



Recruitment Strategies



Organize Your Membership Committee

The first and perhaps most important step in setting up a successful membership program is organizing your membership committees. The key is to ensure that these important positions are filled and appointees are dedicated and enthusiastic Knights.

- Refer to “Membership Committees” and “Membership Activities” sections in the *Surge...with Service* manual (#962).
- The grand knight appoints a membership director to oversee all membership programs and recruitment activities.
- Upon recommendation of the membership director, the grand knight appoints a membership committee of three or more Knights. Select successful recruiters or sales-oriented members.
- The membership director and recruitment committee members form two-man recruitment teams.
- The grand knight, upon recommendation of the membership director, appoints a retention chairman and committee.
- The grand knight appoints an insurance promotion chairman, preferably the council’s insurance agent.
- The membership director, committee chairmen and committees set goals and plan specific recruitment, retention and insurance promotion activities for the entire year.
- Plan a full schedule of First Degree exemplifications
- Identify and schedule recruitment methods that best suit the council’s needs and goals; Membership Blitz, church drives, open houses, team recruiting, etc.
- Set membership goals (exceed quota, achieve Star Council, win Century Club, break previous council recruitment record, etc.). Refer to the Supreme Council Awards section in the *Surge...with Service* manual.
- Get the ENTIRE council involved. Those who don’t recruit directly can identify/suggest prospects.