THE BENEFITS OF MEMBERSHIP

Use this list to describe the many benefits and opportunities that Columbian Squires members enjoy.

• "SQUIRES NEWSLETTER" – Free subscription to the Order’s monthly newsletter examining issues of concern to Squires.

• K OF C ROSARY – Blessed by the Supreme Chaplain; sent to all new Squires.

• SQUIRES LAPEL PIN AND SEW ON PATCH – Presented to new Squires during the investiture ceremony.

• SCHOLARSHIPS – Squires eligible to apply for Pro Deo and Pro Patria Scholarships for college.

• VOCATIONS SCHOLARSHIPS – Squires entering a major school of theology as seminarians are eligible to apply for Vocation Scholarships.

• LEADERSHIP DEVELOPMENT – Opportunity to build personal leadership skills.

• MEMBERSHIP CARD – Entitles participation in all Catholic, fraternal and social activities in the 1,100 Columbian Squires circles throughout the world.

• FAMILY/YOUTH/SOCIAL/ATHLETIC ACTIVITIES – Participation in a variety of programs and activities conducted by local circles.

For more information on these benefits contact:

Columbian Squires
Knights of Columbus Supreme Council Office
1 Columbus Plaza
New Haven, CT 06510-3326
www.kofc.org
203-752-4402
HOW TO USE THIS GUIDE

This booklet is your guide to organizing and implementing a successful membership program in your circle.

The suggestions presented here are proven winners. You should decide which offer the best opportunities for success in your circle.

This booklet provides an easy-to-implement approach to recruitment. If you follow all the steps described, you’ll enjoy success.

You may have discovered other ideas that work for your circle. If so, send them to the Columbian Squires office in the Department of Fraternal Services so we can share them with other circles that might benefit from your experience.

Review the programs outlined; take the steps to get organized. Choose three or more recruitment programs and schedule them during this fraternal year. You just might find...

HOW TO SUCCEED AT MEMBERSHIP RECRUITMENT

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ORGANIZE YOUR MEMBERSHIP COMMITTEE BUILD A PROSPECT LIST

Before you consider HOW to recruit, you must address the question of WHO to recruit. Squires must be Catholic young men, 10 to 18 years old. There are many eligible Catholic young men who would enjoy participating in the Order. Identifying them is easier than you think.

• Approach parish directors of religious education for class rosters listing potential Squires.

• Add all altar boys, 10-18 years old, to prospect list.

• Consider choir, CYO, other youth group and athletic team members, etc., as prospects.

• Get names of Catholic young men in families new to your parish.

• Ask sponsoring council Knights to list sons, brothers, grandsons, nephews and cousins, 10-18 years old.

• Recruit in Catholic schools.

• Recruit through homeschooler groups.

• Order free copies of Prospect Card (1566) from Supply Department. Distribute copies of card to all members at circle meeting or with newsletter. Ask that completed cards with names of friends/acquaintances be returned to Membership Chairman.

• Advertise regularly in church bulletins, inviting interested prospects to contact membership committee about joining.

• Use your imagination. New members are all around you!
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RECRUIT USING 2-ON-1 TEAM CONCEPT

Bringing twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success. That’s why 2-on-1 recruiting is the way to go.

- Organize two-man recruitment teams from membership committee and additional recruiters.
- Train recruiters. Ask your sponsoring council’s insurance agent to assist; show a Squires recruitment video, and order and distribute Membership Documents (#280) (see page 14).
- Divide prospect list among two-man teams.
- Telephone prospects to schedule visit with prospect/parents by two-man team.
- Meet at prospect’s home or in school, emphasizing local circle activities/opportunities for involvement.
- Review promotional materials with prospect – video, the current membership campaign flyer (#4296), “Believe in Fun” flyer (#4556), “Twenty Questions” flyer (#480), SQUIRES NEWSLETTER, etc. (see page 14).
- ASK PROSPECT TO JOIN. Assist in completing Membership Document, collect initiation fee.
- Ensure prompt initiation. Inform candidate of dates for admission committee interview, investiture ceremony.
- Complete proposer duties:
  - Accompany to admission committee interview, investiture ceremony, circle meetings;
  - Introduce prospect to circle members;
  - See that new Squire is assigned to committees/programs of interest;
  - Encourage new Squire to be active on committees and/or to run for circle officer position.
**HOLD A CHURCH DRIVE**

A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps.

- Obtain pastor’s approval for membership drive at all Masses on target weekend. Confirm dates/details. Provide announcement for parish bulletin each of two weekends before drive.

- Order quantities of Prospect Cards (#1566), Membership Documents (#280), the current membership campaign poster (#4295) and flyer (#4296), "Believe in Fun" flyer (#4556), "Sensory Overload" poster (#4560), etc. from the Supply Department (see page 14).

- Prepare tabletop display showing circle activities and member benefits; include handouts and copies of circle newsletter; set up in main church entry.

- Collate materials and post teams of two to three Squires at each church door at every Mass to hand out flyers and Prospect Cards as people enter. Leave sharpened pencils at each pew for completing Prospect Cards.

- Arrange for Pastor, Chief Squire or Membership Committee Chairman to make a brief announcement prior to or after Mass, explaining the Columbian Squires, encouraging young men to complete Prospect Cards and hand in as they leave church. Use letter of support from bishop (if available from state circle).

- Position Squires at exits to answer questions from prospects, assist in completing Membership Documents and collect completed Prospect Cards for follow-up.

- Deliver Membership Documents and completed Prospect Cards to Membership Committee Chairman. Assign prospect names to recruiting teams for personal follow-up visits. Follow up immediately!

**CONDUCT AN OPEN HOUSE**

An open house provides an opportunity to introduce your circle and the Order to a large group of prospects at one event. The main objective is to "exhibit your products" - the volunteer service programs, the social and fraternal activities, the membership benefits (see page 15) - that your circle and the Order have to offer to members and their families.

- Appoint committee to organize open house.

- Set date and time. Publicize in local newspapers, on radio, cable television and in church bulletins.

- Order quantities of promotional materials including "Open House" poster (#1929) from Supply Department (see page 14) at least six weeks in advance.

- Compile list of prospective members (see page 3). Send open house invitation to prospects and their parents. Following mailing, make telephone call to confirm letter was received and if prospect plans to attend.

- Plan program:
  - Welcome committee to greet guests;
  - Introduce prospects to officers, members;
  - Chief Squire/Membership Chairman explains circle aims/organization;
  - Show Squires promotional video (see page 14);
  - Questions and answers;
  - Refreshments.

- As event approaches, reconfirm all arrangements for site, materials, program, etc. Plan display of circle scrapbooks, awards, programs, activities.

- Assign recruiters to act as hosts for their respective prospects.

- Make certain host-recruiters ask prospects to join, assist in completing Membership Document (#280).
**RECRUITING IN SCHOOLS**

One of the fastest and most effective methods of recruiting is through the schools, especially Catholic schools, and through religious education classes.

- Always get the principal’s permission before beginning any recruitment activities in the school.
- Whichever method of recruiting is used in school, put up posters in common areas, such as the lobby, cafeteria and hallways.
- Tell the principal Squire prospects must be Catholic young men 10 to 18 years old.

**INFORMATION BOOTH**

- In the school lobby, cafeteria or during a service day, set up display table with table cloth, circle banner, circle photo album and Squires promotional literature available from the Supply Department. Schedule 2-3 Squires to man the booth to answer questions, distribute flyers and have prospects complete prospect cards.

**PUBLIC ADDRESS ANNOUNCEMENTS**

- Use the school’s public address system during homeroom period or daily announcements to reach all students at once to tell about joining the Squires.
- Prepare a 2-3 minute written speech to present over the PA following morning announcements.
- One to two days before your presentation leave packets of prospect cards (#1566) and a cover letter in each teacher’s mailbox in the main or departmental offices. The cover letter should ask the teacher to pass the prospect cards and flyers out at the beginning of your PA announcement to all male students, to collect all prospect cards, completed or blank, at the end of the presentation, and to return them all to the office.

- Arrive at least 30 minutes before your scheduled presentation time. Let the principal know you are there. Check to be certain the prospect cards and flyers were distributed to the teachers.
- Make your presentation with enthusiasm. Be certain to leave enough time for students to complete their prospect cards and to hand them in before they must move to their first period class. Ask teachers to return the cards to the office immediately.

**SCHOOL ASSEMBLY**

- Arrange with the principal for you to make a presentation at a voluntary, or, better yet, a mandatory assembly, for all students who are eligible Squire prospects, to explain the Squires program, show a promotional Squires video, and to sign up prospective members.
- If the assembly is voluntary, great effort must be made to announce the assembly ahead of time and to create interest in attending. PA announcements, posters stating the time and place of the assembly, and a gimmick, such as a door prize or a raffle for attendees, might help draw an audience. For obvious reasons, a mandatory assembly for eligible Squire prospects is much preferred. In either case, both types of assemblies follow the same format.
- Ask teachers to direct students to sit as close to the speaker as possible. After introduction by the principal or teacher, the chief counselor should explain the Squires program while Squires pass out the flyers and prospect cards to attendees. A Squires promotional video may be shown, followed by the Squires describing activities the circle has conducted or is planning, and the benefits they have received or are eligible for as Squires.
- A short question and answer session should be followed by the chief counselor asking everyone, whether they are sure they want to join or not, to complete a prospect card, in order to get more information about how to join. If girls or non-Catholics are present, ask them for referrals of eligible Catholic young men, 10 to 18 years old. All cards, completed or blank, should be collected before the bell sounds ending the period.
CLASS-TO-CLASS RECRUITING

• Arrange with the principal for Squires and/or counselors to recruit class-to-class for new members, giving a 10-15 minute presentation in each classroom.

• Ask the principal to use the morning announcements to remind teachers to expect you during the school day.

• Obtain a school map and course schedule to help plan when, where and which classes to visit. Each Squire and counselor should be able to make two or three presentations per 45 minute period.

• Bring prospect cards and flyers to each room and ask students to help pass them out right after the teacher introduces you. Make your presentation about 5-10 minutes, ask for and answer questions, then ask eligible Squire prospects to fill out a prospect card. If girls or non-Catholics are present, ask them for referrals of eligible Catholic young men, 10 to 18 years old who might be interested in joining the Squires. Collect all cards, completed or blank, in time to move to the next presentation during that period, or, if the period is about to end, before the bell rings.

Follow up your recruiting by contacting each prospect by mail or phone, inviting him to join your circle.

Use similar recruiting methods in religious education classes, after getting approval from the parish’s director of religious education.

INVOLVE PROSPECTS IN CIRCLE ACTIVITY

By involving prospects in an actual circle activity, future members can see what the circle does and they can meet and get to know current circle members.

• Plan an activity representative of what your circle does – a spiritual, service, social, athletic, community or family event, in which all prospects could become involved.

• Some suggested activities to invite prospects to include miniature golf, a pizza party, game night, a trip to an amusement park, a Mass and breakfast, a trip to a major league sport event or assisting at a church fair. Any of these could prove attractive to Catholic young men wishing to get involved in an active youth program.

• One or more circle members should be assigned to give particular attention to each prospect, to assure he is introduced to all Squires and counselors, as well as to other prospects, and to get him involved in the circle activity.

• Following the activity, ask the prospects to join the circle. Have them complete a Squires membership document and tell them where and when the next investiture ceremony will be held.
USE AN ADMISSION COMMITTEE

The admission committee, used correctly, ensures that applicants understand the Order and that the circle understands what the candidate expects from his membership. This mutual understanding makes for a more thorough recruitment process and is the first step to membership retention.

- Chief Squire appoints five members to serve on admission committee.
- Order copies of Admission Committee Questionnaire (#451) from Supply Department. Distribute to committee (see page 14).
- Forward all membership applications to Chief Squire for referral within five days to admission committee.
- Notify applicants to appear before committee.
- Conduct interview and complete Admission Committee Questionnaire.
- Follow Admission Committee procedures described in the Laws and Rules, Article V, sections 3-8.
- Inform candidates of time, date and place of investiture ceremony.
- Advise proposers to accompany respective candidates to ceremony.
- Assign new members to committees/activities that match interests noted on Admission Committee Questionnaire.

SCHEDULE AND CONDUCT INVESTITURE CEREMONIES

Promptly advancing new members toward full Squirehood through the exemplification of the investiture ceremony is absolutely essential to successfully building and maintaining membership. A regular schedule of investitures will ensure this progression and help prevent the loss of potential Squires.

- Sponsor a certified ceremonial team, if possible.
- Schedule and conduct frequent investitures – preferably monthly or at least every other month. Schedule investitures around important Squires/circle dates – be sure to avoid major holidays.
- Publicize investiture schedule at circle meetings, in circle bulletins, advertisements and mailings.
- For greater impact, visibility and attendance, name a person such as your father prior, pastor, a counselor, etc., as an honoree for each investiture ceremonial.
- Contact candidates a day of two in advance to confirm attendance. Advise recommended attire. Arrange for proposer or member of recruitment committee to pick up candidate and escort to investiture.
- Order Squire lapel pins (#PG115) and patches (#485A) (see page 14). Also, order and present Investiture Certificates (#2284) to new Squires.
- Recognize new members and their proposers at the conclusion of the investiture. Print the names of new members in the next scheduled circle bulletin.
- Recognize ceremonial team members to show appreciation.
- Notify neighboring circles of your investiture dates. Invite those circles to attend your event with their respective members and prospects.
RECOGNIZE CIRCLE RECRUITERS

Every Squire recruiter should be recognized for his recruiting success. Small efforts to publicly acknowledge recruiter efforts can pay big dividends in increased recruitment activity.

- Promote current campaign awards/incentives offered by the Supreme Council office.

- Recognize recruiters by awarding "Very Important Proposers" (V.I.P.) Club lapel pins.

- Solicit or purchase campaign prizes for recruiters, such as:
  - tickets to school or professional social or athletic events
  - certificates for dinners, pizza
  - sports equipment, family games, etc.

- Offer dues reduction for each new member recruited.

- Print "T-Shirts," and award shirts to members who recruit 5 or more Squires.

- List Squire recruiters in your circle’s newsletter, along with names of new recruits.

- Acknowledge Squire recruiters at circle meeting or with handwritten note.

- Order Award of Merit Certificates (#1480) and periodically present them to recruiters at a circle event or meeting.

ORDER SUPPLIES/MEMBERSHIP VIDEOS

The Supreme Council office produces and distributes a wide variety of promotional materials to assist you in your membership efforts. These items are described in the Supply Catalog (#1264) and Supreme Council publications and mailings, and can be ordered through the Supply Department or Department of Fraternal Services.

Printed Materials
(Order from Supply Department)
   Supply Department
   Knights of Columbus
   P.O. Box 1670
   New Haven, CT 06507-0901

Refer to “Circle Supplies: Membership Recruitment/Supplies” section of Supply Catalog (#1264). Select materials best suited to your event. Choose additional items from current membership campaign materials.

Use Requisition Form (#1) when ordering. Chief squire or chief counselor must sign form.

Order sufficient quantities for your membership event at least one month in advance.

Audiovisual Materials
(Order from Department of Fraternal Services)
   Dept. of Fraternal Services
   Knights of Columbus
   1 Columbus Plaza
   New Haven, CT 06510-3326

Order current Squires Promotional/Membership Video. Refer to "K of C Audiovisuals" flyer (#1539) for titles.

Submit order form from audiovisuals flyer, or call (203) 752-4270, one month in advance. Specify title, format, play date. All productions available on free-to-keep basis. Circle pays for shipping and handling.