

Worthy Grand Knights and Council Membership Directors,

As mentioned during the membership breakout session, during the Fall Quarterly Meeting, I am forwarding for your files and review, two documents with bullets which list several key ideas to consider for your membership recruiting efforts at your local councils. Please feel free to call me or email me if you have any questions or need assistance with anything.

Thanks for all you do!

Mark Messier
State Membership Director
District Deputy #13

Council Membership Recruitment and Retention

Recruitment:

- Develop and work off a Prospect List
- Flyers or adds inserts in the church bulletins
- Church membership Drives Oct & March at a minimum
- Active Promotion of Membership at council business meetings – quotas vs YTD performance.
- Brochures & Literature available and visible in church hall (24 hrs per year brochure)
- Visibility of current Knights in parish – wear badges to Mass and other parish functions & activities
- Invite prospect & wife/family to help out with activity
- Handout “Why Join?” pamphlet & pocket card for on line joining
- Work w/ Faith Formation Director – share K of C upcoming events especially Youth
- Seek active support from Priest

Incentives:

- Star Council Award
- State Membership Contests
- Knight in Shining Armor Award
- Shining Knight Award

Retention:

- Copy all members on council meeting minutes to keep them informed
- Send Birth day cards to all Brother Knights
- Send Christmas cards to each Brother Knight & family
- Promote ceremonials and get all members to 3rd & 4th degrees
- Written invitations to fraternal gatherings & activities. Especially those members who do not attend meetings.
- Council Calling Tree – assign 3-4 members to each council officer. Officers reach out and contact via phone quarterly or bi annually or otherwise regular basis.
- Invite each member to help out with activities. Keep them engaged and empowered. Even if they don't attend meetings.

New Hampshire Top Recruiting Rules

Golden Rule: Everything a council does is a recruiting opportunity.

1) Be visible in your parish and community

Name tags at Mass, bulletin board at church, church bulletin, recognition for church programs.

2) Schedule & Plan your Membership Drives

Check with priest, plan the who, what, where, & when and get a member to speak in front of parish at Mass.

3) Schedule your Admission Degrees

Get candidates to 1st degree ASAP! Don't wait!

4) Every prospect has his own sense of timing

Understand family, business & other charitable obligations for best timing

5) Unity of Message

Knights of Columbus is a Catholic men's fraternal organization, focused on the family and engages in charitable out-reach activities and programs

6) Look Professional

Membership tables and displays need to be neat, organized, & current. Members dressed neat – business casual attire whenever possible

7) Find your closers

Use members who like talking with people & can talk about the council and activities

8) Don't forget about the wife or the Father!

If you get the wife's support, you'll get the man

9) Be Positive

Be upbeat and positive. No one wants to join a negative situation

10) Ask!

We need to take the initiative... Don't wait for the prospect to come to us. Asking at the right time is key to the "yes"

Ask a prospect to a council activity

Especially with his wife & family Get them to participate and help