



Recruitment Strategies



How to Organize an In-House Open House

An “in-house open house” provides a comfortable, casual atmosphere in which one or two host-recruiters and wives introduce prospect couples to the local council and the Order.

- Solicit volunteer recruiters to host open houses in their homes.
- Plan a casual event in which a small group gets together to enjoy each other's company and learn about the K of C (coffee and a card game, a barbecue, or brunch, etc.).
- Personally invite three to five prospects, making sure the invitation is for husband and wife.
- Order the *Experience of a Lifetime* video at least three weeks prior to your event.
- Have Membership Documents (#100) on hand and order other promotional/membership flyers – “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), “Did You Know?” flyer (#1267), Family Fraternal Benefits flyer (#2761), Member/Spouse Fraternal Benefit flyer (#2773), *Columbia* magazine – to distribute along with council newsletter.
- Show the video and discuss council activities and benefits. Encourage the host spouse to discuss the fun and benefits of family activities.
- INVITE prospective families to join!
- Assist prospects in completing Membership Documents.
- Inform prospects of the Admission Committee meeting, and the First Degree date, and make arrangements to escort them to the degree. (Plan First Degree within two weeks of in-house open house.)