There are many ways to recruit new members into your council, but one of the most effective ways is to concentrate on one-on-one recruiting.

Sometimes, the hardest thing about recruiting is taking the first steps. Recruiting a new member can be as easy as asking them to join. Amazingly, many individuals haven’t joined the Knights simply because they have never been asked to join. When the opportunity arrives, be it after Church, at the high school game, even in the grocery store, take the initiative and spark up a conversation with a potential prospect. Its the first step for recruiting on a one-on-one basis, and one that can yield very positive results.

Once a conversation has begun, be confident that you will be able to answer their questions, no matter what direction the conversation will go. The Knights of Columbus, through its many programs and activities, assists individuals in so many ways there is sure to be something that will appeal to anyone who wants to help their community, their Church, their family or themselves. To ensure the best chances of recruiting a new member, refer to the checklist below whenever you are recruiting.

With one-on-one recruiting, the prospect’s attention will be focused on you 100%. It is your chance to convey just how special membership into the Knights of Columbus can be.

Make sure you ask all the pertinent questions while talking with the prospect, including:

- His complete name and address
- Facts about his job
- His parish affiliations and activities
- Friends he has among present council members
- Information on his wife and children

All of these facts can branch off into different areas: Knights of Columbus benefits, service projects, community involvement, or social events. Be prepared to answer any question he may ask in order to make your council look its best. You only get one chance to make a first impression, so make sure you have all the answers and necessary materials ready at your disposal:

- A Membership Document (#100)
- Copies of various informational including "Did You Know" flyer (#1267), "The Greatness of a Man" flyer (#4496), the "Member/Spouse Fraternal Benefit" flyer (#2773), the "Family Fraternal Benefits" flyer (#2761), and any other appropriate council publications.

Facts on the Order’s insurance program including the Promoting the Insurance Program Flyer (#4532)

A clear explanation of how membership has benefited you and your family in the Order

Be sure to give the Order’s Web site address - www.kofc.org - so he can research more on his own.

Next, develop a prospect list with the names, addresses and telephone numbers of potential Knights. Compose this list by using suggestions from current members, parish rosters (with the pastor’s permission), and any other available resources.

Once finished, call each prospect to see if he is interested in learning more about the Order. If so, arrange for a visit to his home.

During the home visit, review promotional materials with the prospect and his wife. Bring a recruitment video and/or DVD (such as Experience of a Lifetime or Founding to Future), the above mentioned flyers, the latest issue of Columbia, council newsletters and other items of interest.

After making the pitch and answering any questions, ask the prospect to join and assist him in completing the Membership Document (#100). The proposer should then follow through with the new member by escorting him to his First Degree exemplification and his first council meeting.

Recruiting on the personal level helps the potential member understand that you are not looking for numbers as much as you are looking for individuals like him. Let him know that he is not only wanted as a member, but how his membership can take all aspects of his life to new levels.
Focus on our Founder

During March councils are asked to focus on our founder, Father Michael J. McGivney, especially on or near Founder’s Day, March 29. Your council celebrations shouldn’t be only for Knights. Just as Father McGivney intended to protect all Catholic men and their families, your celebrations should be open to families, priests and religious, and the community at large to show who we are and what we do.

Here are just a few ideas to honor our founder this March:

- Hold a Founder’s Day banquet for your parish or the entire community. Consider making this a costume party, with a theme for the affair being the 1880s. Be sure to have information on the Order available.
- Show The Life and Legacy of Father McGivney video (available in English, French, and Spanish) to members, families and guests at any Founder’s Day events. This film chronicles the life of this holy and hardworking priest from his boyhood to the priesthood to his death in 1890 at the age of 38. This video is free except for a $3 shipping and handling charge from the Department of Fraternal Services.
- Promote the Order through new recruitment materials such as: The Greatness of a Man flyer (#4496), the Faith-based Recruitment flyer (#4497), Our Order’s Future flyer (#9116), and the Make a Difference Recruitment Poster (#4498).
- Publish and distribute a council history to all council members.
- Ask your oldest council member for his recollections of what the council was like when he joined and how it has evolved. Include a timeline with this history to put council events into a historical context.
- Help young people discover their vocation by displaying the Father Michael J. McGivney Vocations Poster (#4173 is the larger size - 18" x 24"; #4174 is the smaller size - 11" x 17"). Also, show the video The Life and Legacy of Father Michael J. McGivney and the DVD Vocation to the Priesthood, which can be found in the Knights of Columbus Audiovisual Guide (#1539).
- Distribute Father McGivney Prayer Cards (#2617) and The Spirituality of Father Michael J. McGivney flyer (#4196) to young people in your area.
- Recognize your council’s founders - your charter members - by presenting them with a Charter Member Certificates (#1456, English; #1456F, French; #1456S, Spanish). These vertical certificates are 8.5" x 11" and can be obtained from the Supreme Council Supply Department for 25 cents each. Certificate folders (#4101) are available for $1.80 each, and frames (#1973) are available for $2.00 each.
- Ask your local and state/provincial governments to issue a proclamation declaring March 29 as Knights of Columbus Founder’s Day.
- Gather together in prayer on that day as a council.
- Hold an awards banquet to honor outstanding contributions to your service activities, people who shown perfect attendance to meetings and events, and to those who have recruited the most members.

The International K of C Golf Tournament

The 2006 International Knights of Columbus Golf Tournament will be held at Lake Harmony, Pennsylvania, on June 14-16. Pre-tournament festivities will begin on June 12 and culminate on Friday evening, the 16th with a gala banquet. It will be a weekend of fun, family, and of course...plenty of golf. Nestled in the Pocono Mountains, the community of Lake Harmony offers fun for the entire family, making the golf tournament a family affair for all Knights.

Interested members can go to the Web site, www.kofc7141.org, which has the link for tournament registration. Members may also contact Art Krpata at akrpata@kofc7141.org. The online site also provides information about registration, tours offered, the ladies luncheon, ladies golfing, the Wednesday golf scramble, advertising, directions, and merchandise on sale.

The Web site not only directs you to information for this year’s event, but also allows you to print registration forms from your own computer. You do not have the ability to register directly on-line, but the forms are there for you to copy and mail.

June will be here sooner than you think and all registrations must be received no later than April 15 and made payable in U.S. funds to the KCIAGT Golf Committee. If you need more information you can e-mail your questions directly to the Committee Chairmen directly through the Web site link.
Promoting the Insurance Program

As part of your council’s recruiting efforts, encourage your council’s insurance agent to provide information on the wonderful insurance products available to members of the Knights of Columbus.

Conduct an evening program during which the insurance agent can answer questions about the many benefits of membership in the Order. The Knights of Columbus insurance program operates solely for members and their families; therefore it relies on the council/agent teamwork for its success. Together, we will keep the insurance program strong, and provide the financial backbone for the Order’s good works.

Make sure your council is working with its insurance agent as closely as possible. If your council does not yet have an insurance chairman, appoint one (if possible the field agent) to ensure an effective relationship. Council officers need to get to know their field agent, so a good idea is to ask him to be a part of your recruitment team or to train recruiters.

Work with your agent to schedule several Fraternal Benefit Nights including a Long-term Care event during the fraternal year. Fraternal Benefit Nights are opportunities for agents to describe how the Order’s products can help families plan for their future.

Councils that neglect to promote the Order’s insurance program do their members a grave disservice. The Knights of Columbus life insurance, annuity and long-term care products are among the best in the industry. The Order’s insurance program enjoys the highest ratings offered by Standard & Poor’s and A.M. Best.

Here are some more ways your council can successfully promote the insurance program:

- Introduce your agent at all council meetings he attends.
- Refer all members’ questions about insurance to your field agent.
- Make sure your agent has a column in your council bulletin that includes his name, address, telephone number, and e-mail address.
- Forward a copy of every Membership Document (#100) to your insurance agent immediately after each First Degree exemplification.
- Encourage a good working relationship between the financial secretary and the field agent.
- Include the field agent in all council mailings.
- Include the field agent in program planning so the insurance program can be represented whenever appropriate.

The Fraternal Advantage

Your insurance agent would define it as the goodwill created by fraternal leaders - men like you - assists to secure appointments and place needed insurance coverage on members and their families. He would also include it among the most valuable benefits of a sales career with the Order.

Since you’ve helped us to secure countless additional sales over the years, we’d like to take that advantage one step further. As a fraternal leader, you talk with members and prospects every day. Some of these men, no doubt, would make excellent field agents. We’d like you to refer these men to your general agent, who is always looking for qualified agent candidates.

To reward council leaders and your council, for referring qualified agent candidates to us, the Supreme Council offer the following:

- When a council officer, membership director, program director or district deputy recommends a field agent candidate to the general agent in the area. And that man is ultimately hired, the general agent, on behalf of the Supreme Council, will deliver to the fraternal leader a check for $200.00.
- If the agent is still under contract 12 months after his start date as an agent, the council will receive $150.00. If the fraternal leader making the original referral was a district deputy, he will choose one of his assigned councils to receive the $150.00. Again, this check will be delivered by the general agent.

The Order set an all-time record in 2005 by issuing more than $6.4 billion on needed life insurance coverage on members and their families. In order to fully service all of our members and their families, however, we need more agents. By referring qualified men to your general agent, you will help the Order continue to pursue the vision of our founder, Fr. Michael J. McGivney, that every Knights of Columbus family is adequately provided for in the event of the death of the breadwinner.

The fraternal advantage is valuable to your Knights of Columbus agent. Now it can be valuable to you as well!!
The Columbian Squires

The Columbian Squires is a leadership development program for young Catholic men. As an organization of more than 1,300 circles with over 25,000 members, the Columbian Squires are making a difference in the world and in the Church.

The Squires program gives young men leadership training and the spiritual and moral guidance that they need to succeed in life. Catholic young men between the ages of 10 and 18 are eligible for membership. Local units of the Squires, called circles, are modeled after Knights of Columbus councils. Circles may be based in the council home, in a parish, or in a school.

Sponsoring a circle means establishing an advisory board to assist the circle by providing a meeting place and providing adult supervision and leadership. The last two responsibilities belong to the Knights that work directly with Squires as counselors.

Squires elect their own officers and decide their programs and activities. Every circle has four main activity committees - spiritual, service, circle, and membership. Squires operate these committees under the supervision of counselors. The committees organize a wide range of activities such as volunteering at soup kitchens, raising funds for children’s hospitals, praying for religious vocations, cleaning up city parks, social activities, and membership recruitment drives.

Squires raise money for charity through raffles, benefit breakfasts, car washes, sports tournaments, and other activities. Squires get to know one another better as friends by going on camping trips, attending sporting events, or sponsoring other activities for young people.

Sponsoring a circle offers the opportunity to conduct meaningful youth programming that also satisfies the Youth Activities requirement for the Columbian Award.

Circles also provide a training ground for future Knights since Squires are eligible for K of C membership upon turning 18-years-old. Fathers of Squires who are not yet Knights are also potential Knights.

Communities and parishes benefit from having a circle in their midst, as they will be the recipients of service programs conducted by the Squires. For the young men who become Squires, a circle helps them grow into leaders with a deep love of the Catholic Faith.

New Squires Web Page

With the addition of their 5,000th Circle, the Columbian Squires is bigger than ever.

To learn more about the Squires program, go directly to the Columbian Squires Web page at www.kofc.org/un/members/squires. Filled with information, such as, Squires in Action, Recruitment and Development Guides, the Squires Newsletter, Forms and Promotional Materials, the Columbian Squires’ Web page is a great way to learn about the Squires program.

The Supreme Council encourages every council and assembly to consider organizing an active circle in its council, assembly or local Catholic school.

Semiannual Audit Due

Have you planned your council’s Semiannual Council Audit for the period ending December 31, 2005, yet? Make sure the treasurer and financial secretary are on hand with their records, and that the trustees schedule the audit as soon as possible. When finished, mail the audit to:

Council Accounts
Knights of Columbus
1 Columbus Plaza
New Haven, CT 06510

The Semiannual Council Audit Report Form (#1295) is on the Order’s Web site. It is also on page 13 of the Council Report Forms Booklet (#1436).

Fraternal Survey Due

January 31 is the deadline for submitting the 2005 Annual Survey of Fraternal Activity (#1728). Urge your councils to complete the form, found on the Order’s Web site and on pages 17-18 of the Council Report Forms Booklet (#1436). See if your district can have 100 percent of all councils reporting by the deadline! Consider personally collecting your councils’ reports and submitting them to the Department of Fraternal Services.

Special Olympics Report Due

January 31 is the deadline for submitting your councils Partnership Profile Report with Special Olympics (#4584), found on the Order’s Web site and located in the Council Reports Form Booklet. Submit to the Supreme Council Office by January 31, 2006, with copies to the state deputy, yourself, and the council’s files.

Submit the both the survey and report to the Supreme Council Department electronically through the Order’s web site; or fax it to (203) 752-4108; or mail it to:

Knights of Columbus
Department of Fraternal Service
1 Columbus Plaza
New Haven, CT 06510.

Check out our Web site
www.kofc.org