

**MEMBERSHIP STRATEGIES
BOOKLET**



Serra International Convention

Rome, Italy

June 22, 2017 – June 25, 2017

Foreword

Dear Serrans,

This booklet was the dream of Dr. Ruben Gallegos, Serra International's VP for Membership. As VP for Membership his research led to some discouraging information about membership worldwide. In 2004 there were approximately 20,000 Serrans but in 2014 that number decreased to just over 12,000.

The question is why has membership declined worldwide? There are a variety of reasons for membership decline in every club but that is not for us to determine. Nor is it the purpose of this booklet. As St. Junipero Serra said, "Always go forward, never turn back".

God willing the strategies provided in this booklet, provided by Serra Clubs, will assist clubs in adopting a membership strategy and therefore promoting a plan to increase membership.

St. Junipero Serra was canonized by Pope Francis on September 23, 2015. This is an opportunity for all Serra Club members to spread the word about Serra and the mission of vocations.

May God continue to bless all Serrans worldwide and may He provide more religious vocations for our Catholic Church.

We pray that the information in this booklet will help all clubs increase membership.

Mary, Mother of Vocations, Pray for Us.

St. Junipero Serra, Pray for Us.

Sincerely,

Jesse Gallegos

President, Serra Club of Harlingen



Dante Vannini, President Serra International

Dante Vannini was born in Siena, Italy. He and his wife, Niccoletta, have two daughters and three grandchildren. He holds a degree in Mechanical Engineering from the Technical Institute of Siena and a Masters in Logistics from Eindhoven University, the Netherlands. He has worked as factory manager for Philips in New Delhi, India, a factory manager for Whirlpool in Alexandria, Egypt, Director of Logistics for Whirlpool Europe, and President of Electichal Company. He joined Serra in 1994. During his 22 years in Serra, he has been President of the Serra Club of Siena, Trustee of the Serra Council for Italy, and Trustee of the Junipero Serra Italy Foundation.



Ruben Gallegos, Ph.D., SI Vice President for Membership

At an early age, Dr. Ruben Gallegos worked in the agricultural fields of Texas, California, and Colorado. For many years, he served as altar boy in the Catholic Church. He joined Serra in 1993 and served as Club President, District Governor, Regional Director, Board Member of Serra's National Council for the United States and Serra International. For 15 years, he was a member of the Serra Club of Brownsville as VP for Membership and President. For the last 9 years, he has been the treasurer for the Serra Club of Harlingen. He also served four years on the National Review Board with the United States Conference of Catholic Bishops.

Dr. Gallegos worked as teacher, assistant principal, principal, and assistant superintendent in Brownsville, Texas. Also he worked as assistant superintendent in Dallas and Superintendent in Edinburg. In 1970 he graduated with Ph.D. from East Texas State University. He worked 33 years in the field of education with the last nine years as university professor.

In 2001, Brownsville named a school the Dr. Ruben Gallegos Elementary School for his contributions in the field of education for children in migrant, bilingual, and multicultural educational programs. Since 1988 Dr. Gallegos has served as the CEO of an educational agency.



Jesse Gallegos, President of the Serra Club of Harlingen

Jesse Gallegos has been a Serra Club of Harlingen Member since 1999. Jesse has held the position of President many years and continues to lead and support the efforts of Serra International, the Serra Council of the United States (USAC) and District 126. Jesse has also held the office of District Governor, VP for Vocations and VP for Membership. Jesse is a retired public school teacher, assistant principal and principal after serving 32 years in public education.



Dolores Gomez, Past District Governor, District 126

Dolores Gomez has been a Serra Club member for many years in the Serra Club of Rio Grande City. She has served in every officer capacity including President and VP for Membership. She has also held the District 126 District Governor for four separate terms. Her leadership has provided many opportunities for District 126 to grow including meeting the 15% membership increase as challenged by Serra International and hosted the visit of SI President, Dan Grady to District 126.

Serra International Councils 2016 – 2017

COUNCIL OF AUSTRALIA (SCANZSPAC)

VP for Membership: To be appointed

COUNCIL OF BRAZIL

VP for Membership: Edgar Ribeiro

COUNCIL OF CANADA

VP for Membership: Regional VP's

COUNCIL OF GREAT BRITAIN

VP for Membership: Alan Warren

COUNCIL OF ITALY

VP for Membership: Giulino Faralli

COUNCIL OF MEXICO

VP for Membership: Maria de los Angeles Fuentes Carbajal

COUNCIL OF THE PHILIPPINES

VP for Membership: Lino Macatol

COUNCIL OF THAILAND

VP for Membership: Somphot Somboon

COUNCIL OF THE UNITED STATES

VP for Membership: Nancy Gibson

COUNCIL OF SOUTH AMERICA

VP for Membership: Herenia Colonel de Cardoza

Victoria, Texas U.S.A Council



Factors That Contribute to Our Club's Growing Membership JOHN McQUILLEN, DISTRICT GOVERNOR, DISTRICT 125

The Serra Club of Victoria, Texas has over 90 members. There are many factors that contribute to such a large membership. Below, in no particular order, is a list of some of the more important factors that have contributed to our success.

BISHOP INVOLVEMENT - First, and possibly foremost, is that our Bishop is very supportive of our Club. Our Bishop attends all of our social functions, and even speaks at our regular meetings once or twice per year.

CHAPLAIN - Our Chaplain is also very involved in our Club. Our Chaplain is the Vocations Director for our Diocese. This allows us to stay very connected to our seminarians, and stay up-to-date on their progress and whereabouts.

MASS AT MEETINGS - Our club meets at noon on the first and third Fridays of the month. Our meetings last only one hour, but we accomplish a lot in that hour. First, and foremost, we celebrate Mass. Immediately after Mass; we go through a buffet line. Once everyone is settled, we begin our program. The program is usually a speaker. We usually have 50 to 65 members at the meetings and, in my opinion, a big reason is that we have Mass.

SOCIAL EVENTS - we have several social events throughout the year (sisters' cookout, priests' cookout, seminarians' cookout before returning to seminary, dinner honoring deacons in the Diocese,

Christmas dinner for seminarians and religious in formation). Our Bishop attends all these events. In addition, many members who cannot make the regular meetings look forward to these social events in the evenings or weekends.

ACTIVE VP OF MEMBERSHIP - we currently have a VP of Membership who knows a lot of people, and has an outgoing personality. She is not afraid to ask someone to join. As a result of her energy, our membership has grown since she took office. Her predecessor knew a lot of people, but did not make new members. As a result, we did not grow during his term.

RURAL COMMUNITY - unlike a big city, and to some extent the Valley, it is relatively easy for most of our members to attend our regular meetings (even the members who work). Since Victoria is a relatively small city, most members can get to the meeting location in 10-15 minutes, or less. I believe this is a big advantage for our Club, and one that clubs in cities have difficulty overcoming.

LARGE CATHOLIC COMMUNITY - we are very blessed that Victoria has a large Catholic population. There are 5 Catholic churches in Victoria, and our club has members from each of the parishes. As mentioned above, it is easy for us to attract members from all parishes because our City is not real large, and members can come from anywhere in the city to attend our meetings.



Franklin, TN USA Council

Bishop involvement: we hold 2 major events one in may: seminarian education benefit dinner & auction in which we have over 600 in attendance to a sit down dinner, open bar (donated) at \$85 per person. This is an opportunity to meet the seminarians that are home for summer break. This event going into its 8th year had started out by us giving the bishop a check for \$ 6,000 to last yr a check for \$190,000. The bishop of course is present & he introduces each of the seminarians for which we now have 26 in formation.

The other event is our VIP dinner (vocations in progress) which is held in late Dec. & we honor the seminarians as well as the Dominican postulants of St. Cecilia. There is a small competition about whether the bishop has more seminarians or the vocation director has more sisters. (the sisters usually win). This is a buffet style dinner which is catered for about \$25 & includes an open bar. Normally get 250 folks to attend & this is a joint endeavor with the Serra club of Nashville. The event starts with mass. A word from the bishop & then the celebration.

These events bring the Serrans (new & old) to see the results of prayer. At all meetings we have available cards to be sent to various seminarians in which a personal note of encouragement is mailed. We periodically will send boxes of goodies at various holidays to the seminarians.

Member involvement & meeting flow: the successes are having the major meeting on the first Thursday of the month, which begins with a social half hour from 6 p- 6:30 p. Wine & soft drinks etc. are available & a modest donation is suggested. The meeting is called to order at 6:30 p & is opened with the Serran prayer. The chaplain say's grace & we have a buffet service which people have brought various food dishes.

We normally have a speaker usually a newly ordained priest to tell about his background & god's calling. The priests & invited speaker are asked to start the food service.

After everyone has eaten, we discuss the various committee reports, which are followed by the evening speaker. Questions are asked & discussed. the meeting is concluded with a prayer by the chaplain & the Serran prayer.

The success I feel is that Serrans that attend daily mass are asked to keep an eye out for & ask new folks they see about joining Serra. They are asked to attend a meeting to see what Serra is all about. The social half hour gets them to meet members.

Our dues are reasonable \$28 for a member & \$14 per spouse per quarter.

Chaplain & pastors involvement: our chaplain has been at almost every meeting during the past 10 yrs & we normally have the pastor of where our meeting is held present.

New ideas & developments: we are asking the pastors & associate pastors what they would like to see of Serra. quite a few have suggested getting the youth ministers involved by having their members join a meeting when there is a speaker that might appeal to their audience. We will start this.

Ideas: checking on those members that might need a ride to a meeting or event & offering that.

After the death of a member extend an invitation to members of the family to come & experience what the deceased enjoyed about Serra.

Getting involved with the Knights of Columbus & inviting their vocation person to be a speaker.

Having Serran prayer printed & put both front & back inside cover of "gathering" book which is in each pew. On appropriate occasions, the priest will ask the congregation to open the book & all read the prayers together at mass.

Church bulletins contains & invites people that will take the vocation cup home for the week & pray for vocations. Quite a few parish bulletins list new people that have joined that parish the following month. Personally contact them about Serra & welcome them.

Looking out for companies that have relocated from an area of the country more predominantly catholic. Contact churches about new relocated members.

Have a booth/place/table at church ministry fares & distribute literature/answer questions.

COUNCIL OF AUSTRALIA (SCANZPAC)

Melbourne

Contact four parishes known to current members and ask for an advertisement for Serra to be put in the parish bulletins. Ask the parish priest if we may sit outside mass on Sunday to talk to parishioners about Serra and invite interested parties to a meeting. We invite friends and parishioners to attend our changeover night and Christmas function, and other meetings.

Canberra

Canberra: Goulbourn Archdiocese covers 88,000 square kilometers with 57 parishes divided into Deaneries. Concentrating on the Coastal Deanery at this stage sixteen Canberra Serrans will shortly undertake an overnight country pilgrimage to Batemans Bay Parish at the northern end of the Coastal Deanery for Adoration; Dinner meeting with Priests; Mass and meeting with local parishioners. We hope to establish a core of "Friends of Serra" through a 31 Club. We propose to repeat this exercise to the Bega and Pambula Parishes at the southern end of the Coastal Deanery.

Sydney North Shore

Our membership strategy is to create awareness of Serra by monthly distribution to Diocesan Parishes of a notice of Serra meeting which focuses on Mass and the spiritual content of meeting. To establish close working relationships with the new Bishop who has announced his priori-ties are vocations and youth and to maintain our good standing with parish priests. This evening we have our monthly meeting which will be a "Serra information evening" which is directed at new membership. Weather permitting expect 15 prospective new members to attend.

Sale

We have been actively attempting to increase our membership to our club. Unfortunately, we have not had the support we anticipated from the pulpit. Our approach has been one of a face to face invitation to our Parishioners, to attend our monthly mass and dinner meetings, which we will continue to do. We have a new parish priest this coming wee, we pray that he will support us in our endeavour to increase our membership. We have had talks with our new Bishop and he has indicated that he will support us in our membership drive.

Oakleigh Deanery

We introduce Club 31 in our parishes. We invite friends and parishioners to attend our meetings especially our changeover night. We approach people on a personal level asking them to join Serra. We also invite people to our annual retreat. We are planning to put information re Serra unto all the Church bulletins and invite people to join us.

COUNCIL OF CANADA

Montreal

1. Speaking to family members, relatives, etc.
2. Speaking to different ethnic groups and churches
3. In church functions and conferences

Downtown Toronto

- Personal invitation (networking, word of mouth);
- Posting notices in parish bulletins;
- Speaking after weekend Masses at various parishes;
- Seeking opportunities at Vocation Fairs to speak about Serra;
- Trying to keep prices down by offering free lunch to possible new members to attend our lunch-time meeting.

Halton Region

Info-breakfasts:

We coordinate a plan that ensures Serra is seen and heard by as many parishioners as possible, all leading up to an information breakfast held at a central parish on a date convenient for everyone to attend. The plan includes

1. asking priests at various parishes to allow us to speak after Mass (have flyers, banners, sign-up sheets and other materials to promote what we do, direct everyone to our website, and invite everyone to discover Serra today!);
2. place inserts in every church bulletin describing Serra and inviting everyone to a Mass and free 'info-breakfast' held on a Saturday morning;
3. encourage priests to suggest couples and individuals who they feel would benefit from joining Serra;
4. encourage members to attend and bring a friend, acquaintance or family member to discover more about Serra*.
5. Invite guests in attendance to join that day or at least sign up to be notified of future club meetings and events.

The simple but tasty breakfast is prepared by members and the presentation can be a powerpoint outlining the history of Serra, Pope Francis' call to vocations, and the activities of your club. *Members are also encouraged to invite guests to club meetings throughout the year.

Vocations Tour:

Our club has worked with the Diocesan Vocations Director and high school Chaplains to coordinate a Vocations Tour throughout the 9 Catholic high schools in our region. We gather 10-12 priests, sisters, brothers, seminarians and/or deacons to visit each school for a day, attending a Mass focused on God's calling to vocations and then, in pairs accompanied by a Serran, visiting classrooms and sharing their vocation story and answering students' questions. Students, teachers and admin staff hear about Serra and we make

sure to invite the all to attend one of our club meetings or the info-breakfast described above.

Altar Servers Awards:

We ensure that every parent of Altar Servers being recognized at the annual award is informed about Serra and encouraged to attend a club meeting or info-breakfast.

Vocation Fairs:

Not all parishes have them, but we are making a concerted effort to have a Vocations Fair at every Serran's parish so as to build the awareness and need for Serrans in every community.

Golf For Vocations:

An annual Golf For Vocations event invites all priests, sisters, seminarians and deacons to join us as our guests for a fun afternoon of golf followed by a dinner. The event is open to Serrans and laity. It has proven to be a great way to build friendships and membership!

COUNCIL OF GREAT BRITAIN

Manchester, England

1. Members personally invite people to come along to our meetings.
2. Publicity. We have a printed "Flyer" with information about Serra and its aims etc. We visit parishes to arrange devotional activities such as Holy Hours and to lead the Stations of the Cross for Vocations. When we can, we invite a good speaker to our meeting and invite others to come along and listen.
3. Once a month join the Diocesan Director in a mass for Vocations to which all are welcome and afterward, over tea and biscuits, we do some "networking".

South Herts, London, England

1. Verbally ask parishioners and friends
 2. Advertise
 3. Parish priest talk about it at the end of the Mass
 4. Invite a particularly interesting speaker and send an open invitation to all local parishes and local Catholic organizations.
- Parish priest talk about it at the end of Mass

S. LANCASHIRE

Invitation card, spend an Evening with Serra, and bring a friend.

COUNCIL OF MEXICO

1. Invite partners five or more years younger than the average age of current members
2. Invite people who have been or are in other apostolates such temporary service clubs, directives parents, benefactors of the seminary or diocese, prayer groups, worshipers, etc
3. Invite married couples with the support of family pastoral directors

Membership Strategies in Spanish:

1. Sugerencias Para Incremento De Membresia Con El Apoyo De Pastoral Familiar Invitar Matrimonios.
2. Invitar Socios 5 O Mas Años Mas Jovenes Que El Promedio De Edad De Los Socios Actuales.
3. Invitar Personas Que Han Estado O Estan En Otros Apostolados De Tipo Temporal, Clubes De Servicio, Directivas De Padres De Familia, Bienhechores Del Seminario O De La Diocesis, Grupos De Oracion, Adoradores, Etc.
4. Invitar Papas De Seminaristas Y Monaguillos, Familiares De Sacerdotes Y Religiosas.
5. Invitar Personas Que Recomiende El Obispo, Capellan, Rector Del Seminario, Parrocos, Religiosas, Coordinador Diocesano De Pastoral Vocacional, Directores De Colegios Catolicos, Etc.
6. Tener Una Bolsa De Candidatos Permanentemente Actualizada Con Las Aportaciones De Todos Los Socios Actuales.
7. Antes De Ser Aceptados Como Socios, Invitar A Los Prospectos A Participar En Actividades Y Retiros Serra Para Que Vayan Conociendo El Trabajo A Realizar.
8. Antes De Ser Aceptados Como Socios, Proporcionarles Informacion Escrita Sobre La Necesidad Y Objetivos Del Apostolado Serra Que Aclare Sus Dudas Y Confirme Su Decision De Participar.
9. Difundir En Las Parroquias El Objetivo Del Trabajo Serra E Invitar Personas Que Se Quieran Unir Al Mismo.
10. En El Caso Extremo De Los Clubes Que Por La Avanzada Edad O Reduccion De Miembros No Es Posible Incorporar A Nuevos, Solicitar Al Obispo La Autorizacion Para Fundar Un Nuevo Club Aprovechando La Experiencia Y Disponibilidad De Los Socios Actuales.

USA COUNCIL

East Jefferson

Attend Deanery meeting and ask pastors to give us a contact in their respective parishes. In addition, attend Ministry fairs at the parishes in the archdiocese. Just picked up 2 new members recently from this.

Wisconsin Rapids

We get members from those active in our Assumption Catholic Schools.

South Bend

Contact several pastors asking for three names of likely candidates who could assume leadership roles in future years. Then, call them referring to pastor who suggested their name and then invite them to a get together explaining Serra.

Mankato

1. Know your club's core values and how to speak to them.

Kansas City, Missouri

1. Once a Quarter the club has an evening Mass for Vocations (celebrated by the Vocation Director or one of the Newly Ordained Priests, a Social and a Dinner. Members are asked to bring a potential member. A short program after dinner where two or three Members tell the group why they joined Serra.

Southeast Kansas City, MO

1. The Club has a display in the 19 parishes it serves showing individual pictures of each of our seminarians, name, address etc. and information on how to contact them.

Johnson County, KS

Bi-monthly Vocation Mass at parishes w/o or with few Serrans. Reception after Mass for parishioners. Hand out flyers & have short presentation on Serra.

Kansas City, KS

Invite 5 prospective members to each bi-weekly meeting.

Atchison, KS.

Fall recruitment drive.

Topeka, KS.

Club has few members & not recruiting. DG is planning with one of the pastors for a wine & cheese function to recruit new members.

West Omaha

1) West Omaha - we run an on-going recruitment process. Serrans are encouraged to continually invite guests to meetings. The core of this is
a) continued improvement in the quality of meetings and speakers which has resulted in an increasing member attendance and related invitations toward guests and

b) one of our past presidents sends a monthly reminder to 10 of our Serrans to consider potential new members and to invite them to a meeting.

This started roughly 4 years ago and has continued to benefit the club. Each member gets one reminder letter each year. Note - we also continue to make sure members are not forgotten and receive a call to return to our meetings, if they have not done so for a while.

Omaha

1) Omaha - Omaha Serra Club is participating in the USAC Membership drive that was presented last fall.

Serra Club of Norfolk

1) Norfolk - this is a rural area - the club continually looks for new member candidates - results low to moderate.

Lincoln

1) Lincoln - an established club that relies on continued member bringing prospects to meetings. This club benefits from a very strong FOCUS and Newman Center on the UNL campus.

Grand Island

1) Grand Island - this is a rural area - they continually look to invite prospects - results low to moderate

North Platte

1) North Platte - this is a rural area - they rely on current member invitations but just this week held an invitation night. Four candidates attended along with 2 more who have been attending a few meetings. The club needs to learn to close the deal with these candidates. I intend to work that with them within the next 30-60 days. This club views dues as a major obstacle, which I also am working on.

Spring-1960 Area

1. Has been taking our membership Campaign to a single parish each year the last couple of years.

We do a big promotional campaign in advance at that parish.

2. The Club goes to the potential members instead of asking them to Come to us. Everyone is always more relaxed learning and checking Things out on their home turf.

3. We have an orientation about Serra for one meeting, then a regular Program meeting a couple of weeks later.

4. A Day of Reflection which is like a mini retreat for all Serrans and Potential Serrans. It's a good time for potential members to discern Membership and get to know the Serrans better ...all on their turf.

5. A mass and reception with a new member induction following the Homily. This is usually at our home chapel with our own Chaplain. The friends and family of new members are invited. Although We are targeting a particular parish for new members, this plan Does not prevent potential Serrans from other parishes from Joining in as well. It's been very successful when we have the Support of the pastor of the targeted parish.

6. The Club's Pastor sends a letter to his most active parishioners expressing the value of membership and his desire to have Serrans or more Serrans in the parish for our ministry. I always offer to Write the letter with those two key points and allow them to Edit it if they like. Of course it is best if it can be in the form of an email which is less costly to send out than US mail.... prayer Is always mentioned as the most important component of the Membership campaign.

East Harris County

1) CHURCH BULLETIN

A permanent bulletin if possible. A short sentence or two describing the Serra Club and a couple of phone numbers as points of contact.

2) FLYERS IN AND AROUND THE CHURCH Describe what the Serra Club is all about, what we do.

3) A GUEST SPEAKER PROGRAM

Invite parishioners to Serra Club meetings for special speakers.

4) OTHER CLUBS/ ORGANIZATIONS

Ask other clubs if a Serra Officer could speak at one of their functions to talk about The Serra Club. Invite them to a Serra Club meeting. Get involved with the Knights of Columbus, Alter Society, ACTS community, etc.

5) PASTORS INVOLVEMENT

Get the local pastors involved. Reach out to outlying churches and establish a point of contact at each Church to share information regarding Serra functions, meetings, Fund raisers, Christmas party, etc.

Galveston, Texas

The Membership Committee needs the recommending, or 'sponsor' Serran to be the Salesperson, selling the Serran's friend/acquaintance on the values of being a Serran.

Become familiar with the Club by law; Article III, Subsection 3: which sets out the orderly process and sequence of steps to attain membership in the Serra Club of Galveston.

A promotional luncheon program is usually scheduled for prospective members on a date announced in advance. The sponsor should personally invite, and if possible, personally escort the prospect to this meeting. At this meeting, Serra's history, club activities, programs, topics of interest to Serrans will be discussed to familiarize prospect(s) with the club.

January 1, 2014 Serra Club of Galveston started a 3 year 'Campaign' to add 30 new members. All active members of the club are participating members of this 'Campaign Committee'.

Sponsors are the 'point of sale', key persons to identify prospects and enthusiastically communicate the principal purposes of the club which are;

- To encourage and support vocations to the priesthood and religious life
- To support the spiritual growth of our members.

Harlingen, Texas

At every Harlingen club meeting a clipboard will be passed around and the prospective names will be written. The club will have a fall membership recruitment night meeting and a spring recruitment night meeting and will invite prospective person submitted by members.

Corpus Christi, Texas

- (1) Our strategies have been to have all existing members bring in one new member this year. If we do that we will have a 100% increase in membership.
- (2) Members need to bring in more Youth to prevent Club Members aged out of activity.

Brownsville, Texas

VP for Membership should lead club in setting goals to increase members
Make list of prospective members.

McAllen, Texas

1. Corporate communions with local priest talking about Serra Club
2. Our annual raffle includes a letter which informs the public about Serra Club and our Monthly Meetings.

Rio Grande City, Texas

- 1) Discuss the purpose of Serra Club with community members.
- 2) Recently placed a Display facing Business 83 and Walmart, and showing Serra Logo and Mission for Vocations with Phone Number for more information.

Dallas, Texas

- 1) Invite prospective members to all events within the Club- 1st Friday Mass & Breakfast, 3rd Friday Luncheon (and Speaker with a Catholic topic).
- 2) Once every 3 months, hold a "happy hour" for the members, invited guests and prospective members.
- 3) Personal invite to join the Club-it's a "one to one" ask.

North Central Dallas, Texas

- Kathi is a Real Estate agent who works exclusively with Catholic families.
- Kathi has volunteered to be our Director of Membership again for the 2015-2016 year, "her job is not done".

San Buenaventura California

- CLUB acting on new members through networking.
- CLUB focus on current membership by keeping them active so those numbers don't diminish.
- CLUB is currently working on a District Biannual Conference as well as a Luncheon to honor new priests for their Arch Diocese.

Santa Clara, CA

- We are always asking each member to bring someone new to the meeting.
- More importantly we focus on our current membership by keeping them active so those numbers don't diminish.

Cascade, WA

- Much like the theme of the New Evangelism, the goal is to "meet people where they are" first, build relationships and community, then ask them to a dinner meeting and hopefully to become members. Some of our longer standing clubs who have established communities have been successful in recruiting new members by first welcoming them to the parish, sharing coffee after Mass and building a relationship. After a while, an invitation to a dinner meeting is usually successful.

- Inviting neighboring parishes and their Pastors to a club meeting is also something that we have done throughout our diocese. The programs VP can ask the visiting Pastor to speak about his vocation, and to bring a table (6 to 8) of his parishioners with him as possible new members.

We host a camp for boys 13-18 each summer called Quo Vadis Days and usually have about 140 kids attend. We then follow up with the boys in each parish and invite them back to give a short talk about their camp experience. We invite the parents as well and follow up with them for membership opportunities,

Take advantage of the year of consecrated life and the canonization of Junipero Serra this year by hosting special events and inviting all parishioners in your community.

Southeast Denver, CO

1. Contact a parish in the target area for the Serra Club /ask for the names of active members of the parish (lectors, Eucharistic ministers, ushers, adoration chapel goers, finance committee members, parish council members), write to those active Catholics inviting them to your meeting, include a return-postcard (yes I'll make that meeting/ I'll make a subsequent meeting/ no I can't make any meetings). Call them to remind them of the meeting, host a special meeting at the same time you meet, do a 5-minute presentation on each area you cover (vocations/ affirmation/ programs/ membership/ communications-newsletter/ chaplain), pass out membership applications, get them to sign up that day.

West Valley

1) Inviting to lunch, a free lunch or two is hard to turn down. Serra Club of East Valley Membership Strategy

East Valley

1) Selling tickets to the public for the Clergy appreciation evening. That has been a helpful fund raiser but also after hearing how The Jubilarian has been honored by fellow priests, the joy and Energy makes an easy ask for new members.

2) Invite a Pastor to write a letter to 10 Vocation minded parishioners asking them to join our work that is the golden way that East Valley has grown.

Phoenix

1) Phx club have gotten go get em membership chairs and they are asking many to join for lunch. Phx club added 9 new members this past year and is on track for another 10 in the new year.

2) Holy hour or rosary, where local parishioners are asked to join the SERRA club in praying for vocation. This moves locations and has been effective when the pastor or Associate pastor has given us some Air time within the parish.

COUNCIL OF SOUTH AMERICA

Con respecto a tu pregunta, estrategias son las formas, maneras, o sea la metodología de formación que utilizan los miembros del Serra Asuncion, cuando va incorporar nuevos socios o en las plenarias para desarrollar temas centrales que sugieren: el Papa o los obispos del Paraguay. A veces utilizamos medio audio visual, otras, preguntas y respuestas, tarjetas, laminas etc o sea que estrategias son los recursos que usamos para motivar y facilitar aprendizajes en un clima ameno, alegre, participativo sin descuidar la oración y la amistad, pilares importantes del movimiento.

Translation: Regarding your question, strategies are the ways, ways, or methodology of training members of the Serra assumption, used when he goes to incorporate new partners or plenary sessions to develop central themes that suggest: The Pope or the Bishops of the Paraguay. Sometimes we use average audio/visual, others, questions and answers, cards, prints etc is that strategies are the resources that we use to motivate and facilitate learning in a mild climate, cheerful, participatory without neglecting prayer and friendship, important pillars of the movement.

Paraguay Serra Club Members from Asuncion, Villarrica, San Lorenzo, Castrense, and Ypacarai with Dr. Ruben Gallegos, USA, and Affonso Iannone, Brazil.



Serra Prayer for Vocations

O God, Who wills not the death of a sinner, but rather that he be converted and live, grant we beseech You through the intercession of the Blessed Mary, ever Virgin, Saint Joseph, her spouse, Saint Junipero Serra, and all the saints, an increase of laborers for your Church, fellow laborers with Christ to spend and consume themselves for souls, through the same Jesus Christ, Your Son, Who lives and reigns with You, in the unity of the Holy Spirit, God forever and ever. Amen.

Serra Prayer for the Perseverance of Vocations

O God, You have constituted Your only-begotten Son supreme and eternal Priest for the glory of Your majesty and the salvation of mankind: grant that those whom He has chosen ministers and dispensers of his mysteries may be found faithful in fulfilling the ministry they have received.

A Prayer for Vocations

Lord Jesus, as You once called the first disciples to make them fishers of men, let your sweet invitation continue to resound: Come, follow Me! Give young men and women the grace of responding quickly to Your voice. Support our bishops, priests, and consecrated people in their apostolic labor. Grant perseverance to our seminarians and to all those who are carrying out the ideal of a life totally consecrated to Your service. Mary, Mother of the Church, the model of every vocation, help us to say "Yes" to the Lord Who calls us to cooperate in the divine plan of salvation. Amen. —John Paul II

Praying for Vocations

Lord, I pray that You bless us with more priests, sisters, nuns and religious. I pray for all the Catholics around the world so that they may celebrate mass in a church filled with the Holy Spirit and your love and with a priest to perform the Blessed Eucharist. Lord, I pray that you touch the souls of those that seek your guidance and your calling for a religious life. I pray this in Your name, Jesus Christ. Amen. – Serra Club of Harlingen

Mary, Mother of Vocations, Pray for Us!
St. Juniper Serra, Pray for Us!

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MEMBERSHIP: The Heart of Serra

Dr. Ruben Gallegos's Gift to Serra Clubs
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