

**Membership Recruitment
Membership Retention
Guidelines**

**Take someone on a trip of a Lifetime
Recruit Him into the Knights of Columbus**

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Section 1- Membership Recruitment

PURPOSE

Provide a summary for council Membership Chairmen, Membership Retention Chairmen that will help fulfill the vision of our Founder, Father Michael J. McGivney, to have a Knights of Columbus presence in every parish. This can be accomplished by offering the benefits of membership to every practical Catholic man over the age of eighteen (18).

Consider these guidelines as only one source of recruitment information. Every type of membership program is not in these guidelines. Each council must determine what is most effective within your parish. The most important thing is to use what works but don't be afraid to try different techniques. You may discover some technique that works better than your "usual program". Check Supreme Council's web site www.kofc.org and click on a "**Guide to Membership Recruitment**". This is a step-by-step guide for using the various recruitment techniques. It is the best publication that Supreme has available for the Membership Recruitment Team. Do not neglect to review your "**Columbia**" magazine and "**Knightline**" issues and "**Surge with Service**" booklet for good information.

Your council recruiters must be trained and provided with information on the benefits of membership in the Order and more specifically what your Council has to offer. A council brochure is an excellent resource to promote your Council's Service Program. Keep in mind that 88% of our members joined so that they would have the opportunity to get involved in Church or other Activities.

The following is a brief summary of the benefits of membership:

- **18-25 Year Old** – Insurance and Fraternal Benefits, Youth and Family Activities, connection to the Church and Spiritual needs.
- **25-40 Year Old** – Provides opportunity for member to help in the Community, Enhance Spiritual needs and Fraternalism, provides business contacts
- **40-60 Year Old** Camaraderie
- **60-70 Year Old**- Insurance needs (Annuities), opportunity to Serve
- **70 Year Old & Beyond** – Security provided by Brother Knights, Mass Remembrance at St. Mary's in New Haven upon death

Organizing Membership Committee

The first and perhaps most important steps in setting up a successful membership program is organizing your membership committees. The key is to ensure that these important positions are filled with appointees that are ***dedicated and enthusiastic Knights***.

1. Refer to "Membership Committees" page 5, and "Membership Activities" in the "**Surge with Service**" manual (#962 available from your councils Financial Secretary)

2. Grand Knights will appoint a Membership Director and Membership Retention Chairman.
3. Membership Committee Chairman and Membership Retention Committee Chairman recommend to the Grand Knight 2 or 3 Brother Knights to serve on the committee. Members should be successful recruiters or sales-oriented members.
4. Membership Director and Retention Committees form two-man recruiting teams (Remember to include wives that interface with wives of candidates)
5. Grand Knight appoints an Insurance promotion chairman preferably the council's insurance agent.
6. Membership Director and Committees set goals and plan specific recruitment, retention and insurance promotion activities for the fraternal year.
7. Plan full schedule of First Degree Exemplifications.
8. Identify and schedule recruitment methods that best suit council's needs and goals: Membership Blitz, Church Drives, Open Houses, team recruiting, phone-a-thons, etc.
9. Set membership goals that exceed the minimal requirement for Star Council or Double Star Council (for example break previous council records or Council of Champion Awards).
10. Get the entire council involved, those who don't recruit directly can identify/suggest prospects/.

Successful membership recruitment and membership retention depends a variety of items including but not limited to the following:

1. A Grand Knight and Financial Secretary who are committed to the principles of our Order will desire to make it stronger by recruiting quality members.
2. An active service program, which promotes Church, Family, Community, Youth and Vocations that, are an interest to our Council Members.
3. Your Membership Chairman should be persistent, optimistic, organized, exciting, and diligent. He should be salesman or someone who is not afraid to approach strangers, and inform and educate them about your council.
4. All Council Officers, Program Chairmen and members should believe they are part of the Membership Recruitment and Membership Retention Committee and growth will benefit their Council.
5. Your council has a publicity chairman that strives to educate and inform your parishioners about your council accomplishments and our Order's Service Programs. He should be prepared to dispel any and all beliefs that are inaccurate or untrue. Remember your new members will be recruited in your own parish; therefore your efforts should be concentrated on them.
 - a. Display posters, announcements, "Thank You" letters in your church bulletin and its bulletin board.
 - b. Place meeting and activity announcements in your church bulletin.
 - c. Select items from Supremes "*Did You Know*" brochure (#1267) for inclusion in the church bulletin.
 - d. Inserts in the bulletin a copy of your Council newsletter.
 - d. Encourage members to wear KofC lapel pins to mass and all Parish

- functions.
- e. Encourage members to display the Emblem of the Order decals on their family vehicles.
 - f. Set-up an information rack or stand at church with KofC Brochures, Form 100's, and council information
 - g. Encourage members to live the principles of our Order, through our actions and words, ***Charity, Unity, Fraternity and Patriotism.***
 - h. Advertise! Advertise! Advertise! Promote! Promote! Promote! Benefits of Membership in our Order. Repeated informative Public Relations will help your council recruit new members.

Develop a Prospect List

A prospect list is nothing more than a group of names of men that you want to contact and offer the benefit of membership in our Order. Every name on the list should meet the requirements for membership. They are Men at least 18 years of age who are Practical Catholics in union with the Holy See.

Normally you want to contact a person that a member of your council recommends or a person that indicates his interest in our Order. If you know of a man who indicated he is interested in joining, do not delay in contacting him and sending him information and a ***Form #100.*** These may include former members or a person who has just joined your parish. The laws of our Order require that you submit their names to a parish priest who determines if the person meets the requirements for membership.

Ask your Pastor for a Parish roster of potential Knight. If your Pastor is not a member of the Knights invite him to join our Order. Ushers, Parish Council Members, Choirs, lectors, men's club, etc. are excellent source of candidates.

Men in the RCIA program are excellent prospects as soon as they are received into full communion in the church. At this time they have just joined the Catholic church and are ready to get involved in some way. Do not overlook them as potential members.

Include all 18-year old Squires, and High School Seniors graduating during the Fraternal Year and College Students. Add fathers, sons, nephews, cousins, brother-in-laws, father-in-laws, grandfathers and of course grandchildren. You can also use the Prospect Referral Card (#921-nc) for distribution to your members at a council meeting. It lets them list prospective members' names, addresses and phone numbers Use your imagination. New members are all around.

Once you have a prospect list, start contacting those men and invite them to your functions and inform them when the next information night and First Degree will be. Prior to those events you can be sending them information. A prospective members name stays on my prospect list until he tells me he is not interested in joining our Order.

Building a Prospect List is the Membership Committee's most important task. It is just as important to use the list and pass in on to the Knight who replaces you as Membership Director.

Phone Contact

More candidates for membership have been recruited through phone calls than any other means. Most of these have been "cold calls" to men who may have indicated interest in the Knights when they registered in the parish or their names were suggested by council members as someone who might make a good Knight.

Items to be covered:

1. Introduce yourself and tell them you are a Knight
2. Tell them why you are calling
3. Ask them if they know anything about the Knights of Columbus
4. Inform and educate them about the Knights of Columbus
5. Invite them to attend the upcoming First Degree after they have a signed and the admission committee has approved their Form #100.
6. Inform them of the First Degree date, time, location, dress code, and degree fees and dues payable at that time
7. Offer to send them information about your council.
8. If they are interested and cannot attend the next First Degree exemplification, tell them you will be in contact with them regarding the next ceremony and invite them to some council function (socials etc.)
9. Record some brief notes about your conversation to gauge their interest and refresh your memory when you contact them in the future.

EXAMPLE OF A TYPICAL PHONE CONTACT

MC=membership chairman - PM=prospective member.

(Have a copy of the Benefits of Membership sheet and your council's Grand Knights report where you can refer from them)

MC: Hello, may I please speak to (name).

PM: Hello.

MC: Hello (name), my name is (Name) and I attend (Name of Parish) and I'm in the Knights of Columbus.

MC: I'm calling you because when you registered in the parish you indicated that you were interested in learning more about the Knights of Columbus and perhaps joining our council.

OR

MC: I'm calling because one of our members, _____ asked me to contact you because he thought you might be interested in learning about the Knights of Columbus.

MC: Do you know anything about the Knights of Columbus and what we do?

PM: No.

MC: Well, the Knights of Columbus was founded in 1882 by Fr. Michael McGivney in New Haven, Connecticut as an organization to serve churches and communities to provide some security to wives and children of men who died. These goals have grown into an extensive service program and a voluntary life insurance program. The Knights of Columbus has over 1.7 million members in the United States, Canada, Mexico, the Philippines, Cuba, Guam, Panama, the Dominican Republic, Guam, Poland and the Virgin Islands. It is the largest Catholic, family, fraternal, service organization in the world. Last year members donated over 140 million dollars and over 47 million hours of service to charitable causes.

There are almost 7,000 Knights in Arkansas in 52 councils across the state. They have raised million of dollars for the mentally retarded through our annual Tootsie Roll Drive and donated thousand of dollars for the education of seminarians through our annual Priest's Education Fund which provides priests for Arkansas parishes.

PM: I see.

MC: Membership is open to all active, practical Catholic men 18 years and older.

MC: I want to tell you a little bit about our council .It was formed in (date) and has about (number) members. We meet once a month on the (date) at (Time) in (location).

We usually have a meal after the meeting and charge those who want to eat (\$5.00).

Our dues are (amount) per year.

PM: I'm pretty busy with work and my family.

MC: Well, we have 120 members but usually 15-25 show up for the meetings. We understand that people are busy with soccer and dance and many other activities.

You can participate as much as you want. You will receive a monthly newsletter to keep you informed of what takes place at the meetings and what future activities are planned. We also have a phone committee, so you will receive calls to remind you of our activities. What you get out of the Knights of Columbus depends upon what you put into it.

PM: What does the council do?

One's ability to answer this question is critical. If you cannot provide good examples of your council's activities the candidate will probably not join the Order.

MC: our five program committees plan our activities: community, council, church, family and youth. (Provide examples from your most recent Grand Knight's report) Our Community committee transports retarded citizens to social and Religious activities each week during the school year and raised (amount) dollars for the parish youth minister.

We also had a clothing and school supply drive for need families. Our Council committee has held a golf tournament, pig roast and campout. In the past we have attended (sports events) games and gone to (name high school/college) games. Our Church committee has led the rosary prior to the Stations of the Cross during lent; replaced the cross ties and painted parking lines in the church parking lot; repainted the interior and exterior of our parish Hall and donated rosary booklets and penance cards to the church and RCIA participants. Our Family committee has sponsored parish Christmas and Easter parties; a family campout, attended a Pro-Life Rally at the Capitol and recognizes families that practice Catholic values through our Family of the Month award program. Our Youth committee has assisted our parish youth by providing refreshments for functions and

helping them with their fund raising activities. We donated money and equipment to the Boy Scouts, and sponsor an annual Free Throw Contest. (With a council brochure this information is readily available to the caller and prospective member.)

MC: Do you have any questions about the Knights of Columbus?

PM: Well, it sounds like a fine organization, but I just don't have the time to join anything.

MC: I can understand that, families in our parish are very busy but don't feel obligated to attend everything, we have 120 members but usually only 15-30 show up for the meetings. We would like everyone to attend as much as possible and the phone committee and newsletter will keep you informed of all our activities.

PM: Well, I heard the Knights of Columbus was a secret society.

MC: The only thing that is secret about the Knights of Columbus is the degree ceremonies and only members can attend our meetings. We are not a secret society.

PM: Well what do I have to do to join?

MC: The first-degree exemplification or ceremony is being held on

_____ at _____ in _____

you will need to be there by, be dressed in a coat or sport coat and tie and bring a check for. We can fill out a membership application when you arrive. I will be there to meet you. For help call: (Name, telephone number) and he will be pleased to send you more information or I can call him for you.

Questions from prospective members should not be feared but anticipated and prepared for. There is no cause for fear in this situation because even if you do not have any information, it can readily be obtained. What do I send him? Where am I going to get it? Supreme Information The Knights of Columbus has tremendous printed resources available to you in the current Supply Catalog. Get you Financial Secretary or Grand Knight to place a mail or phone order for you.

Every October issue of Columbia magazine contains the Annual Report of the Supreme Knight. This is a summary of the Orders work worldwide. Council Information. Provide copies of recent council newsletters or condense some of Supreme, State and Council activities into a letter.

2-On-1 Team Concept Recruiting

Bringing twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success.

- Organize two-man recruitment teams from the membership committee and additional recruiters.
- Train recruiters using resources available from Supreme or Council Brochure. Use you Insurance Field Agent and use you wives. (Wives can explain the fun they have at council functions with the candidates spouse)
- Divide the prospect list among the teams.
- Telephone each prospect and schedule a visit with prospect/wife.

- Visit prospect at his home, emphasizing your council's activities/opportunities for involvement by prospect, wife and entire family.
- View the video production of *Experience of a Lifetime* or *Flip Chart* or *Flip Chart/Binder (889, #889A – Financial Secretary can order from Supreme)*
- Ask prospect to join and help him complete *Form #100*.
- Ensure a prompt 1st Degree. Inform candidate of the dates. Assign Council member to act as his mentor, accompanying him to his admission interview, degree exemplification and reminding him of meetings during his first year of membership.

Conway's Phone-A-Thon

1. Contact Pastor and get a list of all-Catholic men in the Parish over the age of 18.
2. Cross-reference this list against the Council's membership rolls to develop a list of potential members.
3. Schedule a phone-a-thon with each Council Officer and Past Grand Knight phoning an agreed number of potential members or sign up callers from your current council members.
4. Have call sheets with approximately (30) prospective names, addresses and phone numbers (or pre-determined number affixed by Council Membership Chairman).
5. Prepare a sample statement that callers can read from.
6. Invite the phoned prospects to an Open House that is scheduled within seven days of phone-a-thon (a Sunday during football season proved successful in Conway).
7. Have plenty of current Council Members and Officers to man the Open House (w/snacks) and tell that the exemplification is in one week. At that time get the candidate to sign a *Form #100*.
8. Hold the Exemplification on Sunday following mass (or during the football playoff season about 1:00 P.M.)
9. After the Exemplification have a prepared meal and discuss the upcoming major Knights of Columbus functions at *their new Council*. Provide them with a schedule and encourage their attendance. This is an excellent time to assign a member who acts as their mentor for the next few months.
10. Do not forget the barely 18 year old and those men that may just have finished their RICA classes.

SCRIPT OUTLINE

When making the call, IMMEDIATELY, identify yourself my name and as a member of the Knights of Columbus Council _____ right her in (name of city).

Please use this script as a guide to cover all the points... above all else, be yourself and say what is comfortable for your personal use.

1. (Name of candidate). We are having a membership drive for all Catholic men of (name of Parish) 18 years of age or older and we want to invite you to our “Open House” on _____ from (starting time until ending time) at (location).
2. We are doing this so you and your family can gain an understanding of who we are and what we do for our families and our community. (Emphasize the religious and civic aspect of the Knights of Columbus)
3. This is your opportunity to meet a host of Knights of Columbus Council Members (use candidates first name) who will be there to answer any questions you may have. You will also be able to see several informative videos about the Knights of Columbus and browse some interesting literature to help better inform you about our Organization and what we do.
4. There will be refreshments and food served during our Open House for you as well as your family. And this is a “come and go” event... so you can leave whenever you are ready to leave.
5. (His name) would you like to join us for our Open House on (date as shown above in item #1) _____ to learn more about the Knights of Columbus.

If you get a “Yes” or “Maybe” or “I’ll try to make it” answer... then “OK then...let me confirm your name and address because we will be sending you a personalized invitation just as a reminder for you for our Open House.” Be sure to say “Thank you (his name) for your time this evening”

VERY IMPORTANT

If you get an answering service of machine, leave this message: “Hi...this is (Your name) with the Knights of Columbus at (your phone number) and then go through points 1 through 4 with point 5 read as:

“(Candidates Name), if you are interested in attending our Open House on (Date) please give me at call at (Phone Number) and we will make arrangements for you to be with us.”
 “Again my name is (Your Name) with the Knights of Columbus at (Phone Number). I’ll look for your call. Thank you, (his Name).

“Father Wants You” Council Membership Campaign

A program that has proved very effective in Texas and Northwest Arkansas is “**Father Wants You Program**”. You council may want to implement this program as its membership plan.

The “Father Wants You” campaign should be held at least once a year and preferably twice a year. (Suggested months for the campaign would be April and May, and September and August)

This is how the *“Father Wants You”* campaign works:

1. Acquire a parish membership roster from each parish.
2. Build a team of five to six members from the council for each parish. These Knights of Columbus members should be very active in the parish and know a lot of the parishioners.
3. Set up meeting with these members to examine parish roster. Give each member a hi-liter and ask him to hi-lite those parishioners that he knows and would recommend for membership in the Knights of Columbus.
4. When each member on the team has examined the master list of parishioners, create a new list of all the recommended prospects for each parish. Be sure to include on the list the parishioners name, address, phone number, and wife’s name.
5. Take the complete list to the priest and ask him to examine the list and validate each prospect for their practical catholicity. Father may also want to add a few of his own.
6. Get fathers approval on *the “Father Wants You”* invitation letter. (Copy enclosed)
7. Schedule an open house attended by Father (if Possible), the team, council officers, members, and the prospective member invitees and wives.
8. Send out invitation letters for the August and September campaigns and be sure to enclose current roster of all members of the Knights of Columbus attending that parish. In April and May send out follow up letters to all those invitees that didn’t attend in August and September with *“Father Still Wants You”* letter. Also in April and May send a *“Father Wants You”* letter to all RCIA new Catholic men and any new parishioners that may have joined the parish since last August or September.
9. Agenda for the open house:
 - a. Open house should provide snacks and drinks for the guests.
 - b. Choose a proper recruiting film to be shown, for example *“Experience of a Lifetime”, “Founding to Future”, or “Hero’s Fund.”*

- c. The Master of Ceremony should be the Field Agent, membership director, or Grand Knight.
- d. Recommended meeting Agenda:
 - ? Opening Prayer
 - ? Welcome
 - ? Purpose of Open House
 - ? Grand Knight or program director to inform prospects of council activities and programs.
 - ? Financial Secretary or Treasurer to inform prospects of initiation fee and due requirements.
 - ? Most qualified person to present brief history of order. (If film chosen doesn't provide that information)
 - ? Field Agent to briefly describe fraternal benefits and the dream of Father McGivney.
 - ? Film
 - ? Invitation to Join (have each member of the team equipped with form 100s pens, brochures, table and chairs for signing up new members).
 - ? Close meeting after all prospects are signed-up, with prayer and information on the next First Degree.

This membership campaign will guarantee your councils the amount of membership each year to make their quota. This is especially true if they run this campaign twice a year.

Sample Letter

***FATHER WANTS YOU
TO JOIN WITH HIM
THE (Name of Parish)
KNIGHTS OF COLUMBUS***

Dear,

I am recommending you for membership in our honored Order the Knights of Columbus. I believe that you have all the qualifications to be a good member of this most impressive Catholic family fraternal organization. The Knights of Columbus is the manpower source of our Parish.

In the next week or two you will receive a phone call from one of the brother Knights to personally invite you and your wife to the open house. I would consider it a personal favor if you and your wife would attend the open house scheduled for _____. The open house will be held at _____,

I am also enclosing a list of all the Knights of Columbus members here at (name of Parish). With this list you will see the quality of men and their families that you will be associated with in Knights of Columbus.

God Bless
Sincerely Yours,

Father (Name of Pastor)

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 Pastors approval for membership drive at all Masses on target weekend. Confirm dates/details.
- Financial Secretary should order the quantities of the following:
 - Prospect Cards (#921A)
 - Membership Document (#100)
 - Poster and flyers such as ***“As Knights we not only act on faith ... flyer (#9116)***
 - ***“The Potential of a Man ...” flyer (#4496)***
 - ***“What this organization stand for ...” booklet (#4495)***
 - ***“Make a Difference” recruiting poster (#4498)***
 - ***“Did You Know” flyer (#1267)***
 - ***“Family Fraternal Benefits” ... flyer (#2761)***
 - ***“Member/Spouse Fraternal Benefit” ... flyer (#2773)***
- Provide an announcement for Parish Bulletin during each of two weekends before drive.
- Prepare a tabletop display highlighting council activities and member benefits; include handouts and copies of Council Newsletter and place in main Church Entry. ***Include local council brochure.***
- Post teams of two or three Knights at each church entrance at every Mass to hand out flyers and Prospect Cards. ***(Added touch would be to have 4th Degree Knight in regalia to get interest of prospect and his children)***
- Collate materials and hand 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, Membership Director to make a brief announcement to or after Mass, explaining the K of C, encouraging men to complete Prospect Cards and hand them in as they leave church. ***(Sample Pulpit will follow Church Drive Plan)***
- Position Knights at all exits to answer questions from prospects, assist in completing Membership Documents or collect Prospects Cards for follow-up.
- Make sure tables/supplies are restocked for each Mass.
- Deliver all Membership Documents, completed Prospects Cards to Membership Director.
- Assign prospect names to recruiting teams for personal follow-up visit. ***Follow up immediately.***

Sample Parish Bulletin Announcement

The Knights of Columbus of _____ parish will be hosting a membership recruitment drive the weekend of _____ before and after all Masses.

Knights of Columbus members will be available to provide information and answer questions you may have regarding the Knights of Columbus.

We urge you, men of our parish, to take a few moments of your valuable time and use this opportunity to learn more about membership in the world's largest Catholic, Family, Fraternal, Service Organization.

Pulpit Announcement #1

Do you know much about the Knights of Columbus? You've probably seen the local Knights of Columbus as honor guards for the Bishop or with their families in Church at their Corporate Communion. But where do the Knights of Columbus come from? What do they stand for? And what are they all about? The Knights stand for a world of good things. Knights of Columbus programs and projects make a difference in every community and country where they're found.

There is a place for your family in ours.

The Knights of Columbus began in 1882, when Father McGivney and a small group of pioneering Catholics founded a society designed to provide much needed security for widows and orphans of Catholic parishioners. The original idea grew quickly, becoming an order of Catholic men and their families, dedicated to promoting the concepts of ***Charity, Unity, Fraternity and Patriotism***. Today, the Knights of Columbus has grown to more than 13,000 councils and 1.7 million members throughout the United States, Canada, the Philippines, Mexico, the Dominican Republic, Puerto Rico, Panama, the Bahamas, the Virgin Islands, Guatemala, Guam, Poland and Saipan.

Over the years the Knights of Columbus has become a diverse organization. Its members belong to many races. They speak many languages. But, like in any large family, their common bonds provide strength and their diversity is an asset in searching for ways to make every day better and they work hard to make it happen.

What can you expect to learn about the Knights of Columbus family? Plenty. Just attend our information and orientation night this _____ and we will be happy to share with you what the Knights of Columbus is all about.

Family is paramount in the Knights of Columbus, where all programs allow families to work together, involving everyone to aid their Church, their community and one another. Knights help the Church. Making sure the Catholic Church remains vigorous and undiminished is one of the primary missions of the Knights of Columbus. Knights and their families don't believe in sitting idly by and just watching life pass by. Knights feed the hungry and help shelter the homeless. They help senior citizens remain healthy and active. They conduct blood drives and fight to protect the right to life of all individuals.

The challenge to become involved has never been greater. The search for solutions has never been more necessary. What's missing is YOU and your family. If you are a practicing Catholic man at least 18 years old, the Knights of Columbus may be just what you've been searching for. You can become as involved as you wish. Just remember that the Knights offer an opportunity for fellowship with people who share the same beliefs, and who recognize the same duty to God, to family, and to folks down the block and across the sea.

We ask you to accept the invitation from one of our members and learn more about us and what we do.

Pulpit Announcement #2

Families are the building blocks forming the foundation of society. When families thrive, so does society. However, in these times, families are doing less and less together and they are becoming fragmented. The Knights of Columbus is a family organization, which helps families grow together in love while assisting the Church and the community.

Every Knights of Columbus Council provides a wide variety of opportunities for family involvement, such as, volunteer service projects, picnics, father/daughter and mother/son activities, Communion and graduation breakfasts, and plenty more. All of these activities and many others benefit the families involved along with the parish and community.

(Name of Council) Council is conducting a membership drive in our parish this weekend. Your neighbors who are Knights are here at each of the Masses today to answer your questions about the Knights of Columbus and our local Council and to invite you and your wife to an information night for interested Catholic families.

Thank You.

Pulpit Announcement #3

Time is one of the most valuable commodities we have in life. The amount of leisure and free time for the average person has decreased in recent years.

Many outside influences are vying for the precious time that we have. If you believe in the importance of investing your time in friendship, the Church and helping others, the Knights of Columbus is for you. The Knights of Columbus is an organization of Catholic men and their families that receive a great sense of satisfaction from being able to develop lasting friendship with each other while helping less fortunate people.

Everyday, the Knights of Columbus provides its members with the opportunity to discover the importance of, ***Charity. Unity, Fraternity and Patriotism*** to our country and the world.

I urge all men in this parish whose families are not involved to join the K of C. (Name of Council) Council is conducting a membership drive in our parish this weekend. Your neighbors who are Knights are here at each of the masses today to answer your questions about the Knights of Columbus and our local Council and they invite you and your wife to our information night for interested Catholic families.

Thank You.

Pulpit Announcement #4

There will be an Information Reception for parishioners who are interested in learning what the Knights of Columbus is all about.

It will take place at the (Name of Council) Council (Number) in (Location). The event will be held from 0:00 to approximately 0:00. Light refreshments will be served.

For those who don't know, the Knights of Columbus is an organization of Catholic men and their families - husbands, wives, children, widows, college students and religious. Our parish's Knights of Columbus council offers (***List your Councils service projects and activities for Youth and Family***) and many more good things. Everyday, Knights and their families experience the importance of ***Charity, Unity, Fraternity and Patriotism***. The Knights are built on family, faith and friendship.

Knights of Columbus council members will be present at this information reception to answer questions about the Order's goals, interest and activities - as well as how they benefit all members. All parish families are invited to attend this information reception to learn more about the Order. Your neighbors who are Knights are here at each of the masses today to answer your questions about the Knights of Columbus you may have now and to give you more information on this reception.

Thank You.

Open House

An Open House provides an opportunity to introduce your Council and the Order to a broad audience of prospects at one event. The main objective is to “exhibit your products” --- your volunteer service programs, your social and fraternal activities, your membership benefits – that your council and Order has to offer its members and their families.

- Appoint a committee to organize your Open House
- Set date and time and Publicize the event in local newspapers, radio, cable television and church bulletins.
- Financial Secretary Order quantities of promotional materials including “***Open House***” poster and allow six weeks for delivery.
 - ***Prospect Cards*** (#921A)
 - ***Membership Document*** (#100)

- Poster and flyers such as “*As Knights we not only act on faith ... flyer*” (#9116)
- “*The Potential of a Man ...*” flyer (#4496)
- “*What this organization stand for ...*” booklet (#4495)
- “*Make a Difference*” recruiting poster (#4498)
- “*Did You Know*” flyer (#1267)
- “*Family Fraternal Benefits*” ... flyer (#2761)
- “*Member/Spouse Fraternal Benefit*” ... flyer (#2773)
- Compile a list of prospective members
- Send Open House Invitations to prospects and their spouses.
- Follow-up mailing with a telephone confirmation of receipts and availability to attend events.
- As the event approaches, reconfirm all arrangements for site, materials, program, etc. (*Added touch would be to have a 4th Degree Member in attendance wearing his regalia.*)
- Arrange for a display of council scrapbooks, awards, programs, activities and handout council brochure.
- Assign to each attending prospect to a recruiter who will act as host throughout the event (*when prospect joins the Order this person can serve as his mentor for his first year of membership*)
- Plan program:
 - Welcome committee to greet quests:
 - Introduce Council Officers and members
 - Grand Knight/Membership Director should explain Council aims/organization
 - Insurance Field Agent explain benefits of Membership
 - Show a promotional video (Financial Secretary can order from Supreme)
 - *Experience of a Lifetime*
 - *Membership Recruitment Flip Chart*
 - *Life and Legacy of Father McGivney*
 - *Founding to Future*
- Schedule a question/answer session following the video further explaining the Order and the Council. Conclude with refreshments or light buffet.
- Make certain host recruiters *ask prospects to join*, and assist them in completing Membership Document (#100)
- Ensure a prompt 1st Degree. Inform candidate of the dates. Assign Council member to act as his mentor, accompanying him to his admission interview, degree exemplification and reminding him of meetings during his first year of membership.

Membership Recruitment Blitz

A coordinated Membership Recruitment Blitz is an all out effort to maximize your membership teams efforts, by canvassing an entire parish on one weekend, gathering the names of prospective members to follow-up with.

The Preparation Phase

- Obtain Pastors permission to conduct Parish Membership Drive during a specific weekend.
- Advertise the event weekly building up to when it is held in the parish bulletin. (Sample announcement is shown in this guide after Church Drive)
- Order recruitment materials from the Supreme Council Supply Department (all 6 weeks for delivery)
- Inform the insurance representatives about the dates of the recruitment drive.

The Execution Phase

- Set up information tables at every door of the Church. Have plenty of Prospect Cards and pencils on hand to distribute to each man as they enter the church.
- Arrange for a membership recruitment announcement to be made during Mass by either the Priest or the Grand Knight. (Samples of Pulpit Announcements are shown in this guide after Church Drive)
- Have Brother Knights on hand to answer any questions and to collect Prospect referral cards or names and contact information as men leave the Church with their families.

The Follow-Up Phase

- Personal contact must be made with every prospect within **48 HOURS**.
- Inform and invite each prospect and his family of the time, date and location of the informational seminar.
- Offer transportation if that is the prospect's limitation.

The Orientation Phase

- Order recruitment brochures about the Order for the prospects and their families (allow 6 weeks for delivery)
- Request Council Chaplain starts the event with a Prayer and some words about the Order and its mission.
- Consider showing one of the recruitment videos available from Supreme.
- Explain the requirements for membership to the prospects.
- Offer each prospect a Form 100 to fill out before the closing the seminar.
- Have Brother Knight on hand to assist prospect in completing the forms.
- Conclude the event with some light refreshments.
- Inform the candidates of the date of the next First Degree.

First Degree

- Schedule a First Degree *within 2* weeks after the seminar.
- Contact the candidates to remind them of the First Degree (date, time, location)
- Order Degree Certificates from Supreme to recognize your new Brother Knight.
- Explain the “*Shining Armor Award Program*” to the new Brother Knights.

Shining Armor Award

The Shining Armor Award is given for serving the Order with distinction during the first year of membership. It is an incentive to get new members active in many facets of Columbianism as early as possible, encourage them to maintain their activity level, and to honor them as valued members of the Order.

Upon receiving the First Degree, the Grand Knight ensures the council gives a new member a “*Shining Armor Award*” qualification card (Form #4292), which bears his name, council number, and the date. The reverse side of the card lists the qualifications for achieving the award. In the first year of membership the new Knight is asked to:

- Be involved in at least three council service programs
- Attend at least three council business meetings
- Receive his Second and Third Degrees
- Meet with the council’s insurance representative
- Recruit at least one new member

Once the council member has met the qualifications, the council may present him with a “*Shining Armor Award*” certificate (Form #4293) and a “*Shining Armor Award*” lapel pin (Item #1700)

Council Brochure

A great way to tell prospective members who we are and what your local council does is to make your own council brochure. It can act like a business card for your council; it tells your story emphasizing your success. Highlights your recent awards and recognitions, your donations and the volunteer projects on which you are working. It can even contain quotes from those who have benefited from your thoughtful service. In this fast-paced world it’s a great way for individuals to learn about your council and become interested in works that they can do at their leisure, on their own time, and in their own surroundings.

A council brochure enables a prospective member to take a piece of your council home with them. It also gives something to read while waiting at the doctor’s office, break at work or in the car. No matter where they read it, the accomplishments of your council will be highlighted for all to see.

Creating a brochure is easy. Here are a few steps to guide the process:

Choose What to Promote

Look at your council’s service programs and events and decide which ones you want to promote in the brochure.

Consider these items:

- Service programs
- Number of Council Members
- Awards earned by Council
- Council Athletic activities
- Available awards and scholarships
- Charitable contributions
- Pro-life activities
- Brief history of the Council

Include Supreme Council Programs, contributions, membership benefits and other order wide initiatives. Log on to the Order’s Web Site www.kofc.org. For information on

Supreme Council programs consult ***Knightline***, the “*Supreme Council News*” sections of ***Columbia***, and the Supreme Knight’s Report from the October issue of the ***Columbia*** for information.

Layout Design

The most common type is a simple three-panel brochure using an 8.5” x 11” standard sheet of paper. It can be dressed up with Knights of Columbus Clip Art, which can be downloaded from the Orders web site (for free) or ordered from the Department of Fraternal Service (cost is \$5.00 which includes shipping and handling.)

Fonts, Text, White Space

Other ways to make the brochure visually pleasing is to use different type fonts such as Times, Helvetica, Stencil, Courier, etc. And text styles such as *italic*, **bold** or other types. Remember the purpose of a brochure is to read. If it isn’t pleasing to look at, no one will pick it up. An easy rule to follow concerning content is: if it does not help the candidate understand the message, leave it out.

Promote your Council and tell your story. Let all candidates who read it know of the great benefits that your parish, community, and members have received through your Council. What better way to cast a light on the history of your Council and to emphasize all the good work it does.

Order your materials and get working on your brochure today. It will help achieve the goal of our Supreme Knight, Carl A. Anderson, to offer the benefit of membership to every eligible Catholic Man.

The 24 – Hour Knight

How many times have your Council’s recruiters heard the reply, “I don’t have much time to give the Knights, so why should I join?” Imagine if you were able to tell him that if he could just give 24 hours a year to the Knights of Columbus he could make a positive difference in his community and Church. Below is an illustration of just how little time it takes to be an active part of the Order. Even with this minimal commitment he can be an important part of his Council, and reap the benefits membership has to offer him and his family. When talking to prospects about joining our Order, try breaking down the time commitments in this way:

- 12 Hour a year reading the weekly Parish Bulletin, State and Local Council Newsletters, *Columbia* magazine, and surfing the State and Supreme Web sites.
- 2 Hours a year attending, with his family, two corporate Communion or Council Prayer Services at his Parish.
- 2 Hours a year on Council sponsored Church, Community, Council, Family or Youth projects **of his choosing**.
- 2 Hours a year attending one council meeting. (If its well-run, interesting meeting he might even come back for a second one.)
- 4 Hours a year enjoying (again with his entire family) a Council Social Function such as a dinner, dance, picnic, etc.

That's only 24 Hours A Year, which practically any man can fit into his schedule. By presenting this time commitment of joining the Order in this way, it doesn't seem very intimidating at all. Once a man becomes a member and sees how rewarding being a part of the Knights of Columbus is, he'll want to dedicate more of his time to the Order.

There are 8,760 hours in a year. By giving the Knights of Columbus 24 of these hours (less than .3 percent), a man can be a better Catholic, a better father, a better husband and a better person, Think the difference the Knights of Columbus can make in our communities if these men join us. We only have to let each qualified prospect know that he has the time – **only 24 hours** – to join and make a difference to his Church and community.

Form #100 Never Be Without One

Are you carrying a Form #100 right now? This membership document (Form #100) is one item that is ***absolutely vital*** to the recruitment of any new member into our Order. Your Council members should always have a form in his wallet, car, brief case and his work place. Consider periodically have a "Form #100 Check" at a Council Business Meeting to see if your members have one on them. Collect one dollar from each member who does not have one. Use the funds to support a Council charity or social function.

Instruct you members to look at the back of the Council Copy (Third Page) of the Form #100. It includes information for recruiters including "Six Reason Why You Should Be a Knights of Columbus" and "Six Reason Why You and Your Wife Should Accept this Once-in-a-lifetime 'New Member Insurance' Offer."

The backs of the Original Copy (first page) and Duplicate Copy (second page) of the Form #100 contain applications for whole life insurance for the new member and his spouse.

Grand Knights must support membership recruitment and his membership Chairman at every Council Business Meeting, Council Officer's Meeting, Council Activity and Social functions. Council members will buy into a program that its leaders support with enthusiasm.

The only way to recruit a member is to have a Form #100 in hand.

**Take someone on a trip of a Lifetime
Recruit Him into the Knights of Columbus**

Section 2- Membership Retention

Introduction

Retention starts as soon as a member joins. It makes no sense to abandon new members, they are your future workers. Make them feel wanted and needed. Match up their interests with the appropriate program committee. Give them something to do. An easy way to do this is to have new members complete a the Member Interest Survey (#1842-nc) form prior to leaving the First Degree ceremony. Your council's Financial Secretary should also include an interest survey when he mails annual dues notices. The council should retain these forms on file and give a copy of the appropriate forms to each committee chairman each year. This will help you match their interests up with the committee involved in that area. They are more likely to be active if you involve them in what they are interested in and care about.

History has shown that 90% of those members who have dropped their membership did so because ***no one called them and asked for their help***. 43% drop their membership after 2 or three years. In addition, 87% of members who leave the Order are First Degree Members; ***get your First Degree Members to attend the Second and Third Degree Exemplification as soon as possible after joining***.

Members who are dissatisfied and leave your council became dissatisfied for some reason. If this is so, it is likely that the council has failed them in some way. Have we forgotten about them? Have we abandoned them? Have we failed to contact them and involve them? Have we made an effort to find out "what is bothering them"?

Members will feel wanted and needed if they receive regular contact from the council. This contact can come from the Membership Committee, Retention Committee or the Council Committee. Ultimately, their retention will affect whether the Membership Committee attains your membership goals.

The Council Retention Committee consists of the Deputy Grand Knight (chairman) and the Trustees.

How to Retain Members

The key to success in any council is ***keeping members interested***, excited and active. One way you can do this is by encouraging members to participate fully in council activities.

Here are some ways to show continuing interest to new and established members alike and to help them become active participants in your council.

1. Telephone members and remind them of meetings.
2. Offer to provide transportation to members who would like to attend council functions, but don't have the means to get there.

3. Answer questions. Members will ask why council activities are done in a certain way and if things can be changed. Provide them with sufficient information.
4. Inquire about particular interests of the members through membership surveys.
5. Help new members make new friends in the council by introducing them to all fellow Knights. Friendship is a great strength in any organization.
6. Do all you can to help members feel important to the council?
7. Get members' names in the council newsletter, both when they join and as they begin to take an active role.
8. Be sure members' names are always spelled correctly, whether in the membership directory, on a nametag at a meeting or in a news story.

Establishing caring and concerned relationship among council membership will encourage your members to participate in council activities. By showing interest in the new and old members alike, your council will be confirming its commitment to the membership and will increase their willingness to assist in the programs necessary to help the Church and the community.

Mentor Team

Hot Springs Village Council 10208 uses the mentoring team concept very effectively and it contributes to its success. The Mentor Team consists of two established Brother Knights who are willing help a new Knight become a part of the council. The first logical Mentor Team member is the proposer of the new Knight. The second member is his back up whenever the first team member is unavailable to help the new member. Remembering that friendships are forged over a long period of time, the job of the Mentor Team is to invite the new guy into the social activities of the council. Good membership activity does not just make quotas; it helps make Brothers. Committing to the success of the new member in his first year, a good Mentor Team finds things to help make the new member a permanent part of their council, such as, working toward the Shining Armor Award. The assignment must be voluntary and agreed to by both parties. They will form a partnership through role modeling, knowledge sharing, and support. It is recommend they be flexible, become aware of each other's interest and expectations, share experience, and give feedback to the council on how it is working.

Councils that use name badges make it much easier for the brother to feel at home. When name badges are not in use, all the new faces can be a little overpowering.

Star Power

Local councils are encouraged to implement a program called the "***Star Power***". It is quite simple and can be very effective. Georgia uses a similar program and they exceed their membership quota by 100% every year. Basically, the local councils the Officers and Trustees adopt 5 council members. Their responsibilities are to contact these members and invite them to council meetings and social events. The Council Officers and Trustees and their team recruit at least one new member. If this program is accepted it will increase attendance at the Council Meetings and provide volunteers for projects

planned by the Council. The most effective way of communication is personal contact at Mass, Church Socials or any other social event (ball game, theater, city council meeting). In the event they do not see them they can telephone them and talk to them directly. E-Mail is good but not near as effective as personal contact.

This program was successful in Van Buren Council 9777 and Camden/Magnolia Council 12473. Both have improved member attendance at business meeting and participation in their Service Programs.

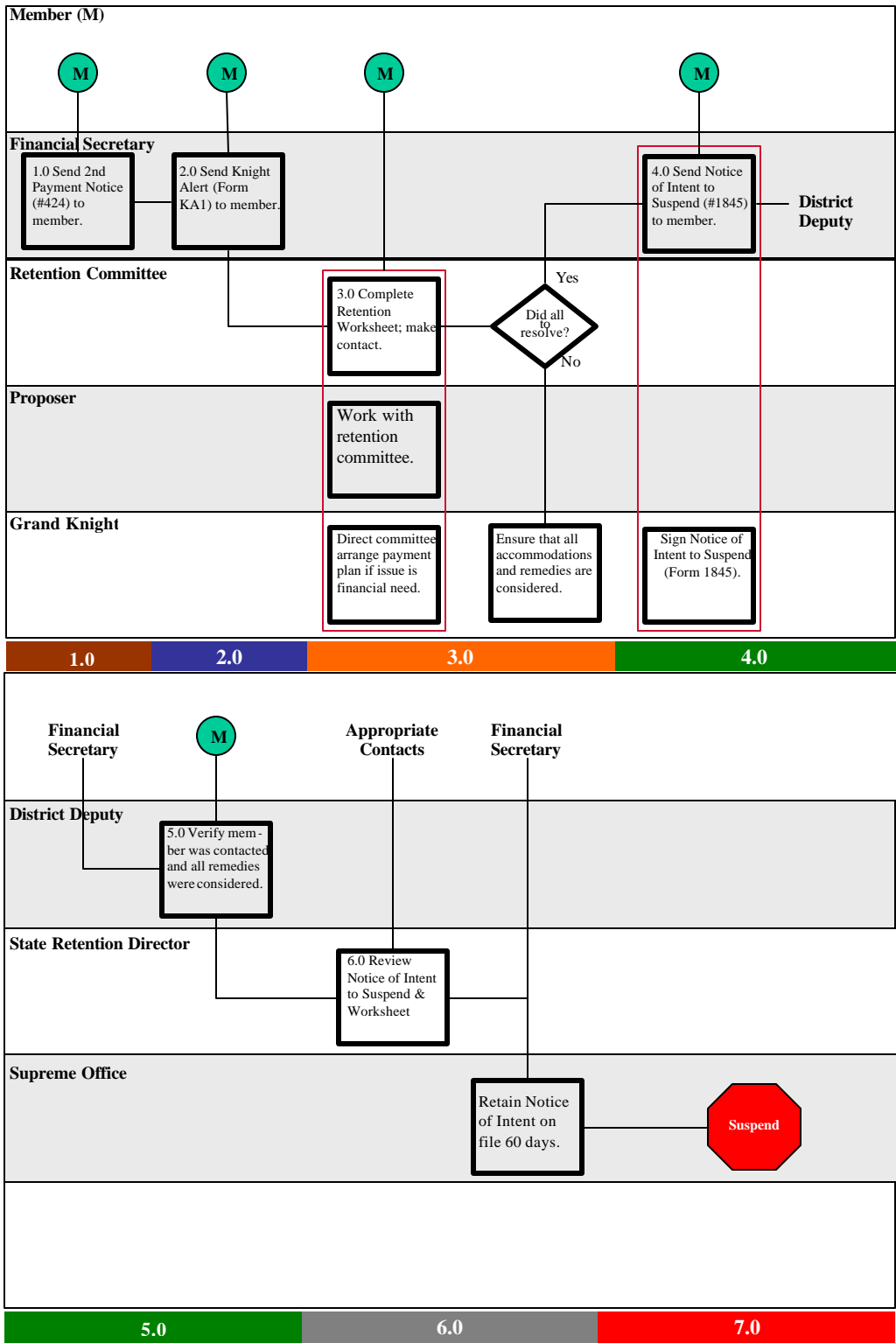
Retention Procedure

Following the guidelines in “***Surge ... with Service***”, the Council Retention Chairman and the Retention Committee ensure all members reported by the Financial Secretary as behind in dues are personally contacted whenever possible or by written letter as a last resort. They confer with the Grand Knight and Financial Secretary about the situation of each member pending a Notice of Intent to Suspend, complying with suspension timelines. The Retention Committee recommends waivers of dues when appropriate to the Grand Knight, Financial Secretary, and the Relief Committee if one is appointed.

Retention Process

The following flow chart shows the retention process. It illustrates step by step how the council and District Deputy will handle each Knight Alert (Form #KA1). The chart shows the major steps to produce the Notice of Intent to Suspend (Form #1845) as well as who is accountable for each step.

Retention Process Chart



Retention Steps

The following retention steps refer to the Retention Process Chart above (Steps 1.0 through 4.0 on the first chart and Steps 5.0 through 7.0 on the second chart).

Step 1.0 Send second Payment Notice (Form #424) to member.

After sending the first payment notice to the general membership, the Financial Secretary sends a second payment notice to those members who have not yet paid their dues.

Step 2.0 Send Knight Alert (Form #KA1) to member.

The Financial Secretary begins the retention process when he initiates the Knight Alert (Form #KA1).

He sends the Knight Alert to the brother who has not responded to the second payment notice.

He provides the council retention committee with the information necessary for it to complete the Retention Worksheet.

Step 3.0 Complete Retention Worksheet; decide who to make contact.

The retention committee invites the proposer, if available, and meets to discuss the Knight Alert. They complete the Retention Worksheet and decide on who is the best person to make the initial contact with the member. Contact may be made by phone, but a home visit is often more successful. The committee considers *each brother deserves personal attention* and that some members may be embarrassed to find themselves in this situation.

If the committee is unable to make contact by phone, two committee members will visit the member at home to investigate and resolve the problem. If the member has moved, the payment notice should have been returned with a forwarding address. However, if an address is unavailable from returned correspondence, contact other members or the parish priest to try to discover the new address.

Short of the brother no longer being a practical Catholic, every attempt should be made to re-recruit this brother. Whether or not a man is a practical Catholic is for the Church to decide. Therefore, in this case, the committee will discuss the situation with the council Chaplain or the Pastor *and will be bound by their decision*.

If the committee determines that the member is experiencing financial difficulty, the Grand Knight will direct two committee members to arrange a payment plan to solve this difficulty. The Grand Knight ensures that all accommodations and remedies are considered. (Remember the first principle of our Order is Charity)

Step 4.0 Prepare and send Notice of Intent to Suspend (Form #1845) to member

If all attempts to solve the problem fail, the Financial Secretary prepares a Notice of Intent to Suspend (Form #1845) and obtains a countersignature from the Grand Knight. Send the original copy to the delinquent member and all remaining copies to the District Deputy along with the Retention Worksheet.

Note: In addition to the Retention Worksheets on members not successfully retained, also send your District Deputy all Retention Worksheets on members who were contacted and successfully retained.

The council should keep copies of the Retention Worksheet as well as other documents for council records.

Step 5.0 Verify that member was contacted and all remedies were considered.

The District Deputy will verify that:

- All members that are recommended for suspension have been contacted.
- All accommodations to resolve the problem have been investigated
- All remedies short of suspension have been considered.

Step 6.0 Review the Notice of Intent to Suspend (Form #1845) and the Retention Worksheet

The State Deputy will review the Notice of Intent to Suspend and ensure Council Officers followed:

- Billing Procedure
- Notice to Suspend (1845) Procedure
 - If audit report not filed suspensions will not be allowed.
 - If audit report does not indicate delinquent members suspension will not be allowed.
 - Suspension will not be allowed if they are in excess of the audit report.
 - Suspension will not be allowed if 365 forms were not submitted.
 - Suspension will not be allowed if a Retention Committee Chairman has not been assigned.
 - Suspension will not be allowed if the retention committee has not contacted member.
 - Suspension will not be allowed if District Deputy and State Deputy do not receive copy of 1845 prior to its submittal to Supreme.
 - Suspensions will not be allowed after September 30 in order to provide the council with time to recruit enough candidates to cover their suspensions.

If everything is in order, he will authorize Supreme Office to complete the process after the Notice of Intent to Suspend has been on file for the required 60 days.

7.0 The Supreme Office suspends the member.

Critical Success Factors

To ensure the successful completion of the retention process, the following critical success factors and assumptions apply:

- Each brother deserves our personal attention.
- Charity begins at home.
- The principle of fraternity applies where our brothers find themselves out of communication in the matter of dues with the rest of the membership.

Each of us joined the Knights of Columbus for our own personal reasons and we retained our membership because of our commitment to our Church, Family, Community, Youth and Council. Ask those members considering leaving our Order to remember their personal reason and retain their membership.