



Recruitment Strategies



How to Conduct an Open House

An open house provides an opportunity to introduce your council and the Order to a broad audience of prospects at one event. 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.
- Set a date and time. Publicize the event in local newspapers, 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.
- Compile a list of prospective 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, activities and
- Assign to 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, members;
 - Grand knight/membership director should explain council aims/organization;
 - Ask the insurance agent to explain benefits of membership.
- Show a promotional video:
 - *Experience of a Lifetime*
 - *Membership Recruitment Flip Chart*

- *Life and Legacy of Father McGivney*
 - *Founding to Future*
- Schedule a question and answer session following the film further explaining the council and the Order. Conclude with refreshments or a light buffet.
- Make certain host-recruiters ask prospects to join, and assist them in completing the Membership Document (#100).