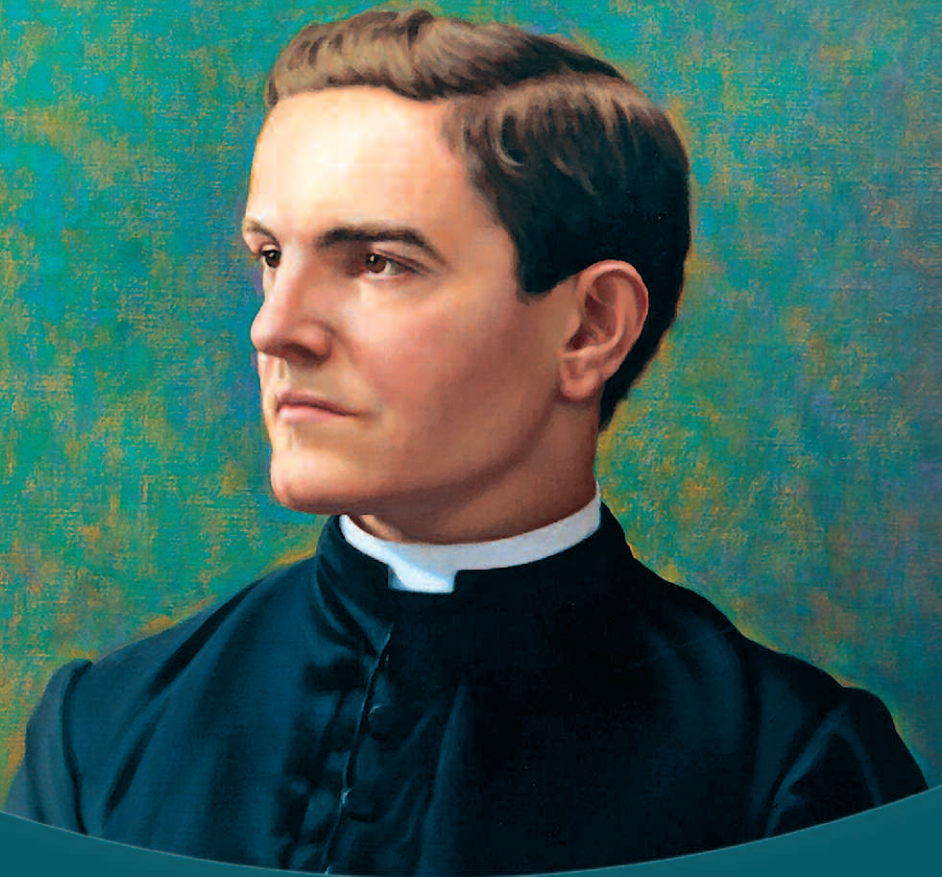




Guide to
Recruiting Success



Conducting a
Membership Drive

A Message from the Supreme Knight

Membership growth is essential to the success of the Knights of Columbus. With the addition of each new member, the Order is better able to serve the Church and those most in need in our communities. But it isn't just the Order that benefits from new members. Each new member benefits too.

As a new brother Knight, a man has the opportunity to grow in his faith through our many programs and resources and to live out his faith through service to God and his neighbor. A new brother Knight also gains access to our exclusive, top-rated insurance to protect his family.

When a man joins the Knights of Columbus it's a win for everyone: for him, for his family, for his Church, for his community and for the Order.

In light of these facts, it is important to recruit and engage new members and to sustain their membership and growth as Catholic men and as Knights through active charitable programs in which they are invited to participate.

The membership recruitment process is simple. And every council owes it to the families of its parish to organize a parish membership drive and to devote the time and effort needed to make it a success.

This booklet provides the simple and practical steps you should follow to help you identify prospective Knights, invite them to join our Order, welcome them through a First Degree ceremony and help them become active in our many programs and activities.

Council vitality and growth are inseparable. Thriving councils grow, and growing councils thrive. With new members come a source of new ideas, new opportunities and even more Knights to help serve the Church, our community and our neighbors in need.

Thank you for your work as a brother Knight and for helping even more men to join us in the good work we do.

Vivat Jesus!

Fraternally,



Carl A. Anderson
Supreme Knight

How to Conduct a Church Drive

It makes sense to look for new members in the place you're most likely to find them — your parish. One efficient and proven way to do this is to hold a recruitment drive at your parish. Here are three steps to success for your event.

1. The Preparation Phase

- Get permission from the pastor to hold the membership drive on the weekend of _____ at all Masses.
- Work with your pastor/parish secretary to advertise the drive in the parish bulletin. (See sample ad on page 11.)
- Order all of your recruiting materials from the Supreme Council Supply Department (allow 4-5 weeks for shipping and receiving).
- Organize your members for the drive weekend. Make sure that enough council members are committed to covering each Mass.
- Contact your council's field agent to get his assistance.
- Schedule a First Degree exemplification within one month of the recruitment drive.

2. The Execution Phase

- Arrange for the membership recruitment announcement to be made during Mass. (See sample announcement and endorsement on page 9 and 10. The Suggested Pulpit Announcement brochure [#10067] also contains the sample announcement.)
- Have members positioned at the entrances of the church or other appropriate area to talk to prospects about joining. These members should be identifiable as Knights and have a good knowledge of the council and the Order. Council members should assist prospects to complete a Membership Document (#100) or a Prospect Card (#921-A) if he'd rather learn more about the Knights before filling out a membership document.

3. The Follow-Up Phase

- Within 48 HOURS, council members must contact every prospect who completed a Membership Document (#100) or Prospect Card (#921-A).
- Inform prospects of the date, time and location of the open house (see pg. 4) and invite families to attend as well. Also, let them know the date, time and location of the First Degree exemplification.

What Your Council Needs for a Church Drive

To make your Church Drive a success you will need the right tools. Here is a quick guide to what every council should have on hand for their recruitment drive:

Membership Documents (#100):

This is what it is all about: getting those prospects to sign up and join you as brother Knights. Next stop — the First Degree, and then your prospects and their families can start being active within the council and in the Order as a whole.

Prospect Cards (#921A):

These 3”x5” cards help councils collect contact information on prospects who are looking for more information on the Knights of Columbus before completing a Membership Document.

Suggested Pulpit Announcement (#10067):

Finding potential new members for your council can be as simple as reaching out to the members of your parish. An announcement by your pastor or a fellow Knight at the end of each Mass on a given weekend, or once a month, is one of the most effective ways to encourage men to join the Knights of Columbus. To assist councils in putting together a message to their parish, the new Suggested Remarks for Membership Recruitment flyer (#10067) is available. This item includes an announcement that should be customized to reflect your council’s activities as well as some suggestions on follow-up activities.

24 Hours Can Change Your Life flyer (#10099)

This flyer explains how by volunteering only 24 hours a year to the Knights of Columbus a man can make a difference in his community, serve his parish, grow in his faith and protect his family with Knights of Columbus insurance.

Why You Should Become a Knight flyer (#10100):

This flyer gives a quick overview of the Knights of Columbus, explaining how the Order was created to unite men in their faith and help them in times of need, as well as how the Knights offer many opportunities to grow in service to their faith, community, family and youth. It also highlights the value of the Order’s insurance program.

How to Conduct an Open House

Following up your Church Drive with an open house provides an opportunity to further introduce your council and the Order to prospects and their families. The main objective is to “exhibit your products” — your volunteer service programs, your social and fraternal activities, your membership benefits — that your council and the Order have to offer to members and their families.

- Appoint a committee to organize the open house.
- The open house should be held in your council’s meeting place.
- Set a date and time. Publicize the event in local newspapers, community websites, radio, cable television and church bulletins.
- Order quantities of promotional materials including the “Open House” poster (#2826) from Supply Department at least six weeks in advance.
- In addition to the prospects from your Church drive, compile a list of other potential members.
- Send open house invitations to prospects and their spouses.
- Follow up the mailing with a telephone confirmation of receipt and availability to attend events.
- As the event approaches, reconfirm all arrangements for site, materials, program, etc.
- Arrange for a display of council scrapbooks, awards, programs and activities.
- Assign each attending prospect to a recruiter who will act as host throughout the event.
- Invite your chaplain/parish priest and insurance agent to your event.

Plan program:

- Welcome Committee to greet guests.
- Ask your chaplain or parish priest to endorse the Knights of Columbus.
- Introduce officers and members.
- Grand knight/membership director should explain council aims/organization.
- Ask the insurance agent to explain benefits of membership.
- Show promotional videos (Available at kofc.org/films under the “Fraternal” tab)
- Schedule a question and answer session following the film. Conclude with refreshments or a light buffet.
- For those attendees who haven’t already filled out a Membership Document (#100), make certain host-recruiters ask prospects to join and assist them in completing the Membership Document.
- Inform prospects of the First Degree date.

Hold a First Degree Within Two Weeks of the Recruitment Drive

Promptly advancing new members through the exemplification of degrees is absolutely essential to successfully building and maintaining membership. Here are some suggestions when organizing your degree:

- If your council has a First Degree team, invite other councils in the area that do not have a team to bring their candidates to your First Degree. If your council does not sponsor a First Degree team, work with other councils in the area or a district-wide degree team to set up a First Degree. Set up your council chambers to show the Order's new First Degree Ceremonial DVD.
- Schedule the degree within two weeks of your recruitment drive and publicize the degree at council meetings and in council bulletins, advertisements and mailings.
- Contact candidates a day or two in advance to confirm attendance. Advise recommended attire.
- If possible, arrange for the proposer or a member of the recruitment committee to pick up and escort a candidate to the First Degree.
- Order Candidate Kits (#531) — rosary, Knights of Columbus lapel pin and *These Men They Call Knights* booklet.
- Advise new members of the next Second and Third degree exemplification date(s).
- Recognize new members and their proposers at the conclusion of the degree.
- Order and present New Member Certificates (#268) or current campaign degree certificates to degree recipients.
- Print the names of new members in the next scheduled council bulletin.

Use These Ideas to Supplement Your Recruitment Efforts.

How to Recruit Former Members

Former Knights are men who are familiar with the ideals of Columbianism. They left the Order at one time but represent a pool of prospects that councils should not overlook in striving for membership growth.

Appoint a special “Welcome Back Brother” committee specifically to recruit former members. Past grand knights familiar with circumstances of earlier departures are especially suited to serve on this committee.

- Obtain a list of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain K of C insurance policies) from the Department of Fraternal Services by calling 203-752-4473. Check with your financial secretary for additional names and most recent addresses.
- Review the list to determine former members known to be residing in the area who are eligible for reinstatement.
- Prepare information for a presentation for former members highlighting changes, new programs/activities/benefits and recent council achievements.
- Order recruitment materials from the Supply Department.
- Contact each former member by phone to arrange a personal visit or invite them to a reception for former members.
- If conducting personal visits, tailor presentations to highlight new changes/benefits, etc.
- If planning a “Welcome Back” or former-member reception, use the open house procedures. Be sure to invite your council chaplain and insurance agent to speak at the event.
- Refer to the Grand Knight’s Handbook (#915), Membership Procedures section, for proper procedures for recruiting former members.
- Ask every former member visited or those at reception to sign a Membership Document (#100) to renew membership.

NOTE: Reactivating inactive insurance members qualifies the council for both membership and insurance additions toward Father McGivney and Founders’ Awards quotas.

NOTE: Reinstatements, readmissions or reapplications qualify the council for membership additions for the Father McGivney Award.

Work with Your Knights of Columbus Insurance Agent

The Knights of Columbus insurance program is operated for members and their families and relies on council-agent teamwork for its success while providing the financial backbone for all the Order's good works.

We often refer to insurance as your greatest membership benefit. It can also be a compelling reason for a man to join the Knights of Columbus. Many men – even those who don't have a great deal of time – can find it attractive to be able to protect their family with top quality life insurance while helping to support the many good works of the Order.

Your council needs to work as closely as possible with its field agent. Start by appointing an insurance promotion chairman, if possible the field agent, to ensure a smooth council-field agent relationship. New officers need to get to know their field agent. Call on him to be a part of your recruitment team or to help train recruiters. Remember, he is a professionally trained salesman – work with him.

Support Materials

Sample Pulpit Announcement

It is my pleasure to introduce to you today the Knights of Columbus. You may already know about the Knights from our council here or from some of our other nearly 15,000 councils worldwide. The nearly 2 million members of the Knights of Columbus form the largest Catholic fraternal group in existence. As Knights, we serve our local parish and community while working each day to create a better world through charity. If you are looking to live out your faith in the spirit of charity by helping others, the Knights of Columbus welcomes you to join us.

Knights and their families have the opportunity to become involved in the council's charitable, faith-based and social programs, becoming part of our Knights of Columbus family.

Over the past decade, men like you have enabled the charitable donations of the Knights of Columbus to reach more than \$1.5 billion dollars and individual Knights have donated more than 674 million volunteer hours to charity.

Since its founding in 1882 by the Venerable Servant of God Father Michael McGivney, the first principle of the Order has been charity: we actively assist the Church and our neighbors in need.

We were also founded to protect the livelihood of Catholic families and that commitment means that we continue to provide our members and their families with top quality life insurance and annuity products. No life insurer in North America has a higher rating than the Knights of Columbus.

Today, we would like to offer you the opportunity to join us in our work for God and neighbor. At _____ (name of parish), our council has undertaken these activities over the last year: (list council activities)

As a member of the Knights of Columbus, a man does not only strengthen his faith in the here and now. Through his support of community and Church, he will form friendships with his brother Knights that can last a lifetime, and he can do his part to make a difference in our parish, our community and our world for generations to come.

As much good work as the Knights of Columbus has done in the past, we could do even more with your help. Join us today and help be the difference in your community and Church.

Sample Endorsement from Priests

I'd like to take a moment to encourage the men of our parish to consider joining the Knights of Columbus. Membership in this fraternal organization will give you the opportunity to give back to your community, exclusive access to a top-rated insurance program to protect your family's finances, and the ability to grow in your faith. These are just some of the reasons to become a Knight of Columbus.

The Knights of Columbus is a great source of volunteers for our parish and you have probably seen many members at our activities. I believe that each man in this parish can benefit from membership in this fine group.

Following Mass there will be members of _____ Council at the church exits. Please take the time to speak with them, learn more about this wonderful organization and become a member.

God Bless.

Parish Bulletin Ad

If you're interested in helping those in need, serving your parish, growing in your faith or having exclusive access to top-rated insurance protection for your family, then the Knights of Columbus is the organization for you. _____
Council will conduct a membership drive after each Mass on _____.
Please consider joining us. For more information visit www.kofc.org (OR COUNCIL
WEBPAGE)

FOR ELECTRONIC VERSIONS OF THE INFORMATION IN THIS BOOKLET PLEASE VISIT
WWW.KOFC.ORG/DRIVE.



KNIGHTS
OF COLUMBUS

1 Columbus Plaza, New Haven, CT 06510-3326

Email: fraternalservices@kofc.org

1-203-752-4473

www.kofc.org