



Recruitment Strategies



How to Hold a Church Drive

A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps:

- Obtain the pastor's approval for the membership drive at all Masses on target weekend. Confirm dates/details and get the pastor involved in your recruitment efforts. Your parish priest will be your number one recruiter.
- Order quantities of Prospect Cards (#921A), Membership Documents (#100), and posters and flyers such as "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 (#4547), "Make a Difference" recruiting poster (#4498), Fraternal Membership folder (4494), "Did You Know?" flyer (#1267), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), etc., from the Supply Department.
- Provide an announcement for parish bulletin during each of the two weekends before the drive.
- Prepare a tabletop display highlighting council activities and member benefits; include handouts and copies of the council newsletter and place in the church's vestibule.
- Post teams of two to three Knights at each church door at every Mass to hand out flyers and Prospect Cards.
- Collate materials and hand them out to each man as he enters the church. Leave sharpened pencils in each pew for completing Prospect Cards.
- Arrange for the pastor, grand knight or membership director to make a brief announcement prior to or after Mass, explaining the Knights of Columbus, encouraging men to complete Prospect Cards and hand in as they leave church. Use a letter of support from the bishop (if available from state council) or sample pulpit announcements (#2678) available from the Supply Department.
- Position Knights at exits to answer questions from prospects, assist in completing Membership Documents, or collect completed Prospect Cards for follow-up.

- Make sure tables/supplies are restocked for each Mass.
- Deliver all Membership Documents, completed Prospect Cards to the membership director.
- Assign prospect names to recruiting teams for personal follow-up visits. Follow up immediately!