club. She will continue to share information with them. All members are encouraged to visit with friends and fellow parishioners about joining the Serra Club.

Program Committee: Upcoming programs:
- March 25 – Sr Mary Paynter, OP – Canonization of Fr Samuel Mazzuchelli
- April 22 – Fr Richard Kuhn – Vocations in retirement
- May 27 – Brad Markham – Confraternity of the Rosary
- Please mark your calendars
  - Wednesday, June 10 – Serra Picnic for Sisters
  - Wednesday, July 22 – Serra Picnic for Priests, Brothers, Deacons and Seminarians
Please submit any ideas for program speakers to Joyce Honkamp.

Vocations Committee: No Report

Communications Committee: No Report

Old Business: Chuck discussed the need to find ways to get the new members involved in the various club activities and committees. New members are encouraged to volunteer. Chuck also discussed the need for new club officers. Members will be asked to consider becoming officers.

New Business:
- The annual 6th grade Vocation Days is Tuesday, March 10 at Divine Word College. This event is sponsored by DAVA (Dubuque Area Vocation Association)
- The NRV (National Religious Vocation Conference) is hosting its annual regional meeting May 4-6 in Dubuque this year. Len Uhal, who is a member of the national board of NRV, asked the club to consider being a sponsor for the event. John Freund motioned to sponsor at the $250 level, second by Jim Unsen. Approved.

The next board meeting is Wednesday, April 1, 2020.

Adjournment: Jim Unsen motioned to adjourn, second by John Freund. The meeting adjourned at 1:15 pm.

Respectfully submitted by Mark Singsank, Secretary

Please remember the Serra Club of Dubuque in your will and support Serra activities for years to come.
COMMUNICATIONS VICE-PRESIDENTS ------YOUR NEWSLETTER IS A POWERFUL TOOL

The best part of any Club is their newsletter because it can be the monthly motivation for service plus a quick event reference for members. Another benefit: as you file away your newsletters in chronological order, they become an official record of the Club's History.

You, as VP of Communications, are the editor but, the more inclusive it becomes, the better tool it is for your Club. You should not have to do all the reporting – in fact you shouldn’t. If you ask each Officer (President, Secretary, Treasure, VP's of Vocations, Membership, programs) to write their own column, your newsletter will go together quickly. Columns don't have to be long and extensive but they need to have CURRENT news (activities). It will keep each officer focused on what they are doing and on keeping their area of interest fresh and active. Appoint a member-photographer who will provide pictures of speakers and activities throughout the year. You can keep focused on news from your District Governor, USAC or SI.

Your front page should focus on something your Club has done in the last month i.e. helping your Vocations Office with a discernment event, some membership event, or a recent presentation at a local parish etc. etc., etc. But also on your front page, where members can see at a glance, should be AN UPCOMING EVENTS CALENDAR. We divide our front page into two columns – one large and one small...the right one being the smaller one and perfect for your calendar.

(On the layout button of your computer, click on “Layout” then on columns...then “more columns”...choose the “right preset” button to format your page.)

Once you have your articles from your Club Officers, you can put the letter together. Now you just need to fill in the area not used by your officer’s articles. Some “Filler” ideas we use are:

- New Member feature
- Prayer Requests for sick members
- Mail Bag – to share any letters the club receives
- Deceased Members memorials
- Outstanding Serran – to feature one of your members
- Unsung Angel - a special member who does the little things that usually don’t get noticed.

An important tool for you is a “Newsletter Run Sheet” The Monthly Run Sheet should have a check off list of Articles you regularly have and the Variable items you want in your current edition. (A Sample Attached)

Submitted by

[Signature]

District 7 (Mike)
External Club Communications

- Publicity
  - Diocesan newspaper articles
  - Diocesan vocations websites
  - Sunday bulletins
  - Facebook
  - Twitter
  - Instagram

Communications

- Questions
- Comments
- Discussion

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