



Recruitment Strategies



Building a Prospect List

Before you consider HOW to recruit, you must address the question WHO to recruit. There are many eligible Catholic men and their families who would enjoy participating in the Order. Identifying them is easier than you think.

- Approach pastors for parish rosters for potential Knights.
- Add all local priests who are not Knights to prospect list.
- Consider ushers, parish council members, choir members, lectors, mens' club, etc., as prospects.
- Welcome all new parishioners by asking them to join.
- Recruit all 18-year-old Squires, and high school and college graduates.
- Consider all vendors who serve council as potential members.
- Add fathers, sons, nephews, cousins, brothers-in-law, fathers-in-law, grandfathers, grandsons.
- Order free copies of the Prospect Referral Card (#921) from the Supply Department. Distribute copies of the card to all members at the council meeting or in the newsletter. Ask that completed cards with names of friends/acquaintances be returned to the membership director.
- Advertise regularly in church bulletins, inviting interested prospects to contact the membership committee about joining.
- Contact former members.
- Use your imagination. Potential new members are all around you!