



District Governor  
Visit to  
Serra Club of  
Kansas City in Kansas  
2018



# Today's Objectives

Based on input from Board members

- Keep it short
- Share my goals as District Governor
- District Governor Responsibilities
- Overview of SI and USA Council
  - Structure, Districts, Changes
- What have I learned as District Governor
- Future meetings
  - Serra Rally – Ventura CA
  - Central Region Convention (November 1-3, 2019)



# Burns 2017-19 Goals

- Attend USA Council meetings/rallies
- Participate in DG training webinars
- Communicate to all District Clubs quarterly
- Visit each Club **at least twice a year**
- **Rejuvenate the Topeka Club**
- **More defined relationship with area K of C Councils**
- Continue to improve communications among area Clubs (KS and MO)
- Redefine scope of Spring Leadership Planning Conference
- **Recruit replacement**



# What does a DG do?

- Position Description:
  - 17 Responsibilities
  - 6 Requirements
- Conduct District meetings and annually with Archbishop
- Liaison between Clubs and USA Council

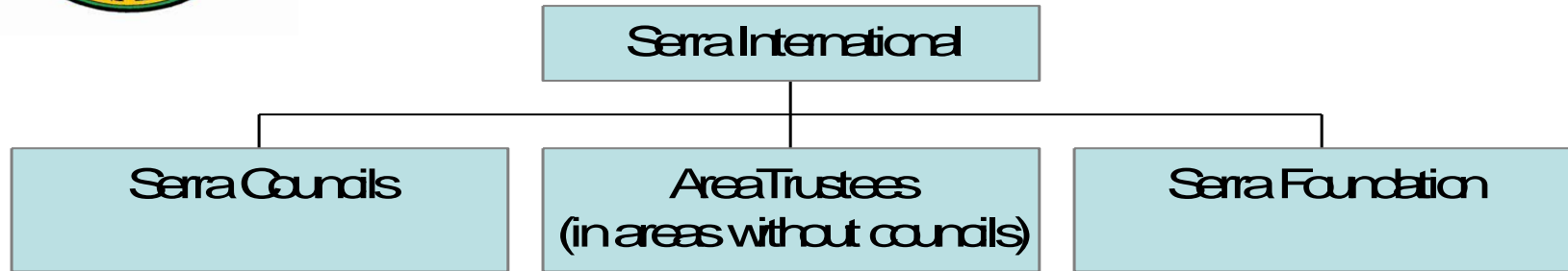


# Checklist Items for DGs

- **Vocations Club Survey returns**
  - Call all your clubs to see if the survey has been returned
  - Notify SI office of clubs not yet completing, including club president's email.
- **IRS 990 EZ Filings completed**
- **World Day for Consecrated Life (Feb. 2)**
- **Encourage Club retreats this Lent (starts Wed., March 6, 2019)**
- **Continue Forwarding the Monthly Planning Calendars being sent to you to your club presidents and key officers**
- **Make arrangements for attending Serra Rally Jan. 17-20**



# Organization of Serra



USA

Canada

Spain

Italy

Philippines

Mexico

SCANZPAC

Brazil

Great Britain

Thailand

*15,000 Members Worldwide*

*500 Clubs in 46 Countries*

(96% of worldwide Serrans served by one of these ten councils)



# Serra US Council

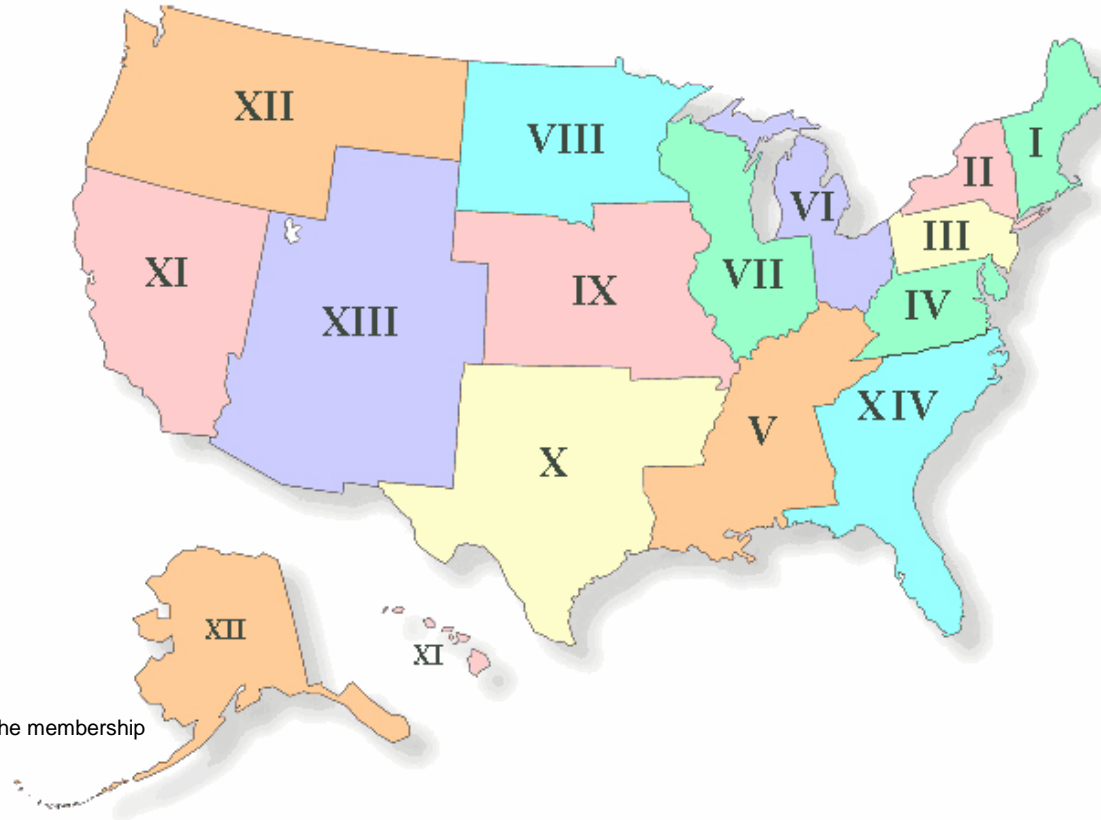
14 Regions organized along lines of US Catholic Council of Bishops regions

## Region IX:

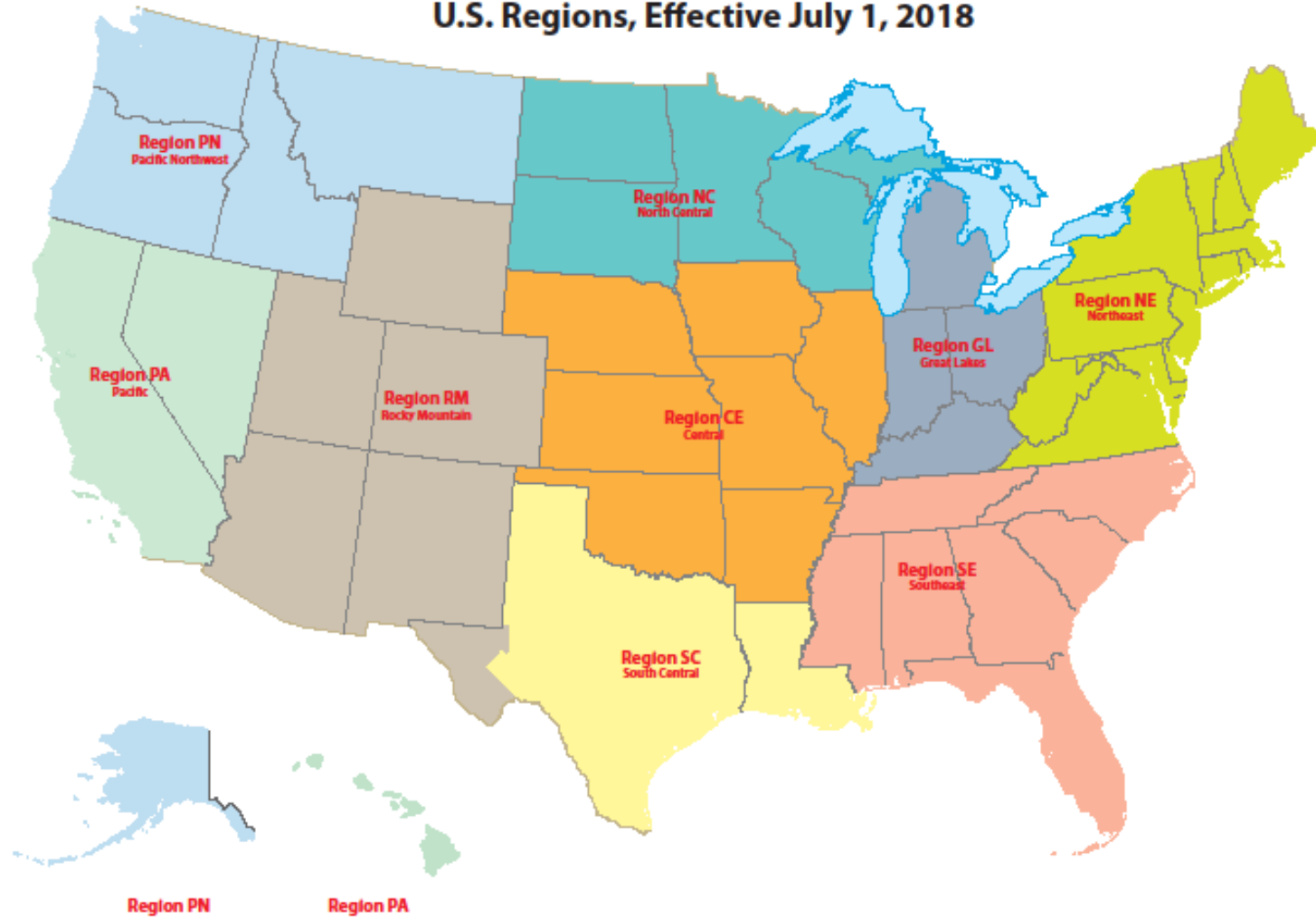
- Iowa
- Nebraska
- Kansas
- Missouri
- + Tulsa OK
- + 2 Clubs in Western IL

1,571 Serrans  
25 Active Clubs  
6 Districts

10% of the clubs in USA, but ~20% of the membership



# U.S. Regions, Effective July 1, 2018







# Membership Status Report

- **Serra Membership**

- Total US Members
- By Region:

	2018 March	2018 Sept	Inc./Dec.
» NE	878	899	+21
» SE	380	405	+25
» GL	943	930	-13
» NC	831	799	-32
» CE	1,727	1,734	+ 7
» SC	1,296	1,359	+63
» RM	396	384	- 12
» PN	542	513	- 29
» PA	637	617	- 20

*\*Note:*  
Nov. 2018  
report shows  
increase of  
**+19** for a total  
of **7,659**



# Serra US Financial Overview

Source: 2018 Estimated Actual

Income (Dues & Other):           \$ 374,000

Expenses:                               \$ 365,000

Cash Reserves/Bequests:       \$ 194,000



## Value of USAC to local Serra Clubs

- Repository of the “Wisdom” of Serra through the years
  - 100+ Active Volunteers with countless years of Serra experience in their own clubs
  - Training programs & opportunities, officer & club manuals, standard operating procedures that work best based on past experience
- Clearing House for new ideas and problem solving
  - National workshops, national conventions & support for regional conventions
  - Serran magazine (with SI);
  - Serraus.org website



# Value of Serra USAC to local Serra Clubs (con' t)

- Coordination of club vocation activities with vocation priorities of US Bishops Council
  - Annual vocation awareness program support materials
  - Newmann Connection
  - Numerous vocation programs for clubs to utilize
  - Digital resources for Vocations Directors
- Professional support for all-volunteer clubs
  - Maintenance of membership records/database; provision of labels/addresses for regional and national meetings
  - Liability insurance certificates for club & vocation activities
  - Maintaining professional, effective website



# Membership Growth Strategies for existing clubs

## # 1. Stop, Drop & Roll

- **Stop** losing members! (retention is as important as recruiting)
  - New member orientation
  - New member mentors
  - Quality monthly programs
  - Thank members
- **Drop** membership programs that aren't working &
- **Roll** out and try new programs or old programs that haven't been used in a while



# Membership Growth Strategies for existing clubs

## #2. Is Serra a secret organization?

**Need to generate more *AWARENESS* of Serra and its mission among practicing lay Catholics**

- **Seek increased publicity**
- **Engage in more vocations activities outside the club**
  - (E.G., Called By Name, Parish 31 Clubs, Adopt a Seminarian)



# **Membership Growth Strategies**

## **for existing clubs**

### **#3. Low Hanging Fruit**

**“Easy, natural” Prospects:**

- Our Spouses & family**
- Families of diocesan priests**
- Parents, Grandparents, Aunts & Uncles of seminarians and novices**
- Deacons**
- Our Catholic friends**



# What have I learned...

1 of 2

- Support from Fellow Serrans and USAC
- Tremendous commitment of time and talent
- Quarterly Webinars:
  - Current issues for District Governor
  - Communications
  - Vocations
  - Membership
  - Programs





# What have I learned...

2 of 2

- Web site
  - Serra Promotion and Resource Kit (SPARK)
  - Serra Store
  - Programs to support Parish Vocation Clubs
  - Vianney Vocations



# SERRA PROMOTION & RESOURCE KIT (SPARK)

**SPARK** Serrra Promotion And Resource Kit For Vocation Directors

## Start something big.

Tools Index

**SPARK vocation tools**

How to Use the SPARK Vocation Tools

Planning are the challenges of all the topics covered by SPARK. Just what does to find the great you're looking for? Then, once on the site, you need to navigate. The plus button page will have an the link to a handbook that explains the various of the handbook.

If you don't see what you're looking for, please email us at [SPARK@SERRA.ORG](mailto:SPARK@SERRA.ORG). We would love to get your suggestions for new topics!

**Tools Index**

**Dr. Robert E. Serrra**

Dr. Robert E. Serrra is a professor of theology at the University of St. Thomas in Houston, Texas. He is also a speaker at the National Catholic Vocational Association (NCVA) and a member of the National Council on Vocational Education (NCVE).

**SPARK vocation tools**

SPARK is a program designed to fulfill your vocational training potential. It is a free, online, interactive and searchable resource for vocation directors. The program can be used to find the vocation needs of your students.

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4<sup>th</sup> Quarter 2015 Governor & Leadership Orientation



# Programs on the SPARK

1. Adopt a Seminarian
2. Call by Name
3. Altar Server Awards
4. Traveling Chalice
5. Focus 11
6. Seminarian Visits
7. Homebound Efforts
8. Rosary B4 Ordination
9. Discernment Retreats
10. Parish Vocation Ministry
11. Priest Planning Resource
12. Rosaries for Vocations
13. Parish Vocation Prayer
14. The 31 Club
15. Quo Vadis
16. Social Media & Bulletins
17. School Visits
18. School Traveling Crucifix
19. Vocation Ministry
20. Holy Hours
21. Vocation Talks
22. Video Resources
23. St Andrew/Miriam Dinners



# **The Serra Rally**

**January 17-20, 2019**

***WHERE: Ventura, CA:***

- **Ventura Beach Marriott Hotel, 2055 Harbor Blvd., Ventura, CA 93001 805-643-6000**
- **Serra Rally Room Rate: \$130 per night before taxes (make your own reservations on or before Dec. 17, 2018)**
- **Rally officially begins with 5pm Mass, Thursday, Jan. 17**
- **Recommended Optional Mission Pilgrimage to Serra Missions Jan. 20-24 ending in San Francisco**



# The Serra Rally

January 17-20, 2019

## ***Why You Should Attend***

- **Re-energize and re-inspire yourself for Serra work**
  - Inspirational talks by Cardinal Collins, Fr. Gene Hemrick, Fr. Ralph O'Donnell, and Christine Larnas (Natl Fed for Catholic Youth Ministry)
- **Help re-energize and inspire other leaders in Serra**
- **Acquire knowledge to help your Clubs be successful**
  - District Governor training Thursday, Jan. 17, 1-4:30pm
  - Workshops on Vocations, Programs, Membership & Communications Thursday, Jan. 17, in afternoon
- **Informal exchange of information with other attendees**
- **Increase your spirituality through Masses, Eucharistic Adoration, Reconciliation, and the optional follow-up Mission Pilgrimage**
- **Renew old friendships & make new Serra friends**



# Central Region Convention

- *November 1-3, 2019*
- *Conception Abbey*
- *Steering Committee*
- *Dynamic Speakers*
- *Sharing of ideas with other Serrans*
- *Grow Spiritually and Socially*



# Questions/Comments?

Thanks to: Mike Downey, Col. John Halloran and Greg Schweitz, for use of their slides in preparing this presentation.