Membership: More Than A Number

51st College Councils Conference
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About Us

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What We Know

• Things get done when objectives and goals are clear

• Competition, Competition, Competition

• The KofC Difference
Why the Knights of Columbus?

• CATHOLIC Brotherhood
  • Fraternity
  • Service
  • Catholic Faith
• Becoming the man you want to be
Membership and Recruiting are Important because...

- Moral obligation
- The future of your council
- To accomplish goals for...
  - Star Council
  - Programming Purposes
Approaches to Recruitment Model

1. Pray
2. Cast The Net Wide
3. The ‘Informal’ Invitation
4. Formal Invitation
5. Follow-Up

WE WANT YOU!
PRAYER

KEEP CALM AND KEEP LIVIN' ON A PRAYER

Dear God, I beg you!
Casting The Net Wide

Start of the semester
During the semester
All year round!
Having a presence on campus helps!
ASKEA A GUYY TO JOIN KNIGHTS OF COLUMBUS

SO I GUESS YOU CAN SAY THINGS ARE GETTING PRETTY SERIOUS
Formal Invitation

A Letter of Invitation being handed to the potential Knight will seal the deal on him joining, especially if he’s on the fence about joining.

Conduct a formal interview with the potential member.

It’s all about the Personal Invite.
Dear Bruce Wayne

October 1, 2016

On behalf of the Knights of Columbus Council ****, I am very excited to invite you to become a part of our brotherhood at [University Name]. St. John Paul II called the Knights of Columbus the strong right arm of the Catholic Church, and we are proud to be a part of that tradition of service and fraternity on campus.

There are over # active brothers on our campus and participation is open to any Catholic man. Brother Knights are encouraged to participate in events that foster our principles of charity, unity, fraternity, and patriotism. Ultimately, initiated brothers determine their level of participation and how far they will progress in our order.

We welcome you to take that first step! To accept this invitation to initiation or to ask any question, please feel free to message me on Facebook, at riddlebrandon86@yahoo.com, or call me anytime at (675)-908-9992. Candidates for initiation shall meet at the [designated place] on [Degree Date and Time] in suit and tie. Please let either [Membership Officer] or Grand Knight [First Name, Last Name] if you’ll attend as soon as possible.

Vivat Jesus,

[First Name, Last Name]
Grand Knight, Council #10808 GMU

Our History: At one point, every MLB team had at least two brother Knights, including Babe Ruth. Together they successfully changed the rules of sportsmanship for baseball. Vince Lombardi and even President John F Kennedy are also a part of our legacy. And six of our brothers have been canonized as Saints in the Catholic Church. In 1882 in New Haven, the Venerable Fr. Michael J. McGivney gaved the first meeting of the Knights of Columbus.

The purpose was to create a network of support to build up Catholic men and their families during hard times. Our founder named the organization after explorer Christopher Columbus, the first to bring Christianity to the New World because the fraternity and charity of the Knights ultimately works to bring souls to Christ.

Knights Today are a part of the largest fraternal organization in the world. Our headquarters in Connecticut (known as Supreme) manages over $100 Billion in funds and $22 billion in assets. We are proud to be major sponsors of the Special Olympics, March for Life, and many other great causes. Fraternity and Christianity go hand-in-hand; we seek to challenge each other in spiritual growth while creating a fun experience for brother knights.
Follow Up

- Make sure your invitees will come to the First Degree
- Membership is more than just recruitment
- If you want retention you need to follow up
Go Roman Week

• Recruitment Drive
• A week of events for prospective members to give insight into the program
• Leads up to a first degree
• Make sure to coordinate and confirm with local councils for a degree team or video degree
Engaging New Members

• Invite them to an information meeting
• Inspire to signup for different events: Both for your council and campus ministry
• Get new members on an email list
• Continually invite them to social events; from large planned events to spontaneous food get-togethers
• Use Your Chaplain as a resource
Holding an Information Meeting

- Advertisement- Fliers around campus, at “club day”, announcements at Mass, and word of mouth
- Be prepared- Have a PPT., food, small Knights gear to give out
- Explain what the Knights of Columbus is- Our four pillars
- Talk about your Council and the pillars
- Introduce officers
- Events your council does
- End with inviting them to sign up for an interview/first degree
Interviews

- Are informal- We don’t want to scare away any prospective members
- Are short (10-15 mins.)
- Ideally 3 officers & candidate
- Serve as a better way to get to know new members
Communication

• Recommended that your Council have a membership director/recruitment director
• When emailing… Keep emails short… No one likes (or reads) long emails!
• Informal and Formal Invitations
Holding an Admission (First) Degree

3 options:
1. Council degree team
2. Attend local degree (by another council or state degree team)
3. Video degree
Recruiting To Retention

Second and Third Degrees

- ‘Degree Classes’
- Reunion Class
- Combination of the ceremonies with Lunch/Dinner
Programming

- If you can… offer at least one event a week
- Divide them up by committee chair
- They do NOT need to be huge programs

Active Councils lead to retention and recruitment
Knights for the Rest of Your Life

- Membership with the Knights is a lifetime membership
- Many guys are in limbo after graduating
- Every council will welcome young Knights wherever they go
- Make sure they know their options after College
College To Parish

- Push them to get involved in the new community
- Exit interviews/Form 100
- Develop a relationship with surrounding Parish councils for guys who stay in the area.
More Than A Number

- Fraternal Service
- Charity, Unity, Fraternity, & Patriotism. These principles are what keep the Council rolling together
- Your members are more than just a number, they are your brothers.
- Your time at a College Council is something special, make it worth your time
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Questions?

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We're done.