



Serra International

Membership Manual

“Pray, therefore, the Lord of the harvest to send out labourers into his harvest.” (Mt. 9:38)

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Introduction

"I believe that Serrans are called to be uncommon men and women, showing to their brethren in the church and in society the source of true joy, a joy that crisis cannot destroy, a joy that cannot be driven out by pain, sorrow or apparent failure. No human ideology can give birth to such a joy. It comes from and is a person. Simple but sublime is the fact that our joy is Jesus, our Lord.

When the Serra University of Christian Principles means anything at all, it is about growth in faith and love of Christ. Serrans have much to give to the church thought and teaching, but their primary task lies in the quality and effectiveness of the impact they make in the secular milieu. Serrans have seen a vision. They are to live a fellowship for justice and human fulfillment."

Rev. J. Kevin Kenny

The spirit of Serra stems from Christian charity and love and God's admonitions, "Go teach all nations" and "Pray, therefore, to the Lord of the harvest to send forth laborers into His vineyard." It is developed through program participation and the spiritual works of the members. It encourages Serrans to know each other more intimately and to grow spiritually through enduring Christian friendships. It makes Serra camaraderie one of the outstanding features of every Serra gathering including International conventions, district meetings and annual retreats. The spirit of Serra is not something that can be shared by lectures or reading. It grows in the new member as he or she follows the example of those who are Serrans.

This spirit is enhanced through continual instruction in the founding and history of Serra International as well as its aggregation to the Pontifical Work for Priestly Vocations as the only lay organization to be so honored.

The club's approach to the Serra University of Christian Principles, the club's church vocation activities and all facets of the Serra movement should be discussed as well as the life of Serra's patron, Blessed Junipero Serra, the indefatigable missionary whose philosophy was, "Always to go forward and never to turn back." Thorough and ongoing formation of current and new members is the key to the success of Serra's continued move toward the 21st century.

Purpose

This guide is intended primarily for the club vice president for membership and other members of the membership committee. It also will be helpful to other club officers and district governors.

Organizing an Effective Club Membership Committee

Successful Serra membership programs depend upon an effective and organized club membership committee. Through the active committee and regular reports to the general membership, the vice president for membership turns membership into a club effort. The following are some basic criteria and guidelines for developing and maintaining a working club membership committee.

Vice President for Membership

Responsibilities

- chair the club membership committee;
- maintain the success of all club membership efforts;
- invite other club members to serve on this committee and as chairpersons of the membership subcommittees;
- recommend assignments for each club member to the club president.

Club Membership Committee

Goals

- to invite new members;
- to orient and induct new members;
- to retain current members;
- to form new clubs with the district governor;
- to collaborate with Programs Committee to install officers (see Appendix D).

Responsibilities

The primary responsibility of the club membership committee is to establish a comprehensive membership program and obtain good, active members. Some particular committee duties are:

- to encourage all members to attend every meeting, including special events;
- to maintain with the club secretary a correct, current club roster and keep a complete, permanent record of all membership attendance;
- to call any member who misses two consecutive meetings and let the member know he or she is missed;
- to submit quarterly attendance reports (Sept. 30, Dec. 31, and June 30) to the club board of trustees.

Structure

The club's membership committee should include two to three members for each active subcommittee appointed on a rotating basis.

Composition

Members of the membership committee should:

- have the time and energy to work with potential new members, priests and bishops;
- understand clearly what Serra is and be willing and able to explain Serra to others;
- be of a variety of ages;
- be interested in promoting Serra among diverse ethnic and age groups.

Subcommittees

Typical subcommittees of the membership committee are:

- **Search:** Seeks new members and recommends them to the board.
- **Orientation:** Acquaints new members with the history, objectives and requirements of Serra, and sees that all members are periodically reoriented. The orientation subcommittee should include Serrans who understand the role of the church in the modern world and the special part Serra must play. This committee should include three Serrans and the club chaplain.
- **Induction:** Plans a formal induction ceremony, usually at Mass, and sees that new members become active and are made to feel at home in the club. (See Appendix D.)
- **Reception:** Create a friendly and hospitable atmosphere within the Serra club. Subcommittee members are expected to:
 - Greet new and old members and provide necessary introductions.
 - Introduce each new member to older members and assist in membership incorporation.
 - Distribute, collect and store identification badges for each meeting and social event.
 - Extend club hospitality to guests and arrange for their introduction, seating and comfort and provide name tags.
 - Supervise physical arrangements for each meeting including seating, tables, food services, lectern, bell and Father Serra statue and attend to storage of physical equipment.
 - Procure, distribute and collect Serra guest attendance cards for mailing.

- **Attendance:** Encourages new members to attend all meetings and cooperates with the club secretary in maintaining a permanent record of attendance.
- **Health:** Promptly informs club members about a serious illness or the death of a Serran or family member.
- **Extension:** Assists the district governor in the formation of new clubs.
- **Nomination:** Nominates club members for officer positions. The subcommittee should try to mix old with new wherever possible, allowing the new members to get a feel for the club operations from the inside and selecting officers from those people who have done their committee jobs well.

Meetings

The committee should:

- meet monthly or more often in order to fulfill its responsibilities;
- send notices of the meeting to the committee members in advance along with the proposed agenda; and
- keep and circulate adequate records.

The committee also should work closely with the other club committees to help find the most suitable club responsibility for each member.

General Membership Requirements and Options

Serra club members shall:

- be practicing Catholic lay men or women or permanent deacons;
- be willing and able to assume the attendance, membership and financial obligations of a Serran, as outlined in the Serra International Bylaws;
- reside or work within the territorial limits of the club;
- have the ability and willingness to grow in Serra, both intellectually and spiritually;
- have the essential motivation or contribute actively to the work of Serra and the fulfillment of its purposes;
- have a marked potential for Christian leadership as demonstrated by their interest in an devotion to the problems of the church and community in the world today.

In addition, the International Bylaws state:

Active members shall endeavor to bring the influence of each Serra club into every parish, business, occupation, trade or profession. Therefore, each Serra club shall use care in its selection of members so that the members of no business, occupation, trade, profession or parish shall dominate.

Serra clubs are encouraged to increase the representation of women, various ethnic and racial groups, and ages by personally inviting individuals or small groups to attend a general club meeting or special function.

Dues for members under 35 years of age.

- a. This is a program to extend membership to persons under 35. Those who want to take advantage of these new discounted dues are required to petition for the reduced dues and complete the membership application and profile. The new member is required to supply their date of birth. Discounted dues are 50% of the current annual dues and do

not include *the Serran* magazine. An additional \$12.00 will be required for those who wish to receive it.

Gift Subscriptions:

Membership is limited to lay men, women and permanent deacons. Each Serra club has a chaplain. A chaplain is not required to pay dues. However, the chaplain does receive a magazine as a gift subscription for \$12.00 per year. The club invoice will include this charge

Membership-At-Large:

Article VIII, Section 6 of the Serra International By Laws defines two categories of Membership-At-Large.

- a. Membership-At-Large for a Serran who was a member of a Serra Club whose charter was revoked or a Serran who relocates to an area where there is no Serra Club.
- b. Membership-At-Large for a "... person [who] resides in area where there is no Serra Club. The District Governor of the district or, if no district exists, the District Governor of an adjacent district will provide for the required education of these new members in the objects and purposes of Serra.
- c. Members-At-Large shall be under the immediate direction and supervision of the District Governor, shall pay dues to Serra International in the amount required by Article XI of these By Laws, and shall be entitled to all the rights and privileges of membership in Serra International except the right to vote and the privilege of holding office.
- d. Members-at-Large will receive *the Serran* magazine, will be invited to attend Regional or District Conventions and the Serra International Conventions, however, Members-at-Large do not have delegate privileges at the annual international convention.
- e. The Members-at-Large may be invited to consider organizing a new Serra club. Individuals now active in forming Serra clubs may become Members-at-Large.

Initiation Fees:

- a. The initiation fee is required by the Serra International by-laws and is for each individual. The fee is currently \$5.75, or 25% of the Serra International dues which are \$23.00.
- b. The initiation fees for Members-At-Large have been established at \$15.00. The new member will be provided with the following:
 - i. Handbook for Serrans
 - ii. Lapel Pin
 - iii. Plastic Prayer Card
 - iv. Membership Certificate
 - v. Serra Pocket Folder
 - vi. Junipero Serra special issue of *THE SERRAN*, Vol. 55 No.3
 - vii. Back issue of the *Serran*

Any Serran may propose a prospective candidate who meets basic standards for membership consideration. Normally, the proposal is made by filling out and presenting the new member form to the club vice president for membership.

Local circumstances and traditions in certain clubs differ. However, the process usually includes the following steps:

1. The completed form is given by the sponsor to the vice president for membership.
2. The form with recommendation is referred by the membership committee to the board of trustees for action.
3. Following favorable board action, the form is referred to the secretary for publication of the name.
4. The secretary or vice president for membership informs the selectee by letter that he or she has been recommended as a potential member and invited to a special orientation meeting.
5. The well-prepared orientation committee, with sponsors present, explains the Serra movement and again determines the candidate's interest and availability, and extends invitation to membership.
6. The candidate is inducted into membership at an appropriate meeting.
7. Please **How to Invite New Members**

Who are Potential Members?

Potential members of Serra live in every parish and in every community. They are in our own families. They are children, siblings or parents of our friends. We are in business or involved in church and community activities with them.

To contact possible new members:

- Review names of those active in church activities. Get the mailing lists from the parish groups to identify Catholics who participate in church ministries like: lecturing, lay ministry, ushering and parish council.
- Solicit names from the pastor. Visit with the pastor in person using the interview sheet in the *President's Manual*.
- Solicit names from members. Each of your members can suggest at least two names. This is the best place to find prospects as they will already know someone in the club.

Inviting New Members to a Club Meeting

Potential members may be invited individually throughout the year, or as a group for a special function. When inviting individually, have the sponsoring members bring their guests to a meeting. To invite as a group, establish a special function like a Guest Day and send letters to all potential members inviting them to come. Include a club roster with the letter and follow up with a phone call to remind them. As a gesture of hospitality, the club should pay for the guests' meals, if provided.

Processing Prospective Members

have new member fill out application (see Appendix C).

*Note to club treasurer: Send copy of completed application with the initiation fees Serra to the Serra International office ASAP.

Orientation of new members

- a. Orientation essential to success.
- b. Essential minimum information in orientation
 - i. History of Serra
 - ii. Spiritual aspects of Serra
 - iii. Mechanics of Serra
 - iv. What is expected of you as a Serran

- v. What you can expect from Serra
 - vi. Vocations are the principal reason for Serra existence
- c. The orientation program is designed to be used as often as necessary. The purpose of orientation meetings is simple. This program is perhaps the first formal introduction to Serra's work. It is essential to prepare the orientation program to be a significant portion of a regular meeting with guests or a meeting devoted to the orientation of new members. The orientation program should follow an agenda that fully describes the history and tradition of Serra International as described above. It should also include a description of the club's programs and vocations ministry. The club Chaplain is encouraged to describe the spiritual dimension of the club. The orientation program must also describe the local club structure and practices. Finally, the program should outline the International, National and Local financial obligations of membership.

Induction of new members:

- a. New members should be welcomed into Serra in a formal induction ceremony. Clubs are encouraged to conduct the ceremony at Mass. Along with the club members, guests such as the family of the new Serrans should also be invited to attend the induction ceremony. As a part of the induction ceremony the new Serran should be given a Handbook for Serrans, a membership certificate and a membership pin.

Welcoming New Members

For at least six months after each new Serran has been inducted, a member of the reception committee should be assigned to greet him or her at each meeting so the new member is introduced to several other Serrans.

The membership committee should work closely with the board of trustees and/or the club president to see that the new member is promptly involved in club activities or invited to join one of the standing club committees.

Several clubs, for example, have successfully assigned new members to the reception or telephone committee for a period of a month to six weeks. In this way the new members become acquainted with all club members immediately.

How to Retain Current Members

- a. **Active members are the best members.** Do not immediately overload new members, but they must be assigned to committees with specific tasks to be completed (Programs, Vocations, Membership, Communications and Special Projects committee). They must become knowledgeable and active in Serra work.

- b. **Conduct an “Exit” Interview.** This critical assessment should broaden the scope of each committee’s ability to challenge the membership and support them as they fulfill their objectives. This program to find out why Serrans are becoming “inactive” would also provide insight in developing better membership retention and recruiting techniques. All clubs are encouraged to explore the use of an ‘Exit’ interview.

The following are some potential questions for the exit letter and interview survey. You may tailor them to fit your specific club.

- Did you find Serra programs challenging and informative? Why or why not?
- Were you involved on a committee? Did you enjoy this activity?
- Did you serve on the Serra board or as an officer? If not, was your board open to member suggestions?
- Were club meeting times convenient or inconvenient?
- Were membership dues and other financial requirements reasonable?
- Was fellowship at club meetings what you had expected?
- Was there a compelling reason or reasons that you decided to discontinue your membership?

Twelve Steps to a Successful Membership Campaign

A well-coordinated membership effort can result in an increase of 5–10 percent per year for a Serra club. The basic tools include the *Membership Manual*, personal contact and follow-up.

The club that developed this program experienced overwhelming success. From the 100 names submitted by club members, 90 were considered solid prospects. Forty people gave positive responses to the invitation and 30 came to the first Guest Day. Another 10 came to the second Guest Day. Of the 22 people at the orientation meeting, 21 joined. Another 15 who could not come indicated interest in joining later. In four years, the club grew from 38 members to 125.

Materials Needed (see Appendix A for sample letters)

- Sample letter A
- Sample B, suggested schedule
- Sample letter C
- Sample letter D
- Sample letter E
- Sample letter F

How-to

1. Select a knowledgeable and enthusiastic committee chairperson.
2. Set a schedule to execute the basic plan. It should take about four months and seven meetings or events.
 - Club meeting (1): Start of program. Members are given information at regular meeting.
 - Club meeting (2): Members return lists of prospective members and circulate names among members for review.
 - Board meeting (3): Board reviews list of prospective members.
 - Club meeting (4): Guest Day for prospective members.
 - Club meeting (5): Second Guest Day for prospective members.
 - Special meeting (6): Orientation for new members.
 - Special meeting (7): Formal induction of new members at Mass and banquet.
3. Prepare one page of information about the membership campaign. It should include:
 - the schedule for the membership campaign,
 - information about the target group,
 - where to return the form,

- how to process information, and
 - basic information needed concerning the candidate (name, address, phone, parish, business, age). See Sample B.
4. Distribute the information sheet to each member at a regular meeting and mail the form to anyone not in attendance.
 5. Send a follow-up letter reminding the club members to bring their forms with the prospective names to the club meeting.
 6. Board of trustees reviews list of prospects at a special meeting with the membership committee to review the nominations, and prepare a list with the names, addresses and phone numbers for use in calling or a mailing.
 7. Send a letter to each candidate advising him or her of nomination to membership, with an invitation to be a guest of the club at the Guest Day meeting that will be in two weeks. Include a copy of the membership roster to help identify the Catholics who are already members. See Sample Letter C.
 8. Remind each prospect during the week before Guest Day. Ask one person to call all prospects to see if they will attend the meeting and schedule those who could not attend for a later date.
 9. Hold a Guest Day. Make every effort to have the best turnout of your present membership and have an exceptional program. Make guests feel welcome but do not push them to join.
 10. Send a follow-up letter to those who attended the Guest Day to thank them for coming to the meeting and to invite them to the second Guest Day four weeks later. Send a different letter to those who expressed an interest in attending the next meeting. Have a special program designed for them and encourage them to join. See sample letters D and E.
 11. Hold an orientation meeting. Send a letter to those who attended the Guest Days to come to an orientation meeting. The program would include:
 - the officers speaking on the club,
 - the purposes of Serra,
 - Church vocation activities,
 - Serra University of Christian Principles, and
 - any questions.

Distribute membership cards and ask them to join. Have them complete the cards before they leave the meeting. See the Suggested Orientation Program.

12. Induct new members at a Mass and banquet with families. Award each inductee a membership pin and certificate. Follow up with a second orientation meeting six weeks later at which time new members are assigned to committees and any questions are answered.

Appendix A: Sample Letters and Evaluation

Sample A: Announcement Letter

Serra Club Letterhead

Date

Dear Fellow Serran,

It is time for our annual membership-sharing campaign. It will commence with the receipt of this letter and continue on through the end of the year.

The Serra club objective this year is to establish vocation committees in all parishes in the area to actively promote the various vocation programs offered by Serra International. Serra clubs that have implemented these vocation programs and sustained them throughout the year have been successful with them.

It takes many Serrans to do what must be done, so we need another successful membership campaign. Our goal is to have each Serran submit at least two names for consideration. The attached form explains the requirements. Please fill it out as soon as possible and return to John Smith or me at the October 23 breakfast meeting or at the November 13 meeting.

We need your help!

Sincerely,

Joseph Serran
President

Enc. Membership Campaign Schedule and Information

Sample B: Membership Campaign Schedule and Information

Serra Club Membership Campaign Schedule and Information

October 10	Start of Campaign Members given information.
October 23 & November 13	Members send in or hand in lists of prospective members.
November 20	Board reviews list of prospective members.
November 21	Invitations mailed.
December 11	Guest Day for prospective members.
January 8	Second Guest Day for prospective members.
January 16	Orientation for new members.

We are looking for people of all ages. Members should be practicing Catholic lay men and women (or permanent deacons) of good character and standing; should be able to assume the attendance, membership and financial obligations of a Serran; must live or work in the area; must have the ability and willingness to grow in Serra both intellectually and spiritually; have the motivation to contribute actively to the work of Serra and the fulfillment of its purposes; and must have a marked potential for Christian leadership as demonstrated by their interest in and devotion to the problems of the Church and community.

If you know a person who appears to meet these qualifications, please propose that person's name for consideration by filling out the form below and returning to John Smith. It is important that the Membership Committee have the names in advance, but if this is not possible, bring them to the October 23 Mass/breakfast meeting or to the November 13 meeting. Use the reverse side of this form for additional names.

(Cut here and return.)

Name _____ Age _____
Address _____
Phone _____ Parish _____
Business Affiliation _____

Name _____ Age _____
Address _____
Phone _____ Parish _____
Business Affiliation _____

Sample C: Invitation to Guest Day

Serra Club Letterhead

Date

Dear

Your name was presented to the trustees of the Serra Club of Anytown as a prospective candidate for membership in Serra. Your Christian leadership gifts and interest and involvement in the church and community made it important for the Serra club members representing the Catholic churches in this area to invite you to a Serra meeting.

The Serra club holds a luncheon meeting twice a month in a continuing effort to foster vocations to the priesthood, religious life and the permanent diaconate, and to help develop Catholic lay leaders. The camaraderie among the members and the opportunity to grow in our faith make Serra an especially enriching organization to belong to.

We invite you to be our guest for our luncheon meeting at the Elk's Club on Friday, December 11, at noon. We are planning a special program for you. The meeting will conclude at 1:15 p.m.

A Serran will be contacting you prior to this meeting. We look forward to seeing you on Friday, December 11.

Sincerely,

John Smith
Membership Chairperson

Encl. Club Roster

Sample D: Thank You/Invitation to Second Guest Day

Serra Club Letterhead

Date

Dear

The members of our Serra club were honored to have you as a guest at our luncheon meeting December 11. We would like you to be our guest again if you can arrange it on Friday, January 9 at 12:00 noon at the Elks club. We will call you for confirmation.

At 5 p.m. on January 16, we are planning a short informational session for you. If it is not possible for you to be our guest on January 9, we will contact you by phone relative to the January 16 informational meeting.

Sincerely,

John Smith
Membership Chairperson

Sample E: Invitation to Guest Day 2 and Orientation

Serra Club Letterhead

Date

Dear

Because of the interest that you showed, the members of our Serra club were sorry that you could not attend our December 11 luncheon meeting, but hope that you will be able to join us at our January 9 (Friday) meeting at noon at the Elks Club.

We had an excellent turnout of interested people at the December meeting. We hope you will join them and us at the January meeting. We will call you for confirmation shortly.

At 5 p.m. January 16th we are planning a short informational session for those who are interested in joining Serra. If it is impossible for you to be our guest on January 9, we hope that you will be able to attend the January 16 meeting. One of our members will call you regarding the January 16 meeting.

Sincerely,

John Smith

Membership Chairperson

Sample F: Invitation to Orientation

Serra Club Letterhead

Date

Dear

On behalf of the members of our Serra club, we would like to say how pleased we were to have you as a guest at the recent meeting of our club. We hope that by now you are leaning seriously toward becoming a member of this club.

In order to explain the full meaning of the Serra commitment, including the history of Serra, we ask for an additional period of your time. We have scheduled an orientation meeting for January 16 from 5–7 p.m. This program will be held in the Elk's Club Mezzanine. Snacks will be provided. You will have the chance to meet the officers of the club and be briefed in detail so that you can make your decision regarding membership in Serra.

We hope to complete the short session with plans for your induction on January 30, at a family mass in St. Joseph's High School Chapel. A continental breakfast in the cafeteria will follow the induction. You then will be presented formally to the club and receive your Serra club pin and certificate of membership at the banquet dinner in the evening of that same day.

We hope that the January 16 program will encourage you to join our Serra club.

Should you not be able to attend this meeting, please call me.

Sincerely,

John Smith
Membership Chairperson

Appendix B: Suggested Orientation Program

Sample Agenda

Opening Prayer

Introduction of Panel

Introduction of Attendees (15 Minutes)

Opening Remarks
and Explanation of Program (5 minutes)

Video: *Serra International: A Family Album*

Aims of Serra (5 minutes each)

- Spiritual growth
- Continuing education: University of Christian Principles
- Fostering vocations
- Christian community
- Discussion

History of Serra International (5 minutes)

History of Serra in District and Club (5 minutes)

Coffee break (15 minutes)

Club Operation (10 minutes)
Mechanics, meetings, committees, projects, dues

District and International Convention and
Leadership Training Conference (10 minutes)

What is Expected of You as a New Member (5 minutes)

Questions and Discussion

Appendix D: Induction Ceremony for Club Officers and New Members

ESTABLISHED CLUB — OFFICERS INSTALLATION

MASTER OF CEREMONIES ¹:

Reverend Father, fellow Serrans and guests: Throughout his life Blessed Junipero Serra never sought positions of authority, they sought him. When he was appointed Superior of Baja, California, he accepted, even though he would rather have been about another work closer to his heart, that of opening new roads for the feet of Jesus in mission areas where His name was yet unknown. Only later would Blessed Serra come to know that the Holy Spirit had given him this path as a means of fulfilling his missionary zeal.

Today, we are installing new officers for the coming year, fellow members who did not seek positions of authority, but who were sought out. Like our patron, Blessed Serra, they accepted their offices graciously and now stand ready to lead us as we carry out our ministry for the good of the Church and the glory of God.

As you are called, please come forward/stand. **2**

Trustee: ___(name)___
Trustee: ___(name)___
Trustee: ___(name)___
Treasurer: ___(name)___
Secretary: ___(name)___
Vice president, Communications: ___(name)___
Vice president, Membership: ___(name)___
Vice President, Vocations: ___(name)___
Vice president, Programs: ___(name)___

to Christian service.

Now I ask all officers and trustees to raise their right hand and repeat after me this pledge to signify their acceptance of these responsibilities:

"I do solemnly pledge myself * to perform faithfully and impartially * the duties of the office of Serra I now assume."

___(outgoing president)___, will you pass on to ___(incoming president)___ the gavel, a copy of our Bylaws, and the President's pin in recognition of *his/her* office?

President ___(Name)___, the gavel is the symbol of your respect for the office of the president. Use its implied powers wisely. Wear the President's pin with pride. This emblem symbolizes your President-elect ___(name)³___, you and your fellow officers are to be congratulated on being elected to lead our Serra Club.

We ask you to dream great dreams and to set challenging goals. We want you to make our club truly a University of Christian Principles and help our members fulfill their vocations to service and to promote, foster, and help preserve vocations to the priesthood and religious life.

We want you and your officers to remember that beautiful story from John's gospel where Jesus told the people, "I am the good shepherd. I know my sheep and my sheep know me ... : for these sheep I will give my life." Jesus, however, spoke of more than the good shepherd for He told us there were other shepherds, some not so good. These were the hired hands, who worked for pay, without love for their sheep, and who, on seeing the wolf, ran, leaving the sheep to be snatched and scattered. Jesus told us they, as hirelings, had no concern for the sheep.

The message of Jesus' good shepherd story is simple. It is about commitment. It is about fidelity to that commitment. President ___(Name)___, your peers selected you and your fellow officers because they know each of you will honor, with fidelity, the commitment you are undertaking. They want each of you to be good shepherds. One year from now you will not know, but the Holy Spirit will know, how many men and women, influenced by your example, prayers, and programs, heard the invitation of the Holy Spirit to "Come and See." Keep that thought ever before you and you will always be encouraged to carry out your ministry.

The welfare of Serra depends, to a large extent, upon you during this coming year. The significance and the spirit of the Serra Movement is yours, like vocations, to promote, foster, and to preserve. To you is committed the task of reminding our members of their duties and responsibilities as Catholics and Serrans to their own vocationscomplete commitment to leading your fellow Serrans in Serra's ministry for the coming year. Congratulations. In one year you will be asked to pass it on, untarnished, to your successor.

Past President ___(Name)___, please accept this Past President's pin , the congratulations, and the thanks of our Club for your past year of hard work. This is your pin to keep. Wear it with pride.

It, too, symbolizes your commitment to Serra's ministry. It also symbolizes your willingness to serve your fellow Serrans in the future as well as in the past.

President ___(name)___, you are the new executive head of our Serra club, endowed with full power to enforce the provisions of its Constitution and Bylaws. You will be the chair of the board of trustees, preside at all our meetings and shall, to the end that the objectives of Serra are carried out, appoint all the committees necessary to accomplish the aims and objectives of Serra. These Bylaws are the tools of your presidential office. They are not, however, all that our members place in your trust. The most sacred trust with which you are entrusted is that of teaching and preserving the principles of Catholic life.

And now I ask all the members of Serra to please stand.

Fellow Serrans, there is no rank among Serrans. Each Serran has dedicated themselves to the Serra ministry and each Serran shares with each other the obligation of service. In recognition of your pledge, President ___(name)___, and the pledge of your fellow officers, each of us rededicates ourselves willingly and with whole heart to fulfilling the objectives of Serra and the goals you set for our Club. To this end we join together to recite the Prayer of Saint Ignatius Loyola:

"Dear Lord, teach me to be generous. * Teach me to serve You as You deserve; * to give and not to count the cost; * to fight and not to heed the wounds; * to toil and not to seek for rest; * to labor and not to ask for any reward, * save that of knowing that I do your will, O' God. * Amen."

Father ___(name)___, will you please ask God's blessing on these new officers?

(After the blessing direct the new officers back to their seats; continue with the *Mass/meeting*.)

1. Arrange with the Chaplain for a special blessing for the new officers immediately following their installation. No surprises.
2. Use your judgment according to the facilities available. If in church, call officers to the foot of the altar, with the current president and the president-elect coming and standing to one side of the lectern. In dining facilities, call to the podium if there is room with the president and president-elect coming to one side of the podium; if room is scarce have the officers stand in place, with only the president and president-elect coming forward to the podium.
3. The first use of the president or President-elect's name should be formal, e.g., "President Clara Jones"; thereafter the name may be informal, e.g., "President Clara".

Suggested Induction Ceremony for New Members

MASTER OF CEREMONIES: Will the new members of the (official name of the Club) please come forward/or stand and remain in place ¹ as you are called?

(After assembling)

CHAPLAIN: In the name of the Father and of the Son and of the Holy Spirit.

ALL: Amen.

CHAPLAIN: The grace and peace of God our Father and the Lord Jesus Christ be with you.

ALL: And also with you.

CHAPLAIN: Heavenly Father, look with favor upon the Serrans assembled here. Bless their apostolate. Guide our new members through your Spirit dwelling in them to fulfill their new apostolate to the end that many generous people through their vocations may preach the Good News your Son proclaimed, and make his sacrifice visible in the lives of those whom they serve.

MASTER OF CEREMONIES: You are about to be inducted as new members into the (**official name of Club**). Serra International's mission is a sacred ministry. You will strengthen Serra's role as the lay arm of the Church for vocations in promoting, fostering and preserving vocations to the priesthood and religious life both by prayer and by active vocation programs. Furthermore, you are to promote, through Christian education and Serran fellowship, your own personal holiness, and that of your fellow Serrans, in order to better carry out your own Christian vocation to service. His Holiness, Pope John Paul II, recognizing Serra's unique character in promoting vocations, has sent this message to its members:

"Serrans have wished to keep two outstanding characteristics of Father Junipero Serra: love for priestly and religious vocations, and the constant testimony of Christian faith in the environment in which your activity takes place.

On behalf of the Church, I must tell you of my esteem and my encouragement for your numerous initiatives in favor of priestly and religious vocations. It is really admirable that lay people, deeply convinced that the Church and society needs priests and religious, take as a purpose of their commitment as Christian prayer and hard working action for the spread, development, perseverance, increase and assistance of vocations. You are mindful of this in Jesus' words: "The harvest is plentiful, but the laborers are few; pray therefore to the Lord of the harvest to send out laborers into his harvest."

Your commitment of praying, promoting and helping priestly and religious vocations continually stimulates you to reflect on the requirements of the Word of God. For this reason, you intend also to live up to your own Christian vocations. Prove to everyone, with clarity and without compromise, your sincere adherence to Christ. Prove at home, at work, in your associations, that the message of Jesus forms real men and women, capable of coping serenely with the harshness of daily life. Be available to contribute with all your strength to the construction of a civil society more worthy of man. Prove in your whole behavior that, with the grace of God, it is possible to put into practice in the modern world the Sermon on the Mount and the Beatitudes with all the radicalism they involve.

With these wishes I invoke the abundance of divine favors on your meritorious activity, on you all, and on your dear ones, and I willingly impart my apostolic blessing."

(Light candles 2)

CHAPLAIN: This candle is a reminder of the one you received on the day of your baptism. Its light symbolizes Jesus, the light of the world, and its fire, the transforming energy of the Holy Spirit. Let it be a symbol of rededication to your solemn pledge to direct yourself in Christian principles. In this spirit I ask these questions of you:

Will you give your time, efforts and prayers for the encouragement and preservations of vocations to the ordained and professed ministry?

NEW MEMBERS: I will.

CHAPLAIN: Will you, by faithful attendance at Serra meetings and by the example of your Christian life, promote and deepen Christian justice and charity, and continually strive to fulfill your own Christian vocation?

ALL: I will.

CHAPLAIN: Will you do your best to share our Serra community with others who have much to give and much to gain from their Christian friendships which are refined through Serra membership?

ALL: I will.

CHAPLAIN: (A short sentence or two of congratulations, e.g., Congratulations!! Welcome to Serra International.)

MASTER OF CEREMONIES: (Ask new members to be seated and continue with the Mass/meeting.)

1. Use your judgment according to the facilities available. In general, try to line up the new members near the podium, in dining facilities, or in front of the altar, if in church.
2. Lighting candles can be cumbersome. Use individual candles for 4 or fewer new members. Use a single larger candle for 5 or more new members; give to one of the new members to hold.

Appendix E: Club Membership Vice President Position Description

Serra International Suggested Club

Position Description for the Vice President of Membership

Position Title: Vice President of Membership

Reports To: President

Position: Attend all Club, Board of Trustees and Committee meetings and functions; serves as the Chair of the Club Membership Committee; formulate plans and develops programs that help the club retain and increase membership; assist in forming new Serra Clubs.

Principal Responsibilities:

1. Attend all Club and Board of Trustee meetings
2. Serve on the Club Board of Trustees
3. Serve as the Chairperson of the Membership Committee
4. Assist and attends Regional and District Conventions as appropriate
5. Develop effective programs for club use to retain and increase club membership
6. Develop a long range plan for the Membership Committee
7. Maintain contact and a working relationship with the Membership Coordinator of the Local National Council
8. Develop and implements a new member induction and orientation program
9. Attend and actively participates at the Spring Leadership Planning Conferences
10. Assist the President Elect in the preparation of the budget.
11. Understand the responsibilities of the board president and able to perform these duties in the president's absence

12. Participate as vital part of the Club leadership
13. Perform such other duties as may be assigned by the President and/or the Board of Trustees

Position Requirements:

1. Thorough knowledge of Serra International and its Objectives and Purposes
2. Ability to work collaboratively with volunteers

Desirable Knowledge, Skills and Abilities:

1. Knowledge of current Catholic Church issues
2. Ability to communicate clearly and concisely orally and in writing