

Developing a Prospect List for Recruiting Success

Recruiting new members can be a very rewarding experience. And the more organized your council's recruitment efforts are, the more successful — and ultimately more rewarding — those efforts will be. Developing a prospect list is an excellent way to organize your recruitment efforts.

The Order's membership requirements are straightforward — all practical Catholic men over the age of 18 are eligible to join. You and your fellow recruiters should have a plan for how to identify these prospects and for how, when and by whom each will be approached.

There are many ways to identify prospects:

- ❖ Ask pastors or parish secretaries for their parish rosters.
- ❖ Look for active parishioners, ushers, lectors, etc. If your council is centralized at a particular parish, all the men of the parish become prospects.
- ❖ Obtain a list of former members from your financial secretary or from the Department of Fraternal Services.
- ❖ Request a zip code listing of inactive insurance members and former members in your area from the Department of Fraternal Services. Note: These listings should be requested through the state deputy.
- ❖ Contact local Catholic colleges and universities and spark interest in the student body by holding



an informational night on campus.

- ❖ Put priests, deacons, religious brothers and seminarians on your prospect list.
- ❖ Include 18-year-old Columbian Squires, high school graduates and college students.
- ❖ Ask council members to fill out A Prospect Referral Card (#921), available free from the Supreme Council Supply Department, listing coworkers, neighbors, friends, fathers, sons, brothers, nephews, cousins, in-laws, grandfathers and grandsons.

Once a complete prospect list is developed, divide the names among your council recruiters.

Don't forget to involve your professional Knights of Columbus agent in the process. He is professionally trained in the art of approaching prospects under favorable circumstances, and will be happy to share his knowledge and skills with your recruiters. He will help to make your recruitment efforts more successful — and ultimately more rewarding for recruiters and prospects alike.

Pro-Life Added as Sixth Service Program Category

The Knights of Columbus has always been at the forefront of the Pro-Life movement. To reflect that ongoing effort, and to reinforce the Order's commitment to bring about a Culture of Life, a new Service Program category of "Pro-Life" has been added for the 2009-10 fraternal year.

This addition will have little or no effect on how councils plan and implement their annual program of activities. Pro-life projects have always had an integral role in the Service Program activities of local councils — that won't change. Now, however, rather than report these activities under the "Community"

category, as you have in the past, you will report them under the newly created "Pro-Life" category.

You've all received your Surge kits, so you know that the *Council Report Forms* booklet (#1436) has been printed and distributed. If you will be using either the State Service Program Awards (#STSP) entry form or the Columbian Award (#SP7) application from that booklet, there are a couple of simple modifications you'll need to make for this new category. In reporting your council's best Pro-Life program to your state council for judging prior to your state convention, simply write "Pro-Life" in the area at the top of the form where the

categories of Church, community, council, family and youth activities are listed. On the Columbian Award application, attach a separate sheet of paper listing your four reported programs in the "Pro-Life" category.

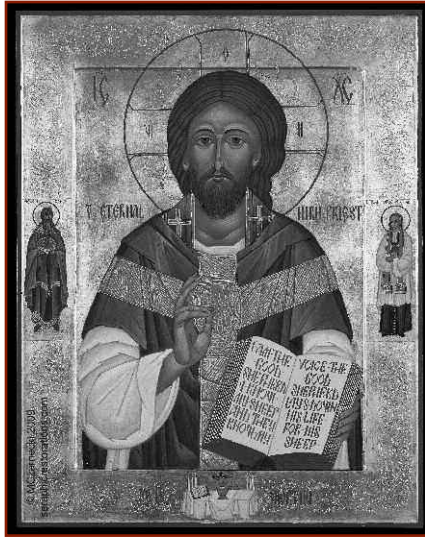
An alternative to using the forms in the *Council Report Forms* booklet is to use the electronic versions of these forms, found online at www.kofc.org/forms. These forms are currently being updated, and we will advise you when the new versions have been posted to the Web site.

We know that all councils will welcome this opportunity to further highlight the good pro-life work being done throughout the Order.

'Year for Priests'

In keeping with the Order's longstanding "In Solidarity With Our Priests" campaign, the Supreme Knight has

called upon all Knights to actively participate in the "Year for Priests" declared by Pope Benedict XVI. The centerpiece of the Order's program for this yearlong celebration (June 19, 2009 – June 19, 2010) is a new holy card (#4864, available in English, French, Spanish and Polish) featuring a prayer for priests.



This prayer should be used at all council meetings and events, as well as in the homes of members during their family prayers. The card features an icon on its front showing Christ in Mass vestments with a gold pelican over his heart, the ancient symbol of self-sacrifice. At the bottom of the icon is an altar prepared for Mass, and at the sides are Melchizedek, whose sacrifice of bread and wine prefigured the Eucharist, and St. John Vianney, the patron of parish priests. The back of the card includes a prayer for priests. This card can be ordered in amounts of 100 at a cost of \$3 from the Supply Department.

To download an order form and for more information on the "Year for Priests" visit www.kofc.org/yearforpriests

A Pledge to Our Lady

The most important event in the evangelization of the New World occurred when, over the course of four days, the Virgin Mary appeared to Juan Diego. As a result of this encounter, and the image miraculously imprinted by Our Lady on Juan Diego's tilma (or cloak), millions of Native Americans embraced the Catholic faith and the Americas began to be transformed into "the Catholic hemisphere."



Devotion to Mary has always been an integral part of the Knights of Columbus. To recognize this devotion, Knights and their families throughout the Order are asked to complete an Our Lady of Guadalupe pledge and prayer card (#9754). Copies of these cards were included in the Surge kits being sent to all Financial Secretaries of record. Additional copies are available from the Supply Department.

Knights are asked to sign the pledge card, consecrating themselves entirely to Mary in the promise to defend human life from the moment of conception to natural death. The member keeps one copy of the pledge while the second signed copy of each pledge should be collected by the council and mailed to:

**Knights of Columbus
Attn: Luis Guevara
1 Columbus Plaza
New Haven, CT 06510-3326**

The Supreme Council will present these signed copies in honor of Our Lady during a Mass at the Basilica of Guadalupe in Mexico.

Encourage your members and their families to join in this commitment to the culture of life through honoring Mary.

Food Drive Materials Available


Although often a focus of activities during the holiday season, hunger is an issue that affects families year-round. Councils throughout the Order are urged to work with local services providing food to the needy by sponsoring food collection drives to help set the table for those in need.

To support your council's efforts, two new items are available. The first is the "Be the Difference. Help Set the Table for People in Need" poster (#4833). This full-color poster is the perfect way to advertise your council's event. It includes a space for you to add in your council information, date and location of the drive, and contact information. When conducting a drive, get permission to place copies of this poster in your parish and around the community. Samples of this poster were included in the Surge kit sent to all financial secretaries of record.

Also available is the food drive flyer (#4832) that includes details on how to conduct a food drive. Both of these items are available from the Supply Department.

For more information on conducting a food drive go to www.kofc.org/service and click on the "community" link.

Be the Difference
Help Set the Table for People in Need



The Knights of Columbus
Food Drive

Knights of Columbus Council _____ will be conducting a food drive on _____ to collect food for needy people in the community.
For more information contact: _____

KNIGHTS OF COLUMBUS

#4833

Knights of Columbus Soccer Challenge

Start now to plan your council's participation in this year's Knights of Columbus Soccer Challenge. Designed for players to demonstrate the most basic of soccer skills—the penalty kick—the Soccer Challenge is open to all boys and girls in your community, ages 10 to 14. All the details about the program are outlined in the Soccer Challenge Kit (#SC-KIT), which can be ordered via the Order's Web site at www.kofc.org/forms, or by filling out the Soccer Challenge order form found on page 3 of the *Council Report Forms Booklet* (#1436).

In our Soccer Challenge, the soccer goal is divided into a series of five scoring zones, with a point value given to each section. After the participant is given 15 penalty kicks, his or her total number of points will be awarded depending upon the scoring zones that were hit. Winners at the council level advance to district, regional and state competitions. International champions are named based on the winning scores at the state-level competitions.

Direct any questions about this program not answered in the guide to the appropriate state officials, or go to www.kofc.org/soccer, or call: (203) 752-4247.

Your council's Soccer Challenge chairman can follow these guidelines to get started on this program:

- Set a time and place. Contact schools, community centers or youth centers and reserve a soccer field. Ask local sports teams, colleges or universities to work with your council on the Soccer Challenge as part of their community outreach program.
- Contact the schools in your area to explain the program. Seek permission from the principals, athletic directors and superintendents to conduct the program as part of their physical education or intramural programs.
- Display Soccer Challenge posters prominently to generate attention and participation. Ask to display posters in elementary schools, middle or high schools, youth centers, parish halls and vestibules, libraries, Boys & Girls



clubs, shopping centers, YMCA and YWCA buildings, and Columbian Squires meeting places. On the poster indicate the name of the contact person, their phone number and/or e-mail address for additional information; and the date, time, and location of the competition. Additional posters are available at no charge from the Supreme Council Supply Department.

- Pre-registration of athletes will boost the number of participants and save time at the actual event. Distribute entry forms/score sheets to approved locations. Personally deliver entry forms/score sheets to physical education teachers and coaches when possible. Have an announcement made in schools or send out a reminder of the competition immediately before the event. Be ready to accept entry forms/score sheets from participants on the day of the competition.
- Build public interest. Use the sample press release shown on page 10 of the Soccer Challenge Program Guide (#4565) to announce the competition in local newspapers and through radio announcements. Always use the program's official name: Knights of Columbus Soccer Challenge.
- Present Participation Certificates (#4573) to all participants, and Council Champion Certificates (#4575) to the winners at the end of the competition. The Soccer Challenge Kit (#SC-KIT) contains 75 certificates for competitors (including 10 for champions). See the participation guide for a listing of other available prizes.
- Provide the entry form/score sheets (#4578) for the council winners to the district deputy for the district competition. Inform council competition winners of the date, time and location of the district competition and any other levels of competition to which they are advancing.
- Cash or bonds must not be awarded at any level of competition as they may compromise the amateur status of the contestant.

World Series of Membership

Step up to the plate and get ready to rally with councils throughout your jurisdiction to earn a winning spot in the Knights of Columbus World Series of Membership competition. Under this friendly competition, which steps into the batter's box on July 6, jurisdictions will be divided into six divisions of teams of 12. The event is initially run in "Round Robbins" of play, where each jurisdiction "plays" another jurisdiction for five "games." Each "game" is defined as the membership intake processed for that day (3 points for a win, 1 point for a tie, 0 points for a loss). Every week of play will be against another jurisdiction. The regular portion of the competition will run for 11 weeks. Playoffs will then begin between the top eight teams (based on the number of points earned). Each playoff "game" will be based on two weeks of a percentage of intake. The losing jurisdiction of the first round will receive a \$100 check for state council membership programs and the second round losing jurisdiction will receive \$250. The second place winner will receive \$500 and the overall winner will receive \$1,000 and Orderwide bragging rights. So make sure your council is ready to recruit during this exciting competition and help your jurisdiction hit a grand slam.

**Have a question
or comment about
PS? Got a suggestion
on what types of arti-
cles you'd like to see
in a future issue?**

**Contact us at:
fraternalservices@kofc.org**

World Day of Prayer for Peace

The Knights of Columbus World Day of Prayer for Peace, held annually on Sept. 11, provides an opportunity for Knights throughout the Order to participate in a powerful international offering of prayer for peace.

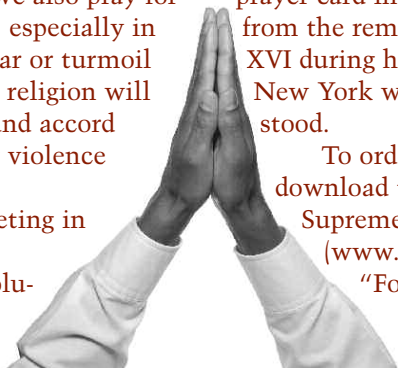
This Sept. 11 marks the eighth anniversary of the terrorist attacks on the United States. As we recall the tragic events of that day eight years ago, and honor the thousands who lost their lives, we also pray for peace among nations, especially in those places where war or turmoil persist. We pray that religion will be a means of peace and accord and not an excuse for violence and division.

At its annual meeting in 2004, the Supreme Council passed a resolution that Sept. 11 be

observed each year as a World Day of Prayer for Peace. Thus, all Knights of Columbus leaders are urged to plan for this event now and hold an appropriate prayer service in a church, or in a public place such as a war memorial, a municipal park, or on the grounds of the town or city hall.

To assist your council in its participation in this event, the Supreme Council offers a Day of Prayer poster (#9483) and prayer card (#9484). The prayer card includes a prayer taken from the remarks of Pope Benedict XVI during his visit to the site in New York where the Twin Towers stood.

To order materials, you can download the form on the Supreme Council Web site (www.kofc.org), under the "For Officers" link.



Substance Abuse Awareness Poster Contest

The 2008-2009 Substance Abuse Awareness Poster Contest was a great success with young people participating in local competitions throughout the Order.

Below is a list of this year's winners, their local councils and locations.

ALCOHOL ABUSE AWARENESS WINNERS

8- to 11-year-olds

1st Place — Only Babies

Depend on the Bottle
Campbell Wall
Council 3298.
Baton Rouge, La.

2nd Place — Don't Eclipse

Your Potential
Ian Folan
Council 48
Bethel, Conn.

3rd Place —

Change in a Blink
Gazmend Duhanaj
Council 10343
Warren, Mich.

12- to 14-year-olds

1st Place —

Don't Get Trapped
Lily Frink
Council 13449
Bannister, Mich.

2nd Place — Prom Night

Jenna Zelsig
Council 10416
St. Andrews, Ontario

3rd Place — Fuzzy Wuzzy

Andrea Torres
Council 12951
Michigan City, Ind.

DRUG ABUSE AWARENESS WINNERS

8- to 11-year-olds

1st Place — Win the Race

Makenna Geise
Council 2158
Minster, Ohio.

2nd Place —

Drive You Mad
Jack Eisener
Council 11924
Lakeland, Ontario

3rd Place — Fly to the Sky

Lauren Morency
Council 11835
Hebron, Conn.

12- to 14-year-olds

1st Place — Fumer?

Dominic Cyr
Council 11500
Ottawa, Ontario

2nd Place —

Drag You Down
Olivia Deekin
Council 1171
Westphalia, Mo.

3rd Place —

Get High on Life
Lauren Pontiff
Council 1317
Houma, La.

To view all of the winning posters and for more information on this program, visit www.kofc.org/substanceabuse.

SHORT TAKES

Raising the quota bar

Starting July 1, the new membership quota will be based on the 7 percent net of your council's membership (with a minimum of 3 and a maximum of 35 members). This quota, up 2 percent from the previous year, affects qualifying for the Father McGivney and Star Council awards.

'Surge' Kits Online

In an effort to be more environmentally conscious and reduce shipping and printing expenses, you will notice this year's "Surge ... with Service" kit contains one of each item, except for the Surge Program manual (#962) and the planning calendar (#1911). All materials should be given to the Grand Knight for his review, then shared and discussed with the appropriate officers and directors. Find additional copies on the Order's Web site at www.kofc.org/surge. If hard copies are needed, they can be obtained from the Supreme Council Supply Department.

Forms Due

If you haven't done so already, please submit the Report of Officers Chosen (#185) and the Service Program Personnel Report (#365) (both found on the Order's Web site and in the Council Report Forms Booklet). The information from these forms is used for mailing lists for Knightline and Program Supplement as well as programming materials and membership information.

Council Audit

The Semiannual Council Audit Report (#1295) — for the period ending June 30 — is due at the Supreme Council by Aug. 15. Make sure the trustees complete the audit immediately and send it to: Knights of Columbus, Council Accounts, 1 Columbus Plaza, New Haven CT 06510-3326. The report can be found on the Order's Web site at www.kofc.org/forms and in the Council Report Forms Booklet.

Youth Protection Flyers Mailed

Due to a processing error, the Youth Protection booklet (#4670) was inadvertently left out of the recent Surge Kit mailing. A copy of this book is being sent to every financial secretary of record. An electronic version of this flyer is also available at www.kofc.org/surge.

Check out the Order's Web site
www.kofc.org