

Membership Recruitment & Growth Strategy

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Introductions

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Roadmap of Recruiting

- Recruiting builds healthy, vibrant and sustainable councils
- Ultimate goal to increase number of committed guys in each council
- Supreme recommends each council to strive for 20 new men each year



Four Steps to Recruiting

- 1). Realization that Knights Exist
- 2). Join the Knights of Columbus (1st Degree)
- 3). Remain Active in Knights (Retention)
- 4). Relish Membership in Knights



Step 1: Realization the Knights Exist

- Communicating who we are as college Knights to our campus communities
 - Activity Fairs (tabling)
 - Announcements after campus Masses
 - Visible acts of charity and faith
 - Wearing KofC apparel



Selling the Knights

- Once a man realizes we exist, he must decide to join us
- Knights of Columbus difference
 - Not what we do, but how we do
- Lifetime membership
 - Can plug-in anywhere around country after college



Rush Week

- Exposes prospective members to the breadth and depth of what we do
- Event in all categories
 - Fraternity
 - Charity
 - Faith



Step 2: Join the Knights (1st Degree)

- 1st Degrees should be regular and frequent
- If no degree team, work with DD
- Don't make men wait to join



Improving 1st Degrees

- Invite Chaplain or another priest to attend
- Schedule dinner or other fraternal event immediately following degree
- 1st Degree should not be first time hearing about dues



Step 3: Remain Active in Knights (Retention)

- Avoid in one door and out the other door
- Give guys responsibility and opportunity to become a leader from beginning
- Connect new Knights with officers as mentors
- Utilize enjoyable and enriching events
 - Special ones for new members
- Advance to 2nd/3rd degree



4). Relish Membership in Knights

- Ultimate goal of every council to create culture of men that love being Knights
- Requires council to have consistent activity
- Creates an attractive culture that leads to more men joining



Final Thoughts

- Events that work well?
- Policies that work well at certain councils?
- Unique challenges/hardships?
- Final thought: The best way to recruit Knights is by being proud of your membership - enthusiasm is contagious and infectious

