



MEMBERSHIP TOOLS



Parish Membership Recruitment Drive

A coordinated weekend recruitment effort at your Parish is commonly known as a ***Parish Membership Recruitment Drive!*** This is an all out effort meant to maximize the effectiveness of your membership team's efforts by canvassing an entire local parish on one weekend and then initiate new member two weeks later. When the Knights of Columbus wants to maximize our recruiting efforts we need to organize a ***“Parish Membership Recruitment Drive”!***

Here are the 5 Phases to conducting Parish Membership Recruitment Drive

Phase 1: The Preparation Phase

This phase begins with obtaining the pastor's permission to conduct a Weekend Parish Recruitment Drive at the church during a specific weekend and to get the event advertised in the bulletin. This is also a great time to get the priest onboard as a membership recruitment assistant. The next portion of this phase is to order recruitment materials from the Supreme Council Supply Department (Allow 4 - 5 weeks for delivery). Next, begin lining up members to assist with the Parish Recruitment Drive. Be sure to inform your local Field Agent about the dates of the recruitment drive; remember they are professional salesmen and your greatest assets.

Phase 2: The Execution Phase

Before each Mass at the chosen parish, set up information tables at every door of the Church. Have plenty of prospect cards and pencil on hand to distribute to each man as they enter the Church. With the pastor's permission, arrange for a membership recruitment announcement (samples listed below) to be made during Mass by either the priest or the council's grand knight. After Mass, have brother Knights on hand to answer any questions and to collect prospect referral cards as men leave with their families.

Phase 3: The Follow-Up Phase

Within 48 HOURS, personal contact must be made with every prospect that you collected during the second phase. Be sure to inform these prospects that you will be holding an informational seminar and give them the date, location and time. Offer transportation if that is a limitation and be sure to invite the prospect's family so that they can see the benefits that they receive as a family member of a Knight of Columbus.

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Phase 4: The Orientation Phase

This phase begins with organization. Nobody is going to want to join the Order if your informational session seems unplanned or disorganized. Be sure to have plenty of recruitment brochures about the Order and your council on hand for prospects and their families to read. Request that your council's Chaplain start the event with a prayer and some words about the Order and its mission. Consider showing one of the videos available from the Supreme Council Supply Department (A nominal shipping and handling fee is charged).

A member of the council should make the requirements for membership known to those assembled and then offer each prospect a Form #100 to fill out before the event's conclusion. Have brother Knights on hand to assist prospects in completing these forms. Conclude the event with some light refreshments and inform the candidates of the date of the next First Degree.

Phase 5: The First Degree

A First Degree should be scheduled no more than 2 weeks after your informational session. Be sure to contact the candidates to remind them of the degree date and insure they have transportation to the location. Be sure to order Degree Certificates from the Supreme Council Supply Department, as a fitting way to recognize your new brother Knights. Don't let the new members leave the degree without getting them involved and explaining the Shining Armor Award program.

Sample Pulpit Announcements

Pulpit Announcement #1

The Knights of Columbus are conducting a membership campaign throughout Illinois (or City, Parish) today. This is part of a (national, state, Council) program to familiarize Catholic men over the age of 18 with the Knights and their contributions to our Church and community.

Qualified men of the Parish who may be interested in learning more about the Knights of Columbus are asked to:

- Complete the prospect card that is being distributed at all Masses today
- Return the card to the ushers or to our representatives in the back of the church

Knights will be available after Mass to answer questions and provide additional information.

Pulpit Announcement #2

Over 500 years ago, Christopher Columbus sailed beyond the horizon and changed the world forever. These days, there's a group within our parish that takes their inspiration from Columbus and is also changing things for the better.

What they do isn't as dramatic as Columbus' discovery, but our Knights of Columbus members are working to assist our parish community, making the world better for the less fortunate, celebrating family life and friendship.

To be as effective as possible, we need new members. That's why our Knights of Columbus (name of Council) Council (Council number) is conducting a membership campaign.

Membership is available to all Catholic men in the parish over age 18, who may be interested in discovering what the Knights are all about. Please complete the prospect card that is being distributed at Masses today. The card may be returned to the Knights of Columbus representatives at the membership tables located at the exits following Mass today. Men who are presently Knights of Columbus may wish to suggest the name of a friend or relative as a prospective member. Discover the world of good things in the Knights of Columbus. Join today!

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Pulpit Announcement #3 (Open House)

The Knights of Columbus (name) Council is pleased to announce an information "Open House" program on (day), (date), (time), at (location). The Knights of Columbus is made up of Catholic men and their families - husbands, wives, children, widows, college students, and religious. The Knights sponsor retreats, vocations awareness programs, ecumenical meetings, "Keep Christ in Christmas" campaigns, community service projects, socials, activities for youth and family, and more. (List samples of specific activities your Council's performs).

This short program will include the availability of Council members to answer questions about the Knights of Columbus's goals, interests and activities, and how they benefit all members. Interested men and their families are invited to attend this Knights of Columbus Open House on (date and day) at (location and time) to learn more about the Order. For more information, contact (name and telephone number).

Pulpit Announcement #4 (Honor A Member)

Like their namesake, the accomplishments of the Knights of Columbus on behalf of God and country are known all over the world. Knights give of themselves with no thought of credit. But every so often, it is a pleasure to be able to single one man out for thanks.

Right now, (name of Council) Council (Council number) is conducting a membership drive to honor (honoree's name). In making this announcement, (Grand Knight's name) Grand Knight of the Council explained that (honoree's name) had been selected because of (list of achievements and reasons for selection).

To help others discover the Knights of Columbus' good works and support for the Church and our community, it's important that the Order have new members.

We hope all men and their families in the parish will consider discovering membership in the Knights of Columbus. Members of the Knights of Columbus will be available after all Masses to answer questions and accept applications for membership.

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