



Recruitment Strategies



Two-on-One Recruiting

Bringing twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success. That's why 2-on-1 recruiting is the way to go.

- Organize two-man recruitment teams from the membership committee and additional recruiters.
- Train recruiters; ask your insurance agent to assist; show recruitment productions and order and distribute copies of the Pocket Flip Chart (#2041), and Membership Documents (#100).
- Divide the prospect list among two-man teams.
- Telephone each prospect to schedule a visit with the prospect and his wife by the two-man team.
- Conduct personal visits at the prospect's home, emphasizing local council activities and opportunities for involvement by prospect, wife, and the entire family.
- View the productions of *Experience of a Lifetime* or *Recruitment Flip Chart* or use Flip Chart/Binder (#889, #889A).
- Review promotional materials with the prospect and his wife – “As Knights we not only act on faith...” flyer (#4497), “Our Future Knights...” flyer (#9116), “The Potential of a Man...” flyer (4496), “What this organization stands for...” booklet (#4495), Member/Spouse Fraternal Benefit flyer (#2773), *Columbia* magazine, council newsletters, etc.
- **ASK PROSPECT TO JOIN.** Assist in completing Membership Document, and collect fees.
- Ensure prompt initiation. Inform candidate of the dates for the Admission Committee interview and First Degree.
- Complete proposer duties:
 - Accompany the prospect to the Admission Committee interview, First Degree and council meetings;
 - Introduce prospect and his family to council members;
 - See that the prospect is assigned to committees/programs of interest;
 - Encourage prospect to complete Second/Third Degrees. Accompany him to exemplifications.