

STEPPING INTO THE BREACH

TOOLKIT AND RESOURCES

FROM THE 140TH SUPREME CONVENTION



**Knights of
Columbus®**

A RESOURCE FOR OUTREACH —
AT THE LOCAL, DISTRICT AND STATE LEVELS

2022-2023 FRATERNAL YEAR



*“A Knight is someone who **steps into the breach** with actions that exemplify charity, unity, fraternity and the hope that comes from a relationship with Jesus Christ, our King.”*

– SUPREME KNIGHT PATRICK KELLY

TOOLKIT COMPONENTS

1. TALKING POINTS
2. KEY PROGRAMS AND INITIATIVES
3. RESOURCES
4. INTERNATIONAL AWARD WINNERS

Held annually, the Supreme Convention offers Knights the opportunity to celebrate the accomplishments of our members and our Order, renew our commitment and discuss priorities for the fraternal year ahead. This toolkit offers fraternal leaders and all brother Knights an overview of priorities coming out of the 140th Supreme Convention held in Nashville, Tennessee this past August.

Drawing from the themes, presentations and remarks delivered and discussed at convention, these resources are intended to help members share our key messages and mission with others throughout the year. Use these tools to engage members, families, parishioners and the wider community, including those who can benefit from our financial solutions and insurance products. These resources will also surely help to engage members in embracing new projects, programs, or initiatives and, in so doing, allow more men to reap fulfilment from their participation in our Order.

By using these resources, we are confident you will be better able to encourage eligible men to join our Order and step into the many breaches that exist in our local communities, and our world.



Find these resources and more on your **ONLINE SUPPLY STORE.**





These are the main takeaways and talking points coming out of the 140th Supreme Convention that we encourage members and leaders to convey.

Men of action

“Knights are men who step into the breach with concrete, charitable action, fueled by faith.

Leaders for life

“Knights stand firmly in support of life. We stand tall behind what we’ve done in support of the movement. There is much more to do.

Firm in the faith

“A strong faith is and must be at the heart of our work. Given today’s challenges, we are redoubling our efforts in the area of faith formation and spiritual revival.

Growing Catholic fraternity

“Membership is growing – now is the time to aim even higher.

Financially strong, Committed to charity

“Financial solutions are among the original signs of our charity. This now includes access to insurance, investments and philanthropic products and services for eligible members, individuals and institutions.



ABOVE: A Knight in action – serving as a partner in a community baseball league.

BELOW: Through our landmark Ultrasound Initiative, the Order has donated close to 1,600 ultrasound machines.



Men of action

Charity, our first principle, impacts lives at home and around the world. We can see it in our disaster relief efforts in places like Kentucky, Louisiana and Haiti; our contributions to Special Olympics; our work in the Middle East, the cradle of Christianity and, since February 2022, our response to the invasion of Ukraine.

Local charitable work

During the past fraternal year, we donated more than \$154 million to worthy causes, large and small, stepping up with close to 48 million hours of volunteer service.

\$154 million

Amount donated to worthy causes by our members in the last fraternal year

48 million

Hours of volunteer service by our members

“The world needs men who will match these times. And we have risen to meet this challenge.”

— SUPREME KNIGHT PATRICK KELLY



Go to kofc.org/convention to read the 2022 Annual Report of the Supreme Knight and discover the full story.



\$19 million

Donations to our Ukraine Solidarity Fund (as of end of summer 2022)

\$10.1 million

Donations to food drives

\$3.7 million

Donations to Special Olympics



ASAP (AID AND SUPPORT AFTER PREGNANCY)

Help mothers and babies by supporting pregnancy resource centers and maternity homes.



Leaders for life

Life, from the moment of conception to natural death, is sacred and the fundamental right from which all other rights stem. In all our jurisdictions, this fundamental right will continue to be under attack, and it is our duty as Knights to stand in support of life. With the recent reversal of *Roe v. Wade*, now is the time to double down on efforts to help expectant and new mothers, make our voices heard to change the culture, and grow our life-affirming programs, locally and nationally.

Aid and Support After Pregnancy initiative (ASAP)

In 2022-2023, we count on your participation to launch and grow our newest initiative, ASAP. This matching program allows your council to meet the needs of mothers and children in your community. For every \$500 your council or assembly donates to a pregnancy resource center or maternity home (up to \$2,000), the Supreme Council will donate \$100. Our goal: to donate at least \$5 million through the fraternal year ending June 30, 2023.

These life-saving organizations would not be able to provide the level of assistance women and children need without support from our Order.

“We will continue to march for life until abortion is unthinkable.”

– SUPREME KNIGHT PATRICK KELLY



Visit kofc.org/asap for resources and to get started.

Help raise funds for life, ASAP, and similar programs

Programs such as ASAP are made possible by the donations of members and friends to the Knights of Columbus Charities' *United in Charity* fund. Growing this fund allows us to help the most vulnerable among us. Please consider including the fund in your fundraising activities.

Firm in the faith

On so many fronts, the shapers of culture are working to undermine the truths on which all societies depend. We see it in the denial of human dignity, attempts to redefine the human person and the rejection of our basic human rights. Amid this crisis, it's getting harder to be Catholic. Each of these challenges is a serious breach — a breach in the foundation of society. The Order urges members to plan for spiritual formation at the state and local levels — and to consider these initiatives as part of your efforts:

Eucharistic Revival — Our Order is strongly supporting the National Eucharistic Revival — a critical movement throughout North America to correct a critical misunderstanding of misunderstanding of the Real Presence of Christ in the Eucharist. Sadly, a large portion of Catholics believe that the bread and wine used at Mass “are symbols of the body and blood of Jesus Christ.” We ask all brother Knights to join or increase your activities in this movement. Learn more about our many Eucharistic Revival efforts including *Vivat Jesus* (prayer guide) and *The Eucharist: Source of Our Healing and Hope*, a resource that reveals the truth of the Real Presence and inspires Catholics to renew and deepen their devotion to Christ in the Eucharist. kofc.org/eucharist.

“We should all strengthen our love for Christ truly present in the Eucharist.”

– SUPREME KNIGHT PATRICK KELLY



Direct link to
kofc.org/eucharist



Direct link to
Into the Breach

Into the Breach — Our popular video series (and study guide) seeks to answer the questions — “What does it mean to be a man?” and “how should a man exercise his manhood in today’s world?” These educational short videos have been viewed more than a million times. If you have not yet organized a study program based around this series in your council, please do so in 2022-2023. Learn more at kofc.org/intothebreach.

Vivat Jesus — *Vivat Jesus* is a prayer guide to assist members in growing their prayer life. It includes a daily prayer plan, feast days, a monthly challenge from our supreme chaplain, prayers and devotions, spiritual reflections and other aides for a renewed, vibrant spiritual life. Consider purchasing copies for yourself, council members, gifts for parishioners, prospective Knights, men’s retreats and much more. Be sure to look for the 2023 edition coming out this November.



Growing Catholic fraternity

In 2021–2022, we welcomed more than 65,000 new members. Why has our Founder’s vision endured and, indeed, expanded? One reason is the missionary zeal exhibited by our forefathers and by each one of us today, allowing us to inspire the next generation of Knights.

Blessed Michael J. McGivney — Knights of Columbus Founder, exemplary parish priest

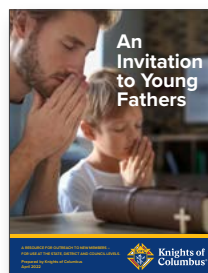
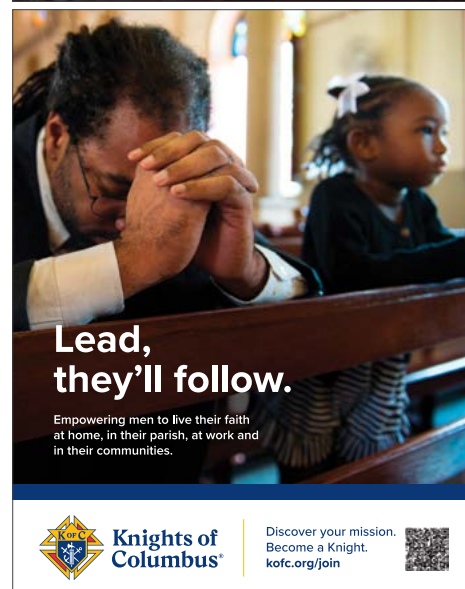
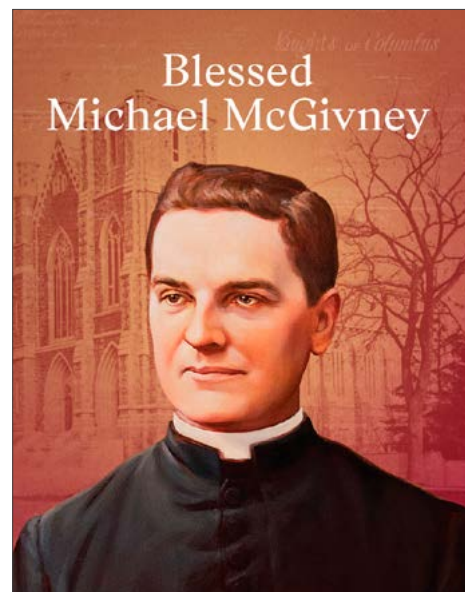
Today, as in 1882, men need what Father McGivney envisioned when he founded the Knights. Join us in praying for his intercession and registering as a member of The Father Michael J. McGivney Guild. Visit fathermcgivney.org and receive information about the life, works and spirituality of our founder.

Lead, they’ll follow — Reaching out to new/young fathers

In 2022, we launched a campaign to reach out to new/young fathers. Components of the program include posters, social media graphics and texts, bulletin announcements, talking points and more. These resources are available on our Online Supply Stores.

“The Holy Father is confident that the Knights, in the spirit of Bl. Michael McGivney, will discover innovative ways to inspire young Catholic men to serve our Lord and his Church, to share in the Order’s high ideals of faith and fraternity, and to join in its charitable works.”

– PAPAL MESSAGE TO THE 140TH SUPREME CONVENTION



Visit your **ONLINE SUPPLY STORE** for outreach toolkits and resources in English, Spanish and French.





Financially strong, committed to charity

What started as a small mutual aid society is now a Fortune 1000 life insurance company and, through Knights of Columbus Asset Advisors and Knights of Columbus Charitable Fund, we offer today access to a wide assortment of investment and philanthropic products and services. Through these financial services we are not only able to protect Catholic families and offer faith-based solutions but are also able to spread the mission and vision of Blessed Michael McGivney and the good works of the Order.

Investments firmly rooted in faith, and life

Knights of Columbus Asset Advisors offers one of the most extensive lineups of Catholic investment strategies and products in the world. Catholic families can enjoy the satisfaction and peace that comes from knowing their investments align with their morals — and faith. Visit kofcassetadvisors.org for information and to determine eligibility.

Investments, firmly rooted in faith.

Knights of Columbus Asset Advisors offers the most extensive lineup of Catholic investment strategies and products in the world. Invest with confidence knowing that your money benefits from companies in line with your morals — and faith.

Mutual Funds | Institutional Investments | Exchange-Traded Funds | Private Wealth Management | Separate Account Strategies | Retirement Products + Charitable Solutions

Knights of Columbus Asset Advisors®

Lead wisely with your money, the rest will follow.
kofcassetadvisors.org

Knights of Columbus Asset Advisors, LLC (KOCA) is an SEC registered investment advisor that maintains a principal place of business in the State of Connecticut. The information provided is for informational purposes only. KOCA is a subsidiary of Knights of Columbus, the world's largest lay organization. This is not an offer to sell or a solicitation of an offer to buy any security. The risks associated with each Knights of Columbus investment are outlined in each prospectus. Investors should consult with their attorney, accountant, and/or professional fiduciary concerning their particular situation. Mutual Funds are not insured by FDIC or any other federal government agency. May not be sold, and are not eligible to be purchased by any bank or any bank affiliate. © Knights of Columbus Asset Advisors, 1 Columbus Plaza, New Haven, CT 06510

Knights of Columbus Charitable Fund

KoCCF (a donor-advised fund) is the safe, secure, and confidential platform to maximize your philanthropic impact on organizations that align with your Catholic values. Whether you are established in your philanthropy or just starting out, KoCCF has an account for you. Visit knightscharitable.org for information.

A field force of more than 1,000 insurance agents, 140+ Investment Advisor Representatives (IARs) – our team is growing

Members within our field force enjoy freedom, flexibility and a future of service that helps families protect what matters most, while defending life, helping those in need and promoting the faith and the good works of the Order.

Knights of Columbus

Email: customersupport@webfmason.com
Available M-F 8AM-6PM EST
Toll Free: 1-800-591-7770
Direct Phone Line: 1-443-541-8550

Not seeing what you're looking for? Submit Ideas and Suggestions here

SHOP MY ORDERS ASSET LIBRARY LOGOUT

Build a Winning Team of Insurance Agents
New Recruitment Banners Are Here!

Click Here

Join a winning team
Embark on a rewarding career
Find freedom and flexibility in your career
Our team is growing
Financial security & faith
Embark on a rewarding career

Help us to grow our field force – direct eligible agents to kofc.org/careers or visit our ONLINE SUPPLY STORE for recruitment ads.

“Knights of Columbus Asset Advisors empowers Catholic families to be in the market, but not of the market.”

– SUPREME KNIGHT PATRICK KELLY

Mother Teresa: No Greater Love

Mother Teresa of Calcutta is one of the most widely revered saints in the world, and one of the greatest spiritual giants of the 20th century. In 2022, as part of efforts to commemorate the 25th anniversary of her passing, we were delighted to produce a feature length documentary film, *Mother Teresa: No Greater Love*, which offers an inspiring account of her life and legacy, as well as the work of her religious community, the Missionaries of Charity.

On October 3-4, the film premieres in theaters across the U.S. This is a film you will not want to miss on the big screen. To help Knights promote the film, and extend an invitation to families, friends and neighbors, we have developed resources including posters, social media posts, digital graphics and bulletin announcements. We urge you to participate in this release and, once available online or on DVD, to continue to promote this film well into the future.

Be sure to visit our Online Supply Store, Mother Teresa folder, for the full assortment of promotional materials. We will be sure to keep these resources updated. Thank you for your support of this important film.

Follow us – share, like and comment on our posts

 [motherteresanogreaterlove](#)

 [motherteresanogreaterlove](#)

Hashtag #motherteresamovie

To learn more about *Mother Teresa: No Greater Love*, visit motherteresamovie.com or scan this QR code with your smart phone.



Find a complete selection of Mother Teresa promotional resources on our **ONLINE SUPPLY STORE**.



These resources have been created specifically for use at the council and state level. Please use them generously, sharing them widely among members and prospective members.

A. Social media graphics/text posts

Use these graphics as part of a series of posts on Facebook, a series of emails, e-newsletters or even webpages. They can be used throughout the year, even during quieter moments as a way to reiterate our priorities, achievements and facts and, ultimately, drive prospective members or clients to learn more.

From His Holiness Pope Francis



Knights of Columbus
Yesterday at 8:05 AM · 🌐

A heartwarming message from Pope Francis delivered at our 2022 Supreme Convention. Learn more about our Eucharistic Revival program — and renew your family's appreciation for and relationship with the source and summit of our faith. [Sample text]

STEP INTO THE BREACH

"He is particularly grateful for the efforts of the Order to emphasize the centrality of the Mass in the life of the Church by fostering devotion to our Lord's real presence in the Eucharist and by encouraging the praiseworthy practice of Eucharistic adoration."

— PAPAL MESSAGE TO THE 140TH SUPREME CONVENTION

Knights of Columbus
kofc.org

192 Likes · 3 Comments · 71 Shares

Like Comment Share

"And as the Order draws closer to Christ, we will find it easier to share the Gospel."

— SUPREME KNIGHT PATRICK KELLY

TIPS

Be brief, include inspiring photos that tell a story

Offer a clear call to action or website (e.g.: Learn more at kofc.org)

For greater impact, plan for a series of emails or posts (instead of a single outreach).

Follow us – share, like and comment on our posts

 @KnightsOfColumbus

 kofc

 kofc_official

 knightsofcolumbus

Hashtag #KOFC



Knights of Columbus
Yesterday at 8:05 AM · 🌐

The mission moves us... to innovate. Innovation was at the heart of our founding in 1882. It continues with our members today. Learn more at kofc.com. [Sample text]

STEP INTO THE BREACH

"The Holy Father is confident that the Knights, in the spirit of Blessed Michael McGivney, will discover innovative ways to inspire young Catholic men to serve our Lord and his Church, to share in the Order's high ideals of faith and fraternity, and to join in its charitable works."

— PAPAL MESSAGE TO THE 140TH SUPREME CONVENTION

Knights of Columbus
kofc.org

A. Social media graphics/text posts (cont'd)

From Supreme Knight Patrick Kelly



Others leaders/voices





B. Bulletin announcements

Share these announcements with your pastor or administrator for insertion into your parish bulletin or use them in your own emails to members or prospective members.



Get to know the Knights

Bulletin Text Options (and images) stemming from SK Annual Report

[To be used any time during the year]

Knights of Columbus: Stepping into the breaches of our world

Redefinition of truth, abortion, conflict and poverty, intimidation against faith and the family – just some of the breaches we see in our communities. Across the country, members of the Knights of Columbus are rising to meet these challenges with charity, unity and fraternity. In 2021-2022, Knights donated nearly \$154 million to worthy causes, both large and small, and stepped up with close to 48 million hours of volunteer service. These times call for Knights. Learn how you can benefit from membership in our Order as well as the services of our investment and philanthropic solutions business, Knights of Columbus Asset Advisors, by visiting kofc.org today. [space here for a local council contact name and number].

Knights of Columbus: A mission of charity & solidarity in support of the vulnerable, in defense of the truth

In 1882, Blessed Michael McGivney created the Knights of Columbus to care for widows and orphans. Today, our Order comprises 2 million members who are united in preserving life, protecting the family and proclaiming the faith. In 2021-2022, we welcomed more than 65,000 men who are prepared to step into the breaches of our broken world with charity, unity and fraternity. While our model has changed, our invitation to men remains the same: come build your life on solid ground, becoming the spouse, father and man God created you to be. Learn more at kofc.org.

Men & Mission – Knights of Columbus invites men to strengthen their faith, lead through charitable action, become defenders of truth and life

Knights of Columbus plays an important role in helping men become better fathers, husbands, and leaders. Together we help each other find our mission and conform our lives to Christ and our Order's principles of Charity, Unity, Fraternity and Patriotism. When we lead in this way we experience fulfillment, relationships improve, and others follow. Know men who are searching for faith and eager to do more? Send them to kofc.org or [youtube.com/knightsofcolumbus](https://www.youtube.com/knightsofcolumbus) to learn more. **Lead, they'll follow.**

TIPS

These texts can also be used for announcements at the end of Mass. Ask your pastor if he would allow you or a brother Knight to read one aloud. Does your bulletin have room for pictures? Include any of the enclosed graphics or find something from our Young Fathers campaign.

In a world of noise and distraction, repetition and simplicity of the message are key.

Allow Him to lead

Become the man, husband and father God is calling you to be.



Knights of Columbus®

Discover your mission.
kofc.org



C. Membership Ads — New/Young Fathers

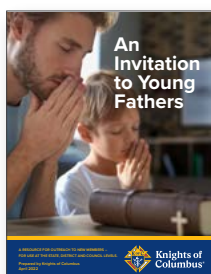
These posters and graphics can make a great impact at the entrance of your church, on a K of C community/corkboard, on your local social media pages, or shared via personalized emails.

These ads are part of our Young Fathers recruitment platform. Share them widely to introduce the Order to new members.



D. Radio ads

The Supreme Knight has recorded two radio ads that you can use in your local areas to promote membership. Consider reaching out to your local radio station to purchase ad time and submit one of the two available recordings. These can be download on the Online Supply Store.



Visit your **ONLINE SUPPLY STORE** for outreach toolkits and resources in English, Spanish and French.



TIPS

Where can you look for new/young Catholic fathers?

- Church
- Catholic school or faith group
- Relatives and acquaintances
- At work or the gym...

Make your invitation personal — invite men to contribute to the work of your council.

Knights of Columbus invites fathers to build their lives on solid ground — to become the spouse, father and man God created them to be, fulfilled and fully alive.





Congratulations to the 2022 Supreme Knight's Award recipients. These annual awards recognize individual Knights, councils, assemblies and jurisdictions for outstanding achievement in the areas of membership growth and retention, charitable outreach, fraternal leadership, and insurance sales and service.

"You show us what it means to be a Knight. You're an inspiration to all of us."

– SUPREME KNIGHT PATRICK KELLY

Learn more about these inspiring initiatives and consider what breaches exist in your community that call for a similarly charitable and innovative response from your council.



INTERNATIONAL FAMILY OF THE YEAR

The Sewell Family

St. John Paul II Council 10821

Douglasville, Georgia

Robert Sewell is a devoted Knight who has been a long-serving volunteer along with his wife, Tracey, and their eight children. From supporting their local pregnancy resource center to volunteering at Eucharistic events on campus, the family was recognized for their service to their home Archdiocese of Atlanta.



BLESSED MICHAEL MCGIVNEY MEDAL

In 2021-2022, the supreme knight and the Knights of Columbus Board of Directors instituted a new award called the Blessed Michael McGivney Medal – awarded to a chaplain whose priestly zeal and exemplary service are in the finest traditions of Blessed Michael McGivney. Congratulations and deepest appreciation to **Father Matthew Keller**, Former State Chaplain of New Mexico, Fray Marcos Council 1783, Gallup, New Mexico.



Knights of Columbus
Supreme Council

54K subscribers • 828 videos
A Catholic fraternal organization
founded in 1882 at St. Mary's

SUBSCRIBE

Learn more about the 2022 Supreme Knight's Award Session Winners on our Knights of Columbus YouTube channel, youtube.com/knightsofcolumbus.



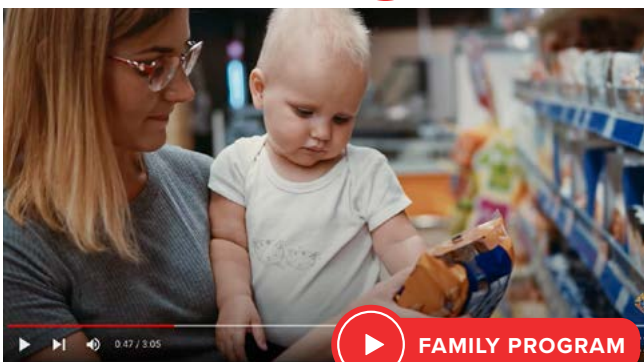
FAITH PROGRAM OF THE YEAR

Sts. Anne and Joachim Council 11930

Fargo, North Dakota

“The Fisherman”

“The Fisherman” is a men’s apostolate created by Council 11930 to help men grow in faith and virtue while also training them to become better servant leaders.



FAMILY PROGRAM OF THE YEAR

Fort Belvoir Council 11170

Fort Belvoir, Virginia

“Leave No Military Family Behind”

When Council 11170 learned that an estimated 200 young military families associated with Fort Belvoir couldn’t afford basic expenses, they acted and adapted the Knights’ Leave No Neighbor Behind program to assist.



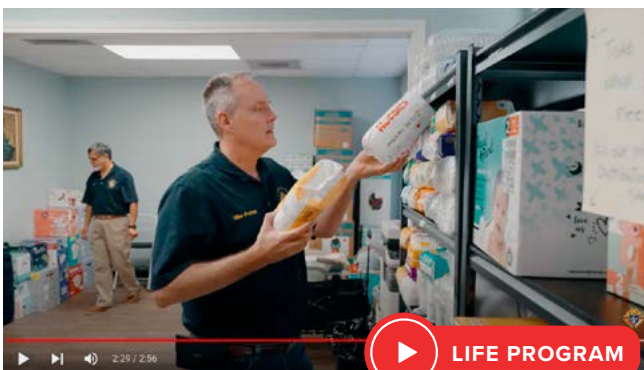
COMMUNITY PROGRAM OF THE YEAR

St. Wojciech Patron of Poland Council 15267

Tomaszów Lubelski, Poland

“Mercy Center”

Members of Council 15267 immediately came to the aid of Ukrainian refugees fleeing to Poland following the Russian invasion of their country. By Feb. 27, 2022, the council had helped construct and organize operations for the “Tent of Hope and Mercy” at the Polish-Ukrainian border crossing in Hrebenne.



LIFE PROGRAM OF THE YEAR

St. Clare of Assisi Council 9708

Houston, Texas

“Pregnancy Center Expansion and Item Drive”

Council 9708 provided labor and supplies to help a Catholic pregnancy resource center expand its space by 50%, allowing staff to accommodate more clients, provide parenting classes, and create an area for baby supplies and other items.