



Catholic Daughters of the Americas®

ALTOONA-JOHNSTOWN DIOCESAN MEETING
SATURDAY, SEPTEMBER 10, 2016
HARKINS HALL—TYRONE, PA
BY: PENNSYLVANIA STATE MEMBERSHIP TEAM

MEMBERSHIP *Workshop*

1) What is it?

2) Why do we do this?

3) Help is available ...

- Local Members
- Diocesan Membership Committee
- State Membership Team



4) Membership Form

5) Summary

With Mary's help

WE ... CAN DO ANYTHING!



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SATURDAY, SEPTEMBER 10, 2016

HARKINS HALL—TYRONE, PA

By: Pat Gildea, Altoona-Johnstown Diocesan Membership Representative

MEMBERSHIP

Workshop

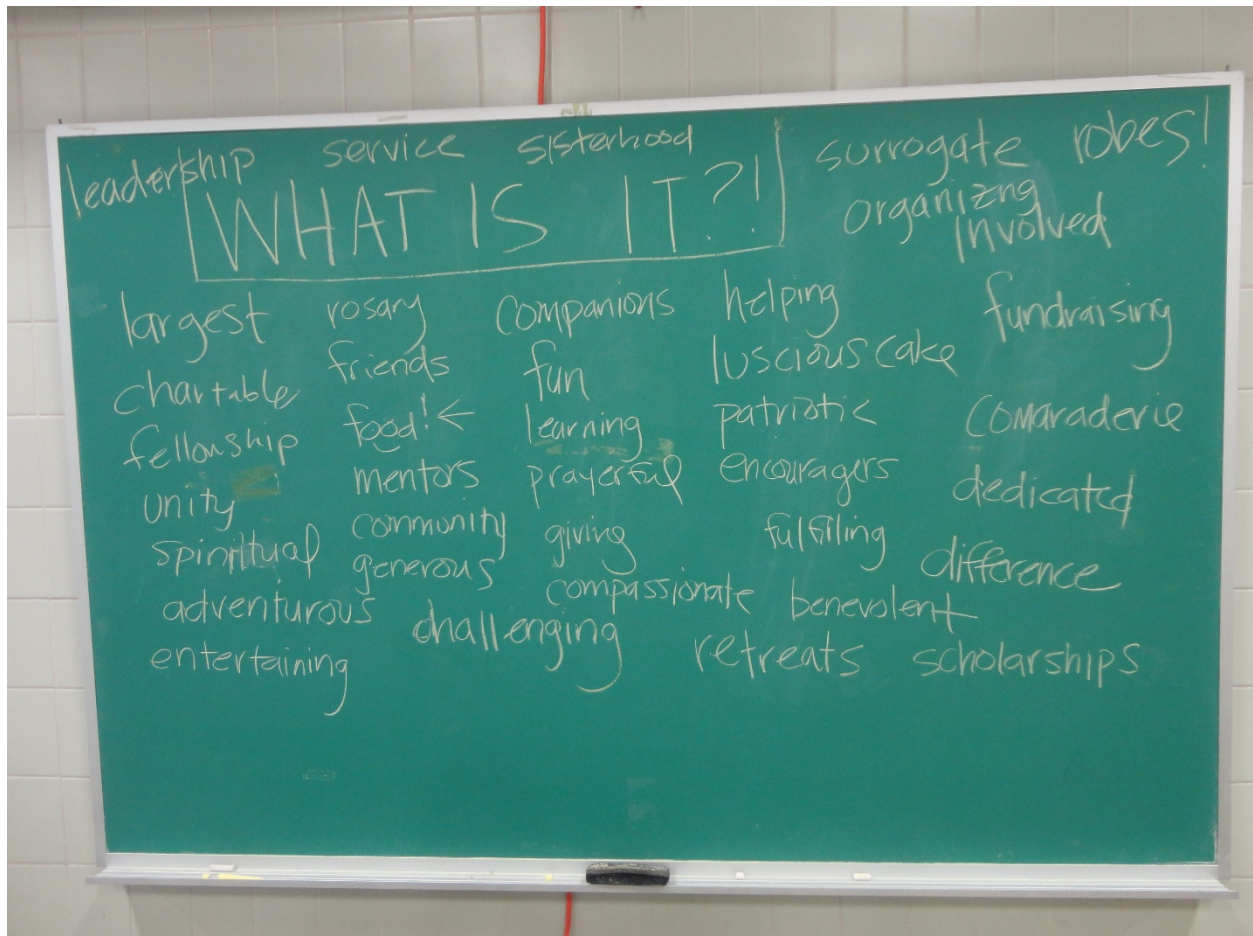
1.) WHAT IS IT?

(these aren't Pat's notes; I don't have them. I'm just paraphrasing from the workshop we did.)

Recruitment at the Campus; the Involvement Fair. When I approached someone and asked about joining the Campus Court of Catholic Daughters, their response was almost always ... "What is it"?

So, tell me, in one or three words, what is CDA to you; what does it mean, represent ...

The following are the responses that were on the board.





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By: Pattie Fromknecht, State Membership Team

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2.) WHY DO WE DO THIS?

Before I begin, I'd like to mention at the 56th Biennial National Convention Catholic Daughters of the Americas instituted the first Saint Faustina Membership and Court Development Award.

Each state who brought in at least one court during the course of the past two-year term, were awarded a Saint Faustina pin in honor of all of their work in membership for Catholic Daughters. Pennsylvania recipients were Janet Oesterling, Pat Gildea, and Margaret Novak. We're very proud of all of you!

So, why do we have Membership Drives? Why do we seek new members? Why do we want to keep the ones we have?

A lot is simply to share our love for God, country, and neighbor. To evangelize and share the good Word of our Lord. To help serve by being patriotic members of not only our country but of our Order. To be there for our neighbor, near and far, with a helping hand, a listening ear, a warm heart. We all need friends; and to have friends who share your faith, your ideals, your values ... all the better.

I was reminded of a favorite quote at the National Convention this past summer. Olga Samaniego, now our National Regent-Elect was speaking on membership. Olga said, *"In 1969, this was the age of Kennedy, we didn't have to search for volunteers, because we were all listening to his words, 'ask not what your country can do for you, but what you can do for your country.' Volunteers were flocking to us. It is a different world (today.)"*

We don't have members looking for us, we have to reach out to them. We have to invite them into our lives, into our courts. We have to give them a reason to belong and a sense of belonging.

When we're happy, joyful, active, loving, engaged, ... others will want to follow. It still might take that personal invitation, but think about the ladies you see at Mass on Saturday or Sunday? Do you see them at your meetings? Are they members? Invite them to your next event or meeting. Our Bylaws state that members can attend three meetings while discerning membership. Take a look at the reasons shown on the board ... a few of my favorites ... *Spirituality and Service*. They go hand and hand. Spirituality ... how we express our faith in the Lord and Service ... how we express that faith in His mission. Let's make the world a better place, together, in *Unity and Charity*, as sisters in faith!

I was thrilled when Helene announced our theme for the next two years, *"Serve the Lord with gladness"* Psalms 100:2. Let us ask others to join with us and do the same!



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HARKINS HALL—TYRONE, PA

By: Angela Balog, State Membership Team

MEMBERSHIP

Workshop Agenda

3.) HELP IS AVAILABLE – LOCAL COURTS!

RECRUITMENT: THE KEY TO ORGANIZATION SUCCESS

From: Missouri State University Office of Student Engagement (original source: University of Nebraska Student Organization Advisor Guide, 6/2011) and Balog's Management Lessons on Motivation and Leadership

Recruiting members is the most critical component to organization success. The following suggestions will help make your organization's recruitment efforts more successful.

KNOW AND UNDERSTAND YOUR ORGANIZATION

- Conduct an organizational meeting to discuss **goals and objectives**. Are your goals still accurate? Is it time to update them? Where do you plan for the organization to be in six months? A year? Make sure everyone knows them!
- Discuss a **theme** for the year. Do you have a specific charity or organization you always help or a new powerful project that you are planning? Are you partnering with another organization that people are familiar with, or already belong to? Be sure to tell people about it!
- Develop a **membership profile**. What type of people do you need to help the group succeed? Who would you like to have join? Who would complement your current membership?
- Remember **what made you get involved**. What attracted you? How were you recruited? If you were not, how did you hear about the organization? Why did you stay involved? That's the story you want to tell!

SET RECRUITMENT GOALS

After identifying the type of people you want in your organization, **set some recruitment goals**.

- Goal setting can be a powerful tool for recruitment. Set SMART goals:
 - Specific – an actual number (bring one, get one, etc.)
 - Measurable – track new members and celebrate your progress (helps to track in a visual way)
 - Agreed upon – everyone should know the goal
 - Realistic – not too lofty, but not too small - attainable
 - Timely – give yourself a time limit (within this year, during lent, in this month, etc.)
- Keep your **membership profile** in mind. When designing your recruitment strategy, ask yourself what places do these prospective members most likely frequent? Do they have special interests? What kind of publicity would attract their attention? Who do I need to sit at my recruitment table in the parish

hall or narthex to **attract** certain individuals? (we are always inclusive, but it is common to want to attract younger members – young people attract young people – this is human nature)

GET EVERYONE INVOLVED

Have your current members identify people they know want to get involved – a short list.

- **Personally invite** them to attend a meeting. This is the bring one, get one strategy. Word-of-mouth is the best and least expensive type of publicity you can use. But....do not expect a person to come to a meeting in a room full of people they do not know. A good strategy for this is to offer to meet the prospective member somewhere and go to the meeting together. Then, personally introduce the person to others at the meeting and share something that they have in common (Hi Sally, this is Jane. Jane's daughters go to Wolf's School of Dance just like yours!) This starts an inviting conversation between the two women.
- **Talk about** your organization and what you are doing – with everyone! Tell people what you have to offer them. Ask them about themselves—and really listen.
- **Sell your organization and the benefits** of membership. Always think – “what’s in it for them?”. Show how the organization can benefit someone like them. Personalize the message to each potential member, and let them know how their talents, skills, and interests would help the organization.

DESIGNING AN ADVERTISING CAMPAIGN USING VISUAL ELEMENTS

Recruitment campaigns need to have a visual element.

- Have those members with artistic talents work on your posters, flyers, banners, and bulletin boards. Be creative.
- Get the publicity up early enough because it is only effective if it is noticed. In marketing, frequency is important – the more times that people see it, it holds in their memory longer and pushes them to action.
- Use multiple methods – speak during mass, utilize the church bulletin, ministry fairs, email, posters/banners/bulletin boards, hand out cards/invitations, videos, social media (like Facebook), etc.
- Send a consistent message throughout your promotional materials. Create a simple, memorable tagline – “spirituality, service, and sisterhood” - #2702
- Create a card for all members to carry and give out to prospective new members that they talk to – Top 10 reasons to join CDA with date/time of meetings on back
- If you have a recruiting event (say, a ministry fair), communicate with those interested women as soon as possible – it will be fresh in their minds. Send a card, email, call them, get them more information about CDA to keep their interest ignited and continue to spark their curiosity for more!

Remember, personal contact is always better than 1,000 flyers and newspaper advertisements. People join organizations because they like the people they find there. Nothing can replace the simple act of getting to know someone and asking them to join the organization.

And when all else fails.....FEED THEM!



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HARKINS HALL—TYRONE, PA

By: Janet Oesterling, State Membership Chair

MEMBERSHIP

Workshop

2.) HELP IS AVAILABLE – PENNSYLVANIA STATE TEAM!

1. Decide on an event that you can invite prospective members to come to so they can meet your members and hear more about Catholic Daughters, your charities, goals, and your organization.
 - a. Regular scheduled meeting
 - b. Coffee or tea party
 - c. Roundtable
 - d. Pizza party

TO GET YOUR EVENT STARTED

2. Talk to your priest or send him a letter seeking approval to speak at all Masses or to ask permission to set up a table in back of Church after all Masses.
 - a. Sample letter enclosed that you can send to pastor.
 - b. More than one parish in your court? Adapt the letter and send it to all parishes.
 - c. If you send a letter, call him to set up an appointment to talk to him about scheduling your Mass talks.

GETTING THE MESSAGE OUT

3. Public Relations:
 - a. Sample bulletin announcements are enclosed.
 - b. Talk to the parish secretary to set up dates for the announcements to be in the bulletin.
 - c. Use posters from the National membership packet.
 - d. Follow time frame given for each announcement to be put in the bulletin.

MASS PRESENTATION

4. Mass presentation:
 - a. You are encouraged to add local information, but are not to delete anything from the presentation.
 - b. You can include local court information; i.e.: charities, projects, and social events.

SET UP BEFORE MASS

- c. Be present a half hour prior to Mass to speak to women coming into church.
- d. Set up in vestibule or back of Church.
- e. Display your banner.
- f. Have a Blessed Mother Shrine as you do at your meeting.
- g. Have membership brochures available (in membership packet from National or order separately from National).
- h. Display SHARE magazines.
- i. **Very important** – have a signup sheet for names, phone number, and Email addresses of prospective members so that you can contact them about the upcoming events.

BEFORE THE ORIENTATION EVENT

5. Place the event announcement in bulletin two weeks prior to event.
 - a. Telephone prospective members to remind them of time and dates of the event two days prior to the event.

AT THE EVENT

6. Have available for the event:
 - a. Overview explaining our organization.
 - b. Signup sheet for those in attendance.
 - c. Membership applications for them to sign.
 - d. Dues can be paid now or at their first meeting before they take the pledge.
 - e. New members received at a meeting, will attend the next formal reception of new members.

If you did not purchase the membership packet from National that has everything in it that you will need to do a membership drive, purchase membership applications, the three membership brochures, posters, and 10 reasons to join from National. The 10 reasons to join needs the contact information on the back of the card filled out.

Be prepared to give a report on the progress of your membership drive at your Diocesan meeting.

God Bless you and your court for a successful membership drive.



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MEMBERSHIP

Workshop

2.) HELP IS AVAILABLE – PENNSYLVANIA STATE TEAM!

A) PLAN

1. To develop plans for a membership drive, you will first need to decide on a social wherein you can invite prospective members to come, so that they can meet your members and hear more about the Catholic Daughters, our charities, goals and the organization.

B) APPROVAL/NOTIFICATION

1. Approval to speak at Mass (See Addendum I)
2. Bulletin announcements (See Addendum II)
3. Mass talk (See Addendum III)
 - a. You can add information to the Mass talk, but we ask that you not delete anything, so everyone receives the same information.

C) YOUR LOCAL DRIVE

1. Set up at the Church 30 minutes prior to Mass to set up and greet incoming parishioners.
2. In the vestibule/greeting area set up on small table.
 - a. Display banner
 - b. Statue of Mary
 - c. Sign-up sheet for perspective members
 - d. Pamphlets
 - e. Share magazines
3. Handouts needed for drive – available from the National Office.
 - a. Membership Packet \$26 includes
 1. 25 #167 Unity and Charity
 2. 25 #174 Invitation to Join
 3. 25 #180 10 reasons to join CDA
 4. 25 Membership Applications
 5. 3 Recruitment Posters

E) MEMBERSHIP DRIVES

1. Plan at least one membership drive a year for all parishes represented in your court.
2. Ask state membership representative to speak at Mass, if you feel this would be more effective in your parish. You should have members to man a table in vestibule/greeting area to show their interest in getting new members, organize an Orientation Program for prospective and current members to give them more information about CDA.

F) EXPENSES

1. Each court is responsible for any expenses, i.e. travel, food or lodging, incurred by the State Membership Team when asked to participate in a membership drive for the court.

G) COURT CONTACT WITH DISTRICT DEPUTY

1. Keep in contact with your District Deputy concerning your membership drive. Ask for her help in developing plans best suited for your court. Or contact the State Membership Chairman.

H) STATE MEMBERSHIP TEAM ASSIGNMENTS BY DIOCESE

State Membership Chair	Janet Oesterling 814-355-7730 jmoest@yahoo.com
Allentown	Janet Oesterling 814-355-7730 jmoest@yahoo.com
Altoona-Johnstown	Pat Gildea 814-695-2965 pagildea1@gmail.com
Erie	Pattie Fromknecht 814-949-9130 JRFrom@aol.com
Greensburg	Susan Sharer 814-932-5182 sesharer@aol.com
Harrisburg	Susan Sharer 814-932-5182 sesharer@aol.com
Philadelphia	Janet Oesterling 814-355-7730 jmoest@yahoo.com
Pittsburgh	Susan Sharer 814-932-5182 sesharer@aol.com
Scranton	Janet Oesterling 814-355-7730 jmoest@yahoo.com
Secretary	Margaret Novak 814-735-3386 cdamargaret@gmail.com
Campus Courts	Angela Balog 814-934-8958 ABalog@francis.edu

ADDENDUM I LETTER TO PRIEST (CONTINUED ON PAGE THREE)

Dear Father:

We are looking for enthusiastic Catholic women at least 18 years of age to further the works of the Catholic Daughters of the Americas in the Church and our local community. We are asking your permission to publicize and encourage women in your parish to join Catholic Daughters of the Americas, Court _____.

We are interested in increasing our membership and we would like to invite the women from your parish to join us. Would it be possible to for us to speak briefly at the Masses on the weekend(s) of _____?

I'm looking forward to hearing from you within the week concerning these dates. Please feel free to contact me if you have any questions in regards to Catholic Daughters.

In Unity and Charity,

Name

Address

Phone Number/e-mail

ADDENDUM II BULLETIN ANNOUNCEMENTS

The following are announcements that you can use for a local Court membership drive. It's best to use the same contact person on all announcements. Give to the announcements to the parish secretary or bulletin editor.

To be used 3rd weekend prior to the Mass talk

The Catholic Daughters of the Americas extends an invitation to enthusiastic Catholic women, at least 18 years of age, to join one of the oldest and largest Catholic women's organization in the world. Under the patronage of the Blessed Mother, our purpose is to promote the spiritual, charitable, and educational programs of the church. We help build the quality of life for people in our parish and community; promote the teachings of the Holy Father; and, enjoy the friendship of other Catholic women. Please check your bulletin for an upcoming Catholic Daughters event. For more information, you may contact _____ at _____ (phone/email).

To be used the two weekends before the Mass talk (the week prior and week of)

Members of Catholic Daughters of the Americas, Court _____ will be available the weekend of _____ to speak to any Catholic woman, at least 18 years of age, who would be interested in joining our Court _____. Please stop by their table to talk with them. For more information, you may contact _____ at _____ (phone/email).

Orientation Program (weekend of our visit plus two more weekends)

A Catholic Daughters of the Americas Orientation Program for Court _____ will be held on _____ at _____ Church, located at _____ at _____ am/pm, for any ladies at least 18 years of age, interested in learning more about the Catholic Daughters. Come and meet with the ladies of Court _____. For more information, you may contact _____ at _____ (phone/email).

ADDENDUM III MASS TALK

Good morning/evening. My name is _____ and I am a member of the Catholic Daughters of the Americas speaking to you for Court _____ # _____ in _____ (city).

The Catholic Daughters of the Americas is one of the oldest the largest Catholic women's organization in the world, started in 1903 by the Knights of Columbus. Since the beginning we have grown and developed under the patronage of the Blessed Mother with the motto of *Unity and Charity*. The members are united by their faith in Jesus and their devotion to the Church and the Holy See.

The purpose of the organization is to participate in religious, charitable, and educational programs. National Catholic Daughters focus on five charities such as Smile Train and Habitat for Humanity, as well as many state and local charities of interest to our court.

Catholic Daughters of the Americas engage in spiritual programs, which provide us, the members, with the opportunity to develop our special God-given talents. With these talents, we can positively influence the welfare of the Church and all peoples throughout the world. We are concerned Catholic women, at least 18 years of age, speaking out for the advancement of human rights, and working through our national programs, which reflect current issues in the Church and society. We are women who work in our local parishes and communities.

Catholic Daughters is not only about sharing one's time, talent, and treasure. The benefits of belonging are many. The gratification in helping someone in need, increasing spiritual growth, not to mention making new friends in our Catholic faith.

When you allow yourself to become a part of this organization, extraordinary things can happen. We are Catholic women who together can change lives in a meaningful way. The challenge to become involved has never been greater. Join Court _____ to help make a difference. They meet at _____ (time) on the _____ (1st, 2nd, 3rd, 4th) _____ (day of the week) of each month in the _____ (meeting place).

We invite you to stop at our table in the vestibule to receive more information about the good work Catholic Daughters of the Americas do!

We thank Father/Monsignor _____ for giving us this time and we hope to speak with you personally after Mass.

Thank you for your attention.



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HARKINS HALL—TYRONE, PA

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MEMBERSHIP

Workshop

4.) LOCAL COURT MEMBERSHIP FORM

Our State's Local Court Membership Form helps our State Membership Chair, Janet Oesterling to do her job. It tells her about the health of our courts. Just as Olga Samaniego, now National Regent-Elect, was able to report at the National Convention on the state of our Order, Janet needs to be able to do the same.

Olga was able to tell us how many members we lost (many have gone to meet the Lord) and gained in the last two-year reporting period. Although we haven't replaced what we lost, Olga told us it is the best it has been and we are on the rise! Remember, **Bring One Gain One!** BOGO!

These reports not only help Janet understand our numbers, as Olga does, but they help us, help each other. Please, remember to briefly mention, on the back of the form you brought in new members, so Janet can share your good works, your ideas, with others.

Twice a year, when you have your Financial Review, remember to send Janet your Local Court Membership Form.

Olga shared too with us the winners of the National Local Court BOBO Contest: The initial size of the Court was taken into consideration.

1-74 members	3 rd place IA	$22 + 23 = 45$
	2 nd place LA	$58 + 70 = 128$
	1 st place CO	$30 + 38 = 68$
75-150 members	3 rd place TX	$122 + 54 = 176$
	2 nd place LA	$82 + 40 = 122$
	1 st place TX	$107 + 57 = 164$
+150 members	3 rd place TX	$169 + 32 = 201$
	2 nd place IA	$163 + 40 = 203$
	1 st place TX	$225 + 90 = 315$

The State Court BOGO Contest Winners were:

2 nd place	5 Courts	\$300 plus a plaque	LA
1 st place	15 Courts	\$500 plus a plaque	TX



**Catholic Daughters of the Americas
 Pennsylvania's Semi-Annual Membership Report
 Please Mail Immediately After Each Financial Review**

Keep one copy for your records and mail one copy to:

Janet Oesterling, State Membership Chair
 220 Mt. Hollow Farm Lane
 Howard, PA 16841

If you have any questions, comments, or concerns, please contact
 Janet either by phone or Email at: 814-355-7730 jmoest@yahoo.com

Court Contact Information

Court Name:	Court Number:
Regent Name:	Phone Number:
Regent Full Mailing Address:	
Regent Email Address:	
Financial Secretary Name:	Phone Number:
Financial Secretary Email Address:	

Reporting Period – Please Enter the Date and Check Time Period Below

Today's Date:
Reporting for <input type="checkbox"/> First Period (April 1 – September 30)
Reporting for <input type="checkbox"/> Second Period (October 1 – March 31)

Description	Count
1) Total Current Members at the Beginning of this Period	
New Members from Membership Drive	
New Members from Other (Describe on the back) Sources	
Members Transferred In	
2) Total Members Added During this Period	
Deceased Members	
Resigned Members	
Members Transferred Out	
3) Total Members Deleted this Period	
Total Current Members (1), Plus (+) Total Added Members (2), Minus (-) Total Members Deleted (3) 4) Equals (=) Total Members this Period	

- 1) New members from other sources/special events describe briefly on the back.
- 2) Briefly share your Membership Drive/Recruitment ideas on the back, including the date(s) of your most recent Membership Drive.