



10 Things That Foster Membership Growth

1. **Outreach to Inactive Insurance Members.** Every council in the state has members listed on their roster who, because they are insurance members, are continued by Supreme as a member of the council in spite of the fact that they have been suspended or have taken a withdrawal from their council. Have your F.S. make a list of inactive insurance members and appoint a committee to approach them, via personal outreach, about rejoining the council as an active member. Each inactive insurance member who can be encouraged to rejoin is counted both as a new member and as a new insurance member; a double benefit to the council they join.
2. **Outreach to RCIA Candidates.** Over the years of being on a 1st. Degree team, I have seen men who have gone through RCIA programs become active members of their parish and council. *IF THEY ARE ASKED.* Make a point of working with your parish's RCIA director to identify and approach men involved in learning about the Catholic faith about witnessing that faith through involvement in the Knights of Columbus.
3. **Conduct Church Drives.** Nearly every council who plans and conducts a regular church based membership drive ends up recruiting new members. This requires the support of the parish priest in the form of a pulpit endorsement and announcements in the parish bulletin, handing out literature several weeks in a row before the actual church drive and then having a planned program in the parish to attend with their wives which explains the "benefits" of joining the K of C.
4. **Advertising Your Council's Achievements.** This is not to brag about what your council has accomplished or is doing in and for the parish, but to present membership in your K of C council as "valuable" and worth the time it may take for them to be an active member. *In today's society men are not inclined to join organizations that are not perceived as valuable; it's a waste of their time.* Promote your council activities in the church bulletin and in local newspapers. Men in your parish will give more consideration to joining because of the Free Throw, ID Tootsie-Roll collections, Meals-On-Wheels, soccer challenge, Icon prayer service and other council activities.)
5. **Conduct Corporate Communions and Other "Visible" Activities.** In many parishes the only time members publically demonstrate their involvement in the Knights is when the 4th degree shows up in regalia. Consider holding monthly Corporate Communions, wearing your K of C shirts, sitting together with your families in a reserved space and acknowledging your presence in the parish. Then offer "coffee and donuts" afterwards that is open to the parish at large and provide concrete information about what the K of C is and what your council is doing in and for the parish and community. Don't let your council become a well-kept "secret"!
6. **Design and Update Regularly a Centrally Located (back of the church) Bulletin Board.** Get approval, then design and display general and council specific information about the K of C in a public location in order to prompt an increased understanding of the "value" of the Knights of Columbus locally and nationally. Invite men in your parish to consider membership in the Order by listing the benefits of membership and a contact person to call. This effort is quite effective at parishes where there is no active council and the parish is being served by a Parish Roundtable.

PASSION - PRIDE - PERFORMANCE



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7. **Coordinate an “Insurance Benefits Night” With Your Parish.** The fraternal benefits of membership in the Knights of Columbus is not known nearly enough by the general public, or even within our membership. Invite your Field Agent to help you set up such an event and encourage parishioners to “come and see” what the K of C has to offer them through membership benefits.

8. **Develop and Empower a “Council Membership Committee” in Your Council.** At the onset of each fraternal year take the Supreme Membership Goals given to your council and use your Membership Committee to design, plan and conduct membership recruitment activities to meet those goals. Empower them with a budget and the authority to take charge of membership recruitment for your council. Have them report monthly on their activities at council meetings, and recognize their accomplishments at the end of the year. List their names in your parish bulletin as contact persons and have a member of the committee at all council functions.

9. **Make Membership Recruitment Materials Available.** Order current membership recruitment materials through your F.S. and have the material available at the back of your church, at every council meeting, at council functions, and through the members of your Council Membership Committee. It is easier to promote membership recruitment if members have access to the K of C material that will help them spark interest in membership amongst parishioners.

10. **Ask for the Assistance of your District Deputy or Diocesan Chairman/Assistants.** These men are ready, willing and able to assist your council in developing a membership recruitment plan suited to the specific needs and interests of your council. Please feel free to use them as a valuable resource to guide you in your recruitment efforts during the fraternal year.

Remember: Membership Growth is needed to keep your Council active and inspired. New members bring new energy and ideas into the Council they join. Increased membership means more service hours available and more charitable dollars collected to better serve your parish and community. Every active Council keeps a watchful eye on recruitment and retention. If you provide attention now you will not have a retention problem later!