



Knights of Columbus INSURANCE

Making a difference for life.

August 2017

Dear Brothers,

135 years ago, Father Michael J. McGivney worked to protect Catholic families. Now, in 2017, Father McGivney's mission has taken on several different shapes and services, including charitable works, evangelical missions, catechetical programs and, of course, our insurance program. Together, these things form the core of the Knights of Columbus.

Guided always by our fraternal principles of charity, unity, fraternity and patriotism, we are most effective when the different aspects of our organization operate in conjunction with each other – working together, the results can be truly life changing — not just locally, but globally. As we continue to journey into this new fraternal year, I welcome the opportunity to meet with the Grand Knights, Deputy Grand Knights, Membership Directors, and other officers in our councils to coordinate your activities, specifically Membership Recruitment and Retention and Admission Degrees.

I can be a tremendous resource for you and your council. The Knights of Columbus is more than just a career for me; it's a vocation, and I am deeply committed to furthering Father McGivney's mission in all its facets. Invite me to join you with membership drives during Sunday Masses. If you have need for assistance with various committees and fundraisers – call me. Invite me to participate in your charitable events.

As a professionally trained Knights of Columbus field agent, I can provide to you and our brother Knights a full product portfolio of high quality insurance products. This is the greatest fraternal benefit of all: the insurance program. The men in your council will no doubt be at various stages of life, with varying needs and varying means. Nevertheless, at some point in their lives, surely most of them will look for life insurance protection, retirement products, disability income or long-term care insurance. When they do, why would they look anywhere besides their very own Knights of Columbus?

But the truth is, many of our council's members probably don't think about our insurance business. They may have met with a field agent once or twice during their time as Knights, but they probably don't know about our current full line of products. They probably don't know about our \$105+ billion of life insurance in force. They probably don't know about our 41 consecutive years of receiving the highest possible rating for financial strength, A++ (Superior), from A.M. Best. They probably don't know about our being named a "World's Most Ethical Company" in 2014, 2015, 2016 and 2017. They may not even know of Father McGivney's vision of financial protection for Catholic families. But they should.

Brothers, when you are in the market for insurance products, you have a choice. You can purchase from one of more than 1,500 life insurance companies in North America who will do whatever they choose with their premium dollars and invest in whatever offers them the best returns. Or, you can purchase from their Knights of Columbus, who will invest ethically and donate generously. It's what we call "*The Catholic Difference*."

What would it mean to you to know that the money you spend protecting your family, preserving your retirement, guarding against the financial strain of a disability or providing for long-term care goes to an organization that supports the Church? To an organization that has donated more than \$1.5 billion to charity in the past decade? What would it mean to you to know that your insurance purchase will someday not only change the lives of your family, but maybe even the lives of families halfway across the world?

Allow me to sit down with you and your spouse to discuss avenues to protect your income. In Service to One, In Service to All.

Venerable Father Michael J. McGivney, Pray for Us!

Fraternally Yours,

George J. Majoué, FIC

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