



# Recruitment Strategies



## How to Promote the Insurance Program

The Order was founded to provide financial security to working-class families who lost their breadwinner to premature death. Today, our greatest fraternal benefit is our top-rated insurance program. Every member should be made aware of available insurance benefits for his own well-being and that of his family. To help facilitate this, every council should:

- Establish a good working relationship between your financial secretary and your field agent.
- Introduce your field agent at all council meetings or events and invite him to speak.
- Refer all insurance-related questions to the council's field agent.
- Send copies of all Membership Documents (#100) for new members to your general agent immediately following the First Degree.
- Make sure the field agent is included on the council mailing list.
- Include the field agent in all council planning sessions so he can be represented at council events when possible or appropriate.
- Ask the insurance agent to:
  - Write a message for each issue of the council's newsletter including his name and contact information. As an alternative, use the "Suggested Articles for Council Bulletins," available from our Field Management Department.
  - Place a Knights of Columbus insurance advertisement in each issue of your council newsletter.
  - Serve as your council's insurance promotion chairman.
  - Serve as a trainer for your recruitment teams.
- Conduct Fraternal Benefits Nights. Your insurance agent can obtain a Fraternal Benefits Night kit from the Supply Department.
- Encourage all new members and their spouses to schedule an appointment to meet with the field agent.
- Work with your field agent to attain Founders' Award – refer to Supreme Council Awards section in the *Surge...with Service* manual (#962).
- Compete for the Insurance Promotion Award – refer to the Supreme Council Awards section in the *Surge...with Service* manual.

