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What We Already Know

- Organizations excel when objectives are clear

- Define the challenge

- Unique Selling Proposition: What differentiates a firm from a group of homogeneous competition.
-The Unique Selling Proposition of the Knights of Columbus
  -Service
  -Fraternity
  -Faith
  -Your Councils?

The Question: How do we communicate the unique benefits of the Knights of Columbus and your individual council?

-Best practices may vary
Go Roman Week

- Also known as a Recruitment Drive

- A week long series of events for prospective members to learn more about the Knights of Columbus

- Culminates in a 1st Degree ceremony

- Coordinate with local council’s for a degree team or use the video for the ceremony. Contact college@kofc.com
Advertisement

- Mass and Bulletin Announcements
- Tables after Mass with fliers
- Ministry Fairs
- Link on church website to your council’s information
Events

- Plan for an event every day of the week to accommodate busy schedules
- Variety of events including Fraternal, Spiritual, and Service events
- Hold an informational event to explain more about the Knights of Columbus
- Providing food at an event helps attract more people
## Sample Week

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational with Dinner</td>
<td>Poker Night at Brother Knight’s House</td>
<td>Daily Mass followed by Volleyball</td>
<td>Rosary and Movie Night</td>
<td>Ultimate Frisbee and Grilling</td>
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1st Degree

- Hold the 1st Degree at the end of Go Roman Week or the following week
- Mention yearly dues before candidates arrive at 1st Degree
- Celebrate new members with a meal after the ceremony
- Encourage current members to attend to support the new members
Engaging New Members

- Pass out fliers with a list of events for the semester
- Have signups for events that are coming up soon
- Add new members emails to mailing list
- Continue to have social events to integrate new members into the council
Lifetime Membership

-Many graduates are in flux after leaving college.

-You are always welcomed with the Knights, wherever you go.

-Lifetime Membership with the Knights allows graduates to plug in anywhere they relocate.
Change of Setting

College Council → Parish Council

- Get involved in the new community.
- Not limited to just your college years.

- This can be daunting to some, but the more this starts to happen, the more other graduates will follow suit.

- Exit Interview/ Form 100
Benefits

- Connections/Networking
- Developing Relationships with Alumni
  - Does campus have alumni weekend/ alumni newsletter?
- Long term plans. “Retirement”

- Both KofC Insurance and Annuity will help you plan for your future.
  - “The beauty of our annuity products lies squarely in their simplicity and security.”
- Leadership Opportunities
Staying Connected

-Stay connected with the Knights by being active.

-Charity, Unity, Fraternity, Patriotism. These 4 principles are what not only causes us to do good work, but also brings a Council together.

-By not letting these go by the wayside, we can stay connected with the Knights and “Keep the Council Rolling.”
Contact Info:

College@kofc.org
(203)-800-4807