



Recruitment Strategies



How to Conduct a Membership Blitz

A coordinated membership Recruitment Blitz is an all-out effort to maximize your membership teams' efforts by canvassing an entire parish on one weekend, gathering the names of prospective new members for follow-up.

The Preparation Phase

- Obtain the pastor's permission to conduct a Blitz at the church during a specific weekend.
- Advertise the event weekly in the parish bulletin building up to when it is held.
- Order recruitment materials from the Supreme Council Supply Department (allow four to five weeks for delivery).
- Inform the insurance representatives about the dates of the recruitment drive.

The Execution Phase

- Set up informational tables at every door of the church. Have plenty of prospect cards and pencils on hand to distribute to each man as he enters the church.
- Arrange for a membership recruitment announcement to be made during Mass by the priest endorsing the council.
- Have brother Knights on hand to answer questions and to collect prospect referral cards or names and contact information as men leave the church with their families.

The Follow-Up Phase

- Personal contact must be made with every prospect within 48 HOURS.
- Inform each prospect and his family of the date, time and location for the informational seminar, and invite them..
- Offer transportation if necessary.

The Orientation Phase

- Order recruitment brochures about the Order for prospects and their families to read.
- Request that your council's chaplain start the event with a prayer and some words about the Order and its mission.
- Consider showing one of the recruitment videos available from the Supreme Council Supply Department.
- Make the requirements for membership known to those assembled.
- Offer each prospect a Membership Document (#100) to fill out before the event's conclusion.
- Have brother Knights on hand to assist prospects in completing these forms.
- Conclude the event with some light refreshments.
- Inform the candidates of the date of the First Degree.

The First Degree

- Schedule a First Degree no more than two weeks after your informational session.
- Contact the candidates to remind them of the degree date.
- Ensure they have transportation to the location.
- Order degree certificates from the Supreme Council Supply Department as a fitting way to recognize your new brother Knights.
- Don't let the new members leave the degree without getting them involved and explaining the Shining Armor Award program.