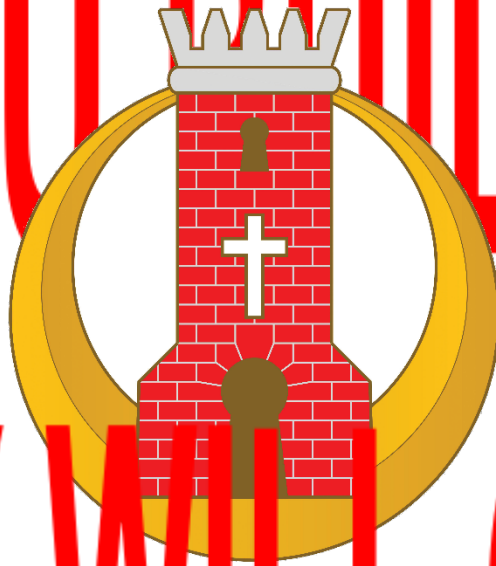


**IF YOU BUILD IT
THEY WILL COME
& STAY**



**ORDER OF THE ALHAMBRA
PROGRAM GUIDE**

FORWARD

From our Supreme Commander Joe B. Cortinaz

The Order of the Alhambra is a beautiful organization with a beautiful mission. It is an Order of Catholic men and women helping God's Special Children of all ages. Join us in our journey to help those who cannot help themselves. A journey in which its members and those persons whom they help benefit with many blessings.

The Order has gone through a variety of stages as many of you, who have been members for many years, may know. Throughout the years of the Order's existence, there have been calls that have gone out to our fellow Sir Nobles, Lady Nobles, and our Supreme Officers for help in recruitment, and this year of our Lord, 2022, is not any different than previous years.

The Order's 119-year history has given us a great legacy.

If you look at the history of Alhambra, you will note that change and revision has been a part of its history. Today we are asking you, all members, to please go out into the world and talk with great love, joy, and enthusiasm about our beloved Alhambra, and we ask that you praise all its good works. They have all been successful. Do not keep the Order the "Best Kept Secret in Your Community."

If you know the history of Alhambra, then you know at one time our membership was in the thousands. In previous years our membership has been declining; so, to raise our membership numbers, the Order has created a Program with a Guide to help its members develop a yearly plan with monthly events: an effort to help its members promote Alhambra.

Change is a part of life as you well know, and we need to bring life back into the Order. We cannot remain stagnant; we need to move on. If we need to rebuild, we need to rebuild, and the changes are not difficult. After you implement, you will then notice that "If you build, they will come and stay". Please read the following information and take an interest in moving on; and in doing this, please be reminded of the purpose of Alhambra and be reminded of the purpose of growth in membership. Take advantage of the information in the Guide.

Sir Nobles, Lady Nobles, Supreme Officers, be proud of this Christian organization, be proud of Alhambra's history, be proud of your membership in Alhambra, and be proud you are doing God's work on this Earth. Why did you join?

INTRODUCTION

This booklet is designed to be a guide to assist Caravans in recruiting new members and retaining current members. Retention is as important as Recruiting, and it is our programs and how we accomplish our mission to live up to our three principles that will help us to recruit new members and retain our current members as active contributing members.

“If you build it, they will come”, a line that is taken from the movie a Field of Dreams. Isn’t that what Kevin Costner heard, he builds a baseball field, and did they come? They sure did. There is a lesson for us Alhambrans in this powerful little phrase, because if we build successful programs designed to put smiles on the faces and hearts of those we serve and our brother and sister Alhambrans people will seek us out and our current membership, including many of those who have fallen away, will want to join in the fun and excitement.

Caravans should develop a yearly plan that includes an event each month from one of the four program areas:

1. Faith Based
2. Serving God’s Special Friends
3. Recognizing Persons and places of Catholic Importance
4. Fraternity

Notice not one of these areas is fund raising, and while that is important, that is NOT our mission unto itself. Rather these programs should enrich the lives of those who participate whether as a client or as a provider. The programs should serve to also build enduring friendships new and old.

One thing we as Alhambrans do not do a very good job of is “tooting our own horn”, and that is why the Order of the Alhambra, outside of the Vatican Vaults, is one of the best kept secrets of the Catholic Church. We must advertise our events before they happen and then report on our success when the events are over. GO TELL THE WORLD!!!

This Guide is broken into several parts:

1. The first is an explanation of the new Programing Program, and how it works
2. The second section will cover some suggested programs for Serving God’s Special Friends
3. The third is section of suggested Faith based activities that Caravans may undertake
4. The fourth section will cover potential programs to recognize persons and places of Catholic importance
5. The fifth section will cover some suggested activities designed to foster fraternity
6. The sixth section offer some suggested recruiting activities
7. The seventh section will cover communications
8. The eight and final section deals with where to go for help

And Now Let's go Build it

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The Activities Program

Purpose:

The Purpose of this Activities Program is to provide Caravans with guidance and ideas to provide a meaningful program based upon the principles of the Order of the Alhambra, Inc. that will attract new members and keep current members active and interested.

A second purpose of this Activities Program is to provide a reward system for Caravans who develop and execute programs that meet our Order's three guiding principles of:

1. Assisting and promoting the welfare of those with Intellectual and Developmental Disabilities, while putting smiles on their faces
2. To identify, mark, preserve, and memorialize Catholic places, persons, and events
3. To provide opportunities for Catholic men, women, and their Families to come together for social, spiritual, and intellectual associations among our members

Since we are a Catholic Order this Program Guide will also provide some examples of religious events and activities, we can undertake keeping in mind our base three principles

This Activities Program will also outline how to, when, and show some examples of communicating what we as Alhambrans do at our events and activities and who we are.

The final part of The Activities Program will be suggestions on how we grow our order, and show why recruiting is so very important, but also emphasize that retention is equally important.

The one key component of retention is:

Active members participating in fun faith fill activities, who feel a sense of pride and accomplishment, and feel a true sense of appreciation are lasting members.

Members who sit don't get asked to participate and just pay dues soon disappear

1. The Activities Program for Caravans consists of:

A program that will assign points for activities and events planned and carried out by Caravans and it consists of:

1. Five (5) Points will be assigned for every project/event completed (paperwork turned in)
2. Each New Member would carry the same weight as a completed project/event once said new member is issued a Membership Card by the Supreme Executive Secretary. (Five (5) points)
3. Major Projects/Events (*Projects/Events costing over \$1,500.00 and involving at least 25% of the Caravan's members*)) would carry a weight twice that of a standard project/event (Ten (10) points)
4. Projects/Events are to be written up and submitted to Supreme Director for tabulation on forms supplied by Supreme

5. Projects/Events submitted to the Alhambran would receive bonus points (Five (5) points per article). *(The Alhambran Editor would advise the Supreme Director of articles submitted from his/her Region.)*
6. Participation in a Regional Program/Event is to be awarded points based upon the type and complexity of the project/event and percentage of participating members. (5 to 10 points for the project times the percent of members participating) The Executive Secretary shall assign number of points for the project and report the points to the Supreme Director for final tabulation)
7. Participation in all four major program areas in all four (4) Quarters would be required to qualify for awards/recognition. (For the time period of 1 August 2022 through 1 July 2023 Reporting periods will be August & September 2022, October, November, & December 2022, January, February, & March 2023, and April, May, & June 2023)
8. The Four (4) major program areas are:
 - A. Programs to support those persons with IDD
 - B. Church based programs (i.e., Memorial Mass, Special Needs Mass or Corporate Communion
 - C. A Recruiting based program
 - D. Submission of an article to the Alhambran
9. Supreme Directors will tally the points for their Caravans effective 1 June (Caravans may include planned June 2023 events in their report) prior to the Supreme Bi Annual Convention and submit them to the Executive Secretary for a final Order wide tally.
10. The Executive Secretary shall, prior to 1 July prior to the Supreme Biannual Convention report the tally to the Supreme Commander and the Executive Board. Supreme Directors will then be notified by the Executive Secretary of winners of awards in their Region.
11. Recognition for the top 10 Caravans would include recognition in the Biannual Supreme Convention book; as well as on poster(s) displayed at the Convention, and at the Bi-Annual Supreme Convention Banquet.
12. The top 3 Caravans in each division will receive a special award at the Biannual Supreme Convention Banquet. (Division shall be based upon the number of members in a Caravan effective July 1 of the contest year) (Numbers of members in each Divisions will be determined as of July 1 of the contest year) Divisions for 2022-23 Contest year are:
 - A. 1 to 25 members
 - B. 26 to 45 members
 - C. 46 or more members

Remember: SAFETY is a prime concern for our guests in all activities and every event must have Liability Insurance to protect the host facility, the Caravan, and the Order. Policies are available through the home office

Caring for God's Special Friends

In 1959 at the Biannual Supreme Divan meeting the assembly voted to adopt a third principle for our Order, today that third principle is our primary function. The third principle of our Order is:

Serving the Intellectually Disabled

Our dedication to the intellectually disabled is the most important and charitable purpose of the Order of the Alhambra. Our assistance takes on many forms by providing human and financial resources to agencies and schools that provide secular education, religious education, and vocational training to the intellectually disabled. We provide scholarships for undergraduate and graduate students that will become special education teachers and instructors. Provide seminars and training for educators and administrators. We assist and support respite care facilities that serve the intellectually disabled. The Order provides entertainment, athletic and recreational activities. The compassionate, charitable heart of the members of the Order of the Alhambra beats the loudest when it works for the intellectually disabled.

The following are examples of how we can serve God's Special Friends:

1. From the Supreme Office:
 - A. The Summer Camp Scholarship Program – Caravans and Regions may apply for up to \$1,500 each year to sponsor persons with IDD to attend a special summer camp designed to provide an outdoor program for persons with IDD. The programs may be day programs or residential programs.
 - B. The Academic Scholarship program – Through a local Caravan a student who meets the requirements may apply for a \$1,500.00 annual scholarship for their Junior and Senior year as well as post graduate work.
2. At the Regional Level:
 - A. Larger projects that require participation of multiple Caravans to accomplish.
 - B. Examples may include:
 - a. Larger sporting events such as tournaments for persons with IDD
 - b. Entertainment events such as taking a large number of guests to a Circus, or Sporting event such as a professional ball game and providing clients with food, snacks and drinks
 - c. Region participation with Special Olympics
3. At the Caravan Level:
 - A. Special Needs Masses, (will also qualify under Church Activities)
 - a. Caravans should consider holding at least two (2) Special Needs Mass each year
 - b. Coordinate with local Pastors and select a Church/Parish to host the event. If you have more than one parish in your Caravan look at holding the Masses at different Parishes to maximize exposure
 - c. Send out invitations via an article in the Church Bulletins of all Parishes in the area.
 - d. Plan on serving either Light refreshments or a luncheon following the Mass to allow for more personal interaction with the participants.
 - e. Don't forget to set up and man a recruiting table

- B. Dances or Proms for persons with IDD
 - a. This event can be a major undertaking and will require a committee to plan and execute
 - b. A location must be secured that does not require guests to go up or down stairs
 - c. Invitations should be sent to all Churches, (not just Catholic Churches), schools with Special needs programs, local group homes and care facilities. A good contact is also the local Special Olympics Coordinator.
 - d. Ensure the DJ/Band understands that this is an event for those persons with IDD prior to the event
 - e. Consider the type of food and beverages to be served, in no cases should alcoholic beverages ever be served
 - f. Provide corsages to help make the event special
 - g. If a Prom, consider electing a King and Queen and their Court
 - h. Timing the event should last 2 to 3 hours and never longer than 4.
 - i. Pictures, take pictures of the attendees and print them on the spot so everyone can take their picture home
 - j. Ensure parents/guardians/care givers are also invited and those not staying know when the event will end.
- C. Fishing Derbies (may also be a Regional Activity)
 - a. Secure a location that will not have a lot of non-participant activity. Avoid public boat launches and beaches
 - b. Determine and publish the type of the event, will it be shore, dock/pier, ice, or boat fishing
 - c. Determine how the event will run, will it be most fish caught, the largest fish of a given species, or some other criteria, such as most pounds or overall length of total catch
 - d. Set a start time and time limit for the event
 - e. Who will provide fishing equipment
 - f. Determine the type of bait to be used, and who will provide the bait?
- D. Christmas/Holiday Parties – Breakfast with Santa programs
 - a. Coordinate with other local organizations such as the Knights of Columbus
 - b. Determine venue
 - c. If to be at a Church, then coordinate with the Pastor
 - d. Select gifts to be given, based upon needs and age groups
 - e. If other groups are doing Christmas with Santa do a Saint Nicholas party with Saint Nicholas not Santa Claus. Give out St. Nicholas Coloring books and “Gold Coins”
 - f. Do a Christmas movie event after Mass with a lunch included and maybe a visit from Santa.
- E. Picnics, Cookouts, Pizza Parties, Breakfasts, or other meals served to IDD Clients
 - a. Always remember who our clients are as to their special dietary needs
 - b. If planning a picnic always have a plan “B” for bad weather
 - c. When doing a Pizza party remember “KISS” (keep it simple stupid) Serve cheese pizzas
 - d. Parties around major sporting events are often a hit such as a Super Bowl Party or World Series game 7 party etc.
 - e. Simple Pancake breakfasts are usually a hit for group facilities especially if you go to them

- F. Field Days at Schools or Camps (Run or support)
 - a. Ask the local Principal what you can do to help
 - b. Often this will take place during the normal workday so consider who will be available to support.
- G. Fall events such as Hayrides, corn mazes, Pumpkin painting
 - a. Corn Mazes are fun, but again be careful as our clients can become confused and scared, this should be a 1 on 1 event
 - b. Hayrides are fun but can be high risk due to possible allergic issues and falling
 - c. Local farmers will often donate the smaller undesired pumpkins from their farms and painting with watercolors or washable markers work very well for all ages
- H. Cooking Classes or teaching other life skills classes
Best done by skilled professionals
- I. Boat Rides/Cruises
 - a. Can be a great addition to a picnic or taken to a camp but insurance is a must
 - b. Short 1-to-2-hour river or lake cruises are a good event that are usually a good time for all
- J. Easter Egg Hunts
 - a. Must be planned and coordinated with the host facility
 - b. Do not include Items that can become a choking hazard
 - c. Stickers and alike are great items to stuff in the eggs
 - d. Can be a part of a larger event such as after Mass to be followed with a meal and other appropriate games.

Religious/Church Based Activities

As a Catholic organization much of our work should involve building the Church and supporting our Catholicity.

As required in the Al Sunna, Rules, Policies, and Procedures, every Caravan is required to hold at least one annual religious event that includes the celebration of the Eucharist (Mass).

In addition, simple programs can often be woven into events and thus not all programs need to be attendance at Mass to be a Religious or Church based activity. The programs in this section offer many opportunities to work with other groups within the local Churches and thus may serve as excellent opportunities to share who we are and to ask others to join us.

Through the intercession of Saints such as Saint Francis and Saint Louis Guanella we can accomplish much more as we seek to bring smiles to “God’s Special Friends.”

Examples of Religious/Church based activities include:

- A. The annual religious activity such as a Corporate Communion where the Caravan attend Mass together.
 - a. This may be linked with a Special Needs Mass
 - b. A holiday Celebration
 - c. A Fraternal meal following Mass
 - d. A joint event with other groups in the Parish as a part of a Parish Ministries event
 - e. Everyone should wear their Fez or Medallion. (If part of a joint event members should all wear Caravan Shirts to distinguish them and make our Order more recognizable.)
- B. Special Needs Masses
 - a. Discuss with Pastor of the Church selected ask if Chaplain may concelebrate
 - b. Schedule at least 2 months in advance and get the word out early and often
 - c. Hold multiple events, could be one per quarter in different Parishes
 - d. Link Mass with a fun activity
 - e. Advertise in Sunday Bulletins of surrounding Parishes
 - f. With the Pastors permission have God’s Special Friends participate as Lectors, Ushers, and bring up the Gifts
- C. Corporate Communion Masses
 - a. Preplan with Pastor of the Church ask if Chaplain can concelebrate
 - b. Have Alhambrans participate in the Mass as Lectors, Ushers, Eucharistic Ministers, and presenting the Gifts
 - c. Hold multiple times each year
 - d. Plan on saying a Rosary for God’s Special Friends before Mass
 - e. Plan a social time following Mass, a meal or just coffee
- D. Christmas and/or Easter Pageant
 - a. Work with Chaplain and Pastor to set up a Christmas/Easter play using God’s Special Friends
 - b. Coordinate with Religious Education program
 - c. Celebrate after Pageant
- E. Rosary Prayer Group meetings

- a. These are special Rosary Events, maybe at a member's home
 - b. Look at having a Rosary Pillow that is passes from member to member
- F. Breakfast prayer meetings
 - a. Saturday Morning meet at a local restaurant for a meal and prayer
 - b. Can be an evening prayer session to discuss how Jesus interacted with the Children and outcasts of his time
- G. Group Eucharistic Adoration
 - a. Ask your Chaplain to arrange a time for Eucharistic Adoration
 - b. Hold multiple events
 - c. Build a program around Eucharistic Adoration, such as opening prayer, presentation from the Gospel to talk with God about during Adoration, Adoration, Discussion and Closing Prayer
- H. Serve as Lectors, Eucharistic Ministers, Ushers as a Caravan at selected Masses
 - a. Ask your Pastor/Chaplain to Celebrate Mass on Saint Francis's Feast Day
 - b. Ask to do the same on the Feast Day of Saint Louis Guanella a patron saint of those outcast from society due to IDD
- I. Caravan Retreat
 - a. To be led by your Chaplain
 - b. Establish a time and place
 - c. Invite nonmembers to join the Retreat as potential Candidates

Fraternal Activities

As Alhambrans our third principle is:

Sociability

Since the early days of the Order of the Alhambra, sociability and fraternalism were dominate in defining the Order. Sociability is the nucleus of the organization where fun and friendships are displayed while ideas are nurtured and defined.

This sets us apart from many other organizations as it is through the development of strong and lasting friendships, we can accomplish our good works and bring enrichment to the lives of all those we serve.

Examples of Fraternal Activities would include:

- A. Social Gatherings
 - a. Picnics
 - b. After Mass for Coffee
 - c. Dances (can also be a fund raiser)
 - d. Card Parties
 - e. Mystery Dinner Event
 - f. Golf Outing
- B. Award/Recognition Celebrations
 - a. Founders Day Celebration
 - b. Past Grand Commanders Ball
 - c. Chaplain(s) Recognition Dinner
 - d. Sir/Lady of the Year Recognition
 - e. Charity Award(s) Dinner
- C. Holiday Parties
 - a. Christmas/New Year Celebrations
 - b. Valentine's Day/ Marriage Celebration
 - c. Harvest festival
- D. Qualifying Ceremonials
 - a. Plan a Ceremonial to be followed by a Celebration meal
 - b. Invite Family and Friends to Ceremonial as witnesses

Recognizing Persons/Places of Catholic Importance

In 1905 the Order added our second purpose Catholic History

To identify, mark, preserve and memorialize Catholic places, persons, and events of historical importance.

Since 1905 the Order has marked over 200 places of Catholic historical importance and recognized over a dozen persons of Catholic historical Importance.

Why is this important? Because in this secular environment our future is not being taught in schools the importance of Catholicity in the founding and growth of America and Canada and the other countries of the “new world”, therefore, as Alhambrans since 1905 we have taken on the role of marking and preserving these places and persons for all future generations.

It is generally thought that the places and persons we recognize must be very old, such as a Church where the first mass was said in a given location, or the oldest Church in a Diocese, or maybe a Church that is celebrating their 100th, 150th, or 200th anniversary. Or maybe we put a marker on someone’s grave, or the building they grew-up in. While these are all very worthy activities, we should not limit ourselves to such a narrow scope. It is important to recognize persons, places, and events that are not only historical but rather recognize persons, places, and events that have a significant Catholic impact on our future as a religion and nation.

Are we missing opportunities to demonstrate our Catholicity and its importance on our society today and tomorrow to future generations?

Examples of activities that would recognize places, persons, and events, of important Catholic history:

- A. Mark with a Plaque
 - a. A building of Catholic Historical Importance
 - b. A location of Catholic Importance, such as a town village, city, founded by a Priest or a Convent, or Monastery
 - c. A location marking a trail or route the where the first Priests traveled to a new land
- B. Place a Cemetery Grave Marker
 - a. On the Grave of a person who had significant influence on our Order, Nation, or locality
 - b. Mark the grave of the First Bishop of a Diocese
 - c. Mark the grave of unborn Children whose bodies were rescued from a dumpster
- C. Publish an article or Book
 - a. Publish a book recognizing the contributions made by a person or group that influenced our lives today
 - b. Publish an article that preserves in history an event or person that displays our Catholicity
- D. Hold a celebration of an event or person and make a permanent record of such

Recruiting/Retention

Recruiting is the life blood of any organization, to survive an organization must grow, and the only way to grow is to add new members in greater numbers than the numbers of members lost.

There are many reasons to recruit, and almost as many ways to gain new members. The one constant is without new members and their fresh ideas an organization will grow stale and slowly die.

New members must be encouraged to become active participants and old members need to allow them to voice their thoughts, a true killer of energy is the statement “Oh we tried that and it does not work”. Maybe a fresh look a new twist or turn and it may work. Another killer is “That is the way we have always done it and it worked so we don’t change”.

This section will be broken in to two main sections, the first is how to recruit, the second is how to retain those you recruit.

Examples of good recruiting practices:

A. Form a recruiting committee

- a. The Vice Grand Commander is the Chair
- b. Committee should include both men and women
- c. The committees should include young and old
 1. Physical Age
 2. Time as a member
- d. Committee should meet every month to plan and review
- e. Committee should schedule Qualifying Ceremonials
 1. Timely - not longer than 2 weeks from a major drive
 2. Ceremonials should be a special event, making the new member feel like they just became a part of something special
 3. A significant amount of Fraternal time should follow every Ceremonial to allow new members to become acquainted and feel at home
- f. Committee to report at every Caravan meeting to include:
 1. Results since last meeting
 2. Planned events starting at least 3 months out

B. Church Drives

- a. We are a Catholic Order and as such the Catholic Parishes in the Caravan area are the best places to hold recruiting drives
- b. Establish a team to run the Drive, to be chaired by a member of the Recruiting Committee
- c. Meet with the Pastor or Administrator of the Parish
 1. If the Pastor is not familiar with the Order of the Alhambra take the time to explain who we are and what we do
 2. Let him know that you would like to host a recruiting drive at his Parish

3. Tell the Priest that we welcome Catholic men and women over the age of 18 as members but we are a family-based organization, not just an “old boys club”.
4. Ask him when it would be possible to do a drive at HIS Church.
- d. Set Dates
- e. Staff the Drive, at least two people at each exit of the Church
 1. Husband and wife teams work very well
 2. Sit together during Mass as a group so you are noticed
 3. Wear Alhambra gear – shirts -Fez – medallion -NAME BADGE
- f. Have a 2-to-3-minute presentation to make from the ambo at the end of Mass
 1. Give a 10 second intro and thank Father
 2. Give 45 to 60 second history and state the 3 principles of the Order
 3. Talk 1 minute on how has being an Alhambran affected me (people what to know what is in it for me)
 4. Then 45 seconds on what we do
 5. Wind up with the invite to men AND women (if also running a canister drive mention it here)
 6. Last thing thank everyone and again thank the Priest
 7. Practice – Practice - Practice
 8. Look at the Audience
 9. Look sharp at the Ambo – SMILE-
 10. Remember to bow to the Altar as you approach the Altar and as you Leave
- g. Have excess brochures (Trifolds)
 1. Customize the ones on the Supreme Website for your Caravan
 2. Keep them clean and simple
 3. Use all the Trifolds as you are looking to grab someone’s eye
- h. Set a Recruiting table in key location
 1. This should be an eye catcher, use the pull-up banner supplied by Supreme at on end of the table
 2. Place Handouts on the table neatly to show the different things they could support or have an interest in such as the Scholarship Program or Campership Program
 3. Have applications in the center of the table
 4. Have a sign-up sheet for more information
 5. Have preprinted and addressed post cards that individuals can take with them for more information
 6. Pictures – Pictures -Pictures, these serve as eye catchers and conversation starters
 7. Keep the table neat and staffed by at least two people
- i. Host Coffee and Doughnuts following Mass
 1. Set up a recruiting table
 2. Put fliers on the tables
 3. Have members mill about wearing Alhambra gear stopping to ask if there are any questions, or maybe share an experience or two to get a conversation started
 4. Put free will collection cans in the center of the tables
- j. Advertise the event in the Church Bulletin for 2-3 weeks prior to the event

- k. Tie the recruiting effort with a Canister Drive – people will hear your message and want to support but do not want to join at this time, but they will drop a few dollars into a bucket to support your activities
- C. Drives outside the Parish
 - a. Work with Schools, larger group homes, and Diocesan group events
 - 1. Diocesan Events like Men's or Women's Conferences are a great opportunity to extend your reach – Set up a recruiting Table
 - 2. Get to know and work with your local Special Olympics Coordinator, set up Recruiting Tables at their events – Stress our Catholicity
 - 3. Working a Trunk or Treat event or Christmas party or Easter Egg hunt are great recruiting events, members should wear Alhambra Gear and always set up a Recruiting Table
 - b. Use Events as a Recruiting event and a fund raiser by having an offering can on the Recruiting Table
- D. Two on Two recruiting
 - a. This is a very powerful tool, when a Sir and Lady Noble (Husband and Wife) talk to a couple, this is a great tool as often the husband is used to saying NO without listening, however given our mission the nurturing mom comes out as a Lady Noble talks with the wife and soon the hard NO becomes “I think this is something we could do, what is next?”
 - b. Be prepared with flyers and knowledge of events past and future, and always have the applications
- E. Conversation Starters
 - a. Wear you Alhambra Gear, Fez, medallion, and shirt that way people we see you and ask...
 - b. Ask a person who stops by if they would like to come help at an event
 - c. Talk about events with non-Alhambrans, follow up with “Would you like to come to our next event?”
 - d. Talk to a local IDD School Principal about supporting them and tell them about the Scholarship Program – let them know you would welcome the staff at your events
- F. Following up
 - a. Members are lost because their applications get lost in a briefcase, if you do not follow-up then people will believe that you are not really interested in them
 - b. Call everyone who signed up on the more information sheet, invite them to an activity or event, ask when you can meet to discuss Alhambra further
 - c. Call candidates a week before the Qualifying Ceremonial give them the time and place, follow this with an email – BUT ALWAYS Make the phone call first
 - d. Then call the day before the Ceremonial ask if they are all set, do they need a ride, etc.

**ALWAYS REMEMBER IF YOU DO NOT ASK A
PROSPECTIVE MEMBER WILL NOT SAY YES!!!**

Retention is more important than recruiting, it takes effort and time to bring a new member to Alhambra, and they joined for a reason. Now the real work begins in that we have to cultivate their interest and curiosity transforming them from a looker to a lifelong member.

Keys for Retention include:

- A. Immediately following the Qualifying Ceremonial, a current member should take the new member under their wing, find out why they joined and what they would like to do. Become a brother/sister to the new Alhambran and bring them into the Caravan's family
- B. Before the Ceremonial assign multiple members to spend some time with the new members during the social time following
- C. Ask the new member to join committees and maybe even lead an event they had expressed interest in
- D. Assign a mentor to each new member, help them shine
- E. Make sure they become active, call them, (DO NOT email them), and invite them to the next meeting ask them if they need a ride?
- F. Include them in the conversation by asking their opinion
- G. Note who is there at meetings and follow-up with those who are not attending. (If a new member misses two meeting in a row, the Grand Commander should call and find out why.)
- H. Invite ALL members to each event, to include those who choose not to attend meetings by reaching out via email or a phone call.

The number one Key to Retention is making the member feel important and they are needed, then they will stay...

Communications

Communication is essential to the good health and growth of an organization

The way we communicate has a great deal of influence we are as an Order, Region, and Caravan. It is the way we let other know about us, what is planned, what is happening, and what has happened. In today's world we have many opportunities and ways to communicate, the age of electronic communication has opened many different avenues such as email, text messages, ZOOM and other means of video conferencing; we are no longer tied to just the newspaper, postman, and word of mouth. All these new modes of communication have sped up our ability to convey our messages and as Alhambrans we should be employing all method new and old to get the word out. We need to overcome the phrase I have heard many, way too many times, that "Alhambra is the best kept secret in the Catholic Church." Let each of us resolve to spread the word so that all know who we are and what we do!

How to get our message out:

A. Within the Order

a. Caravan Level

1. Caravan Newsletters

- a. Every Caravan should have a newsletter that goes to the total membership each month.
- b. The Caravan newsletter is a good method to communicate with major clients
- c. The Caravan newsletter is an excellent recruiting tool as it tells your story
- d. The Newsletter should contain:
 - ✓ A recap of the previous Month's meeting (never publish actual dollar amounts)
 - ✓ The announcement of the next meeting
 - ✓ A schedule of events
 - ✓ A note from the Chaplain
 - ✓ Reports on previous events
 - ✓ Committee Reports and requests for help
 - ✓ Any upcoming issues for discussions such as large expenditures, elections etc.

2. Mailings

- a. Today's U.S. Mail service is expensive and can be slow and unreliable
- b. However, it is still a good means of advertising events such as Community wide activities such as a breakfast with Santa, Easter Egg Hunt, Special Needs Masses, Dances, and alike.
- c. Also remember some do not have access to reliable internet service or they may not use email, so for some, the mail is how we communicate by sending the monthly newsletter and alike.

3. Email
 - a. In today's world email for the most part has replaced the US Postal Service in getting the word out
 - b. Again, a word of caution – Not everyone uses email
 - c. Great means to send out the Monthly Newsletter and other announcements
4. Text messages

Great for quick reminders such as upcoming meetings and events
5. Phone Chains

This is an older method of getting the word out about an event or something that needs immediate attention
- b. Regional Level
 1. Monthly Grand Commander Reports, see the appendix for a suggested form
 2. Flyers, and e-mail Blitzes are great to get the word out of Regional Events
 3. Minutes of Regional meetings (should be sent to the Supreme Commander, Vice Supreme Commander, and the home Office for retention)
- c. International Level
 1. Quarterly Reports (See Form in Appendix)
 2. The Alhambran, each Caravan should have at least one activity to report on each month
 3. Activity Reports (see form include in the Appendix)
- B. Within the Church
 - a. The most effective tool is the weekly Church Bulletin
 1. Most Parishes will publish a very short article (one short Paragraph with contact information) as requested
 2. Talk to the Pastor and get his permission then contact the Parish Office for publication timelines
 3. Submit an article highlighting a past or future event, or recognizing a personal accomplishment of a member
 4. Submit articles for upcoming event at least two weeks in advance and ask it be published twice
 5. Always invite others to reach out for more information
 - b. Pulpit Announcements
 1. Great for upcoming events such as a Special Needs Mass
 2. Always indicate who to contact for more information
- C. To the Outside world
 - a. Newspapers
 1. Contact local newspapers at least 1 month ahead of the event you wish covered
 - ✓ Must send detailed description of the event, time, and location
 - ✓ Follow up ask who the reporter will be and get their contact information
 - ✓ Must speak to someone in person to get coverage
 2. If a reporter does not show up at the event send an article with a couple of pictures and a detailed description of the event
 - b. TV News media
 1. Reach out at least one month in advance
 2. Speak with a real person/ either a reporter or News Director

- c. Catholic Radio
 - 1. Most Catholic Radio Stations will provide a 60 second time slot under local community events
 - 2. Going to the Station in person may gain you an interview that would be aired
 - 3. Promote upcoming events
 - 4. Promote our Catholicity and Principles
 - 5. Leave contact information and literature
- d. Local TV Community Events
 - 1. Most local TV Stations have a community events page
 - 2. Ask if you may submit a segment (May be rejected due to our Catholic requirements)
 - 3. Advertise upcoming events in a couple of lines with contact information
- D. To those we serve
 - 1. Flyers of up coming events should be sent to all
 - 2. Contact Schools, Group Homes, Churches (Special Ed Religious Education Classes) to have the word spread
 - 3. Send short announcements of upcoming events to local schools to be included in the informational paperwork sent home
 - 4. Maintain a list of clients and contacts from previous events and reach out with upcoming events and other news

Appendix

List of Forms

Quarterly Report to the Vice Supreme Commander Form

Monthly Grand Commanders Report Form

Activity/Event Report Form



Order of The Alhambra, Inc.

Quarterly Report to the Vice Supreme Commander

**Due 10 days after each Quarter
(March – June – September – December)**

Caravan Name & #: _____ Period From: _____ TO: _____

Current Membership: _____

How Many New Members this Quarter: _____

How Many Suspensions: _____ Demits: _____ Trans Out: _____ Deaths: _____ This
QTR

How Many Membership Drives This Quarter: _____

Places Visited This Quarter: _____

If None Explain: _____

Membership Chairperson: _____

Number Of The Following That Are In Your Caravan: Bishops: _____ Priests: _____

Deacons: _____ Seminarians: _____ Religious Sisters: _____

****** It is the responsibility of the Supreme Director to collect all Quarterly Reports from his/her
Region.**

**Please Forward reports to Vice Supreme Commander Clifton Dake no later than 10 days after
the quarter ends at cliffdake@gmail.com**

Monthly Grand Commander's Report

Date: _____ **Caravan Name and Number:** _____

Number of Sir/Lady Nobles in the Caravan: _____

Membership Growth since the last CofC meeting: _____

Report of activities completed in the previous month:

- 1. Activities serving persons with IDD:**

- 2. Activities designed to recruit/Install new members:**

- 3. Religious based activities:**

- 4. Fraternal Activities:**

- 5. Activities designed to raise funds:**

Report of planned activities for the next two (2) months:

- 1. Activities serving persons with IDD:**

- 2. Activities designed to recruit/Install new members:**

- 3. Religious based activities:**

- 4. Fraternal Activities:**

- 5. Activities designed to raise funds:**

Other Information:



Order of The Alhambra, Inc.

Caravan Event/Activities Report

Caravan Name and Number: _____

Date: _____

Category (Circle One):

Caring for God's Special Friends Religious Based Fraternal Recruiting

Communications

Recognizing Places/Persons

Grand Commander: _____ email: _____

Committee Chair: _____ email: _____

Phone Number: _____

Event /Activity Title: _____

Date(s) Event/Activity Conducted: _____

Event/Activity

Description: _____

If more space needed add additional page(s)

Number of members participating: _____ Number of manhours spent: _____