



A Membership Plan for Grand Knights

Getting Started

1. Immediately after your election (conducted between May 15 and June 15), consult with your predecessor on lessons learned from his membership plan of action. You should take time to discuss your choices for key positions to be filled on the Council's Membership Team (consisting of: Membership Director, Admissions Committee, Recruitment Committee, and Retention Committee).

2. Discuss with the Council Financial Secretary the current membership status to obtain a clear picture of the Council's membership status. Some things to ask are:

- Number of current members and the total number as of July 1st
- Number of Honorary and Honorary Life Members and who will become eligible during your year in office
- Number of candidates waiting for 1st Degree
- Number of members who are in arrears in paying dues and how many months
- Number of members eligible for advancement to 2nd Degree
- Number of members eligible for advancement to 3rd Degree

3. Based on this July 1st total number of members Supreme shows on record you can now multiply that figure by 7%, which establishes your Council's minimum quota and goal for new members for the fraternal year. You should add to that quota an additional percentage that is realistic and achievable, making that goal your target for the new fraternal year. Announce this target goal and the date you expect to achieve that goal at your first council meeting and charge your membership team to begin work on achieving that goal. Challenge the team and members (these men are your SPONSORS) to make the Council active by recruiting and exemplifying at least one new member in July.

4. To keep the team on track, establish a monthly goal derived by dividing your quota/target goal by 10 months. This will cover any problem months when recruitment was below your target or to use to push your final membership over target. Establish an early date to reach that goal and remind all where you stand each month.

5. Establish with your Membership Director early and frequent First Degree dates, membership drives, open houses, and fraternal benefits presentations to promote the recruitment efforts of your plan.

6. Contact the assigned Field Agent for your Council and ask him to be a member of your retention committee. Provide him with your membership plan so that he can strive to help you achieve your insurance goal in early enough time to counter any member who may surrendering their policy.

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7. Commit to attend any degree where one of your Councils candidates will be in attendance. Always take a candidate to his degrees; NEVER let them attend alone!
8. Monthly via your meetings and newsletters let the membership know exactly where you stand on your goal and identify your new candidates in that forum so the membership can get to know this new member and his family.
9. Promote and announce membership awards, recognitions, and achievements at meetings and in newsletters. Such recognition programs are the VIP and Shining Armor Award which give well deserved recognition to those fine recruiters!

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Simple Check List to Reach Council Goal

(Date each after Completion)

Elected as next Grand Knight. Spoke with predecessor about his membership program, my plans, and my membership team appointments.

Talked to Financial Secretary and obtained the following numbers:

- Current Membership Total
- Membership Totals
- Eligible Honorary/Honorary Life during new year
- Candidates waiting for 1st degree
- Candidates waiting for 2nd degree
- Candidates waiting for 3rd degree
- Members in Arrears of Dues – 3 months
- Members in Arrears of Dues – 6 months
- Members in Arrears of Dues – 9 months
- Members in Arrears of Dues – 12 months
- Members in Arrears of Dues – 18 months
- Members in Arrears of Dues – greater than 18 months

Established Council's Goal for new fraternal year:

- Council goal (July 1st number * .07 + additional)
- Monthly goal (Council goal / 10 months) at minimum

One Member ~ Per Council ~ Per Month

Date Council is ACTIVE (Exemplify at least one new member)

Date to Achieve Council Goal

Contacted and appointed the following membership team.

- Membership Director
- Admissions Committee Chair (PGK) and members
- Recruitment Committee Chair and members
- Retention Committee Chair (DGK) and members

Established First Degree dates:

JULY _____	AUG _____
SEPT _____	OCT _____
NOV _____	DEC _____
JAN _____	FEB _____
MAR _____	APR _____
MAY _____	JUN _____

Contacted Field Agent assigned to Council and communicated Council's membership plan and First Degree dates. Asked him to be member of retention committee and to schedule Fraternal Benefits Night presentations.

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A Successful Recruitment Program

Each Council member has a responsibility to recruit. The qualifications for membership in the Knights of Columbus and the procedures pertaining to admitting new members, reactivation and reinstatement of previous members, and the transfer of members are covered in the Laws of the Order. They can also be found in the Grand Knight's Handbook and the Financial Secretary Handbook.

Eleven Steps to Success

STEP #1: Establish and Attain Council Goals and Quotas

The Grand Knight should set a goal of 7% net gain in Membership and 2.5% gain in Insurance Members (as minimums). **Set goals to attain Star Council status** and the Century Club Award. The latter, requiring a net gain of 100 members, may seem out of reach yet the majority of Councils have the capability and resources to meet this goal.

STEP #2: Organize the Council's Recruitment Campaign

Look around the Council and select and train if necessary, recruiters to serve on the Membership Committee. Pick those men who are enthusiastic, motivated, competitive, and know the Order. Arm them with the informational and promotional materials from the Supreme Council office so they will be well prepared and convinced of the advantages and benefits the Order offers to any man and his family. Implement membership recruitment programs sponsored by the State and Supreme Councils. Seek the cooperation of Pastors in the membership recruitment program.

They may be able to suggest parishioners who would be prospects for membership. Also, try to schedule membership drives at the convenience of the parish by cooperative planning early in the Fraternal Year. Sponsor an "Information Program" for junior and seniors in high schools and the local parish and parochial high schools. Obtain approval and seek the assistance of the Pastor and school principal in the promotion of the program. Establish contact programs with high school and college graduates by sending them "Congratulations" cards (#938), and including your name as Grand Knight, the name of the Council, and contact phone numbers.

Contact the local Knights of Columbus Field Agent and General Agent to help the Council plan recruitment programs. Sponsor incentive programs for recruiters in the Council, such as the Supreme Council's "VIP" Club and the State Council's "SHINING ARMOR" Award. Inform members about the VIP Club; give each member the "VIP" Club rules flyer (#860). Recognize individual members when they reach various recruitment levels in a special open meeting with family members present. Supreme keeps account of the members recruited and when the next level is achieved you will receive a certificate for that level. The "Shining Armor Award" is explained elsewhere in this booklet.

The Grand Knight should use his own initiative to create a **specific** Council recognition program or programs to reward members bringing in new members. Let them know they are noticed. Schedule **monthly** first degrees and check the major degree schedule frequently.

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STEP #3: Set Up Individual Recruiting Teams

Train and educate the members of the Council on the working of the Order. This will better prepare members to recruit new members. Special audiovisual aids are available from the Supreme Council for use in training recruiters. Urge the Council's most successful recruiters to share some of their secrets.

Ask the Field Agent to serve as an instructor. His knowledge of professional salesmanship techniques is very helpful. Ask him to conduct seminars on recruitment strategy for Council members. Stress "Two-on-One" recruitment. Teams of two recruiters make a more lasting impression on a prospect, suggest the fraternal nature of the Order, and can present the Knights of Columbus story more thoroughly than one member alone. Encourage the use of the Membership Recruitment Flip Chart (#889A) by team members when they visit a prospect and his family. Provide each recruiter with a copy of "Getting That Application Signed" (#922), the wallet-sized Flip Chart (#2041) and other materials available from the Supreme Council Supply Department.

STEP #4: Train Recruiters

a) Obtain recruiting films from Supreme:

"Sign 'em up"
"Nobody Asked Me"
"Two-On-One"

b) Invite former recruiters to share their experiences with the new team

c) Invite the Field Agent to share his experiences on how he obtains a signature

d) Order/review promotional materials from Supreme:
Recruitment Flip Chart and Binder (form 889 and 889A)
"Did You Know?" flyer (#1267)
Family Fraternal Benefits flyer (#2761)
Member/Spouse Fraternal Benefits flyer (#2773)

STEP #5: Develop Prospect Lists

NOTE - prospect lists may be developed during membership drives, from prospect cards posted in the church (with the Pastor's permission), or from two Supreme printouts: "Former and Inactive Knights residing in Massachusetts" and "Inactive Insurance members residing in Illinois". These lists are printed each year and distributed throughout the Illinois State Council.

Use the prospect cards (#921 and #921A) available from the Supreme Council for soliciting prospects. Use the information to form an ongoing prospect list for recruiters to follow-up. Impress on recruiters that prospects can be relatives, friends, co-workers, from all walks of life, virtually any Catholic man you talk to (requirements - 18 years old, and a practical Catholic). Review the list of high school graduates, college students, and former Columbian Squires. Use the list of prospects to send invitations for "Open House", "Membership Night", and Council activities. Make the prospect feel welcome and let him know what the Knights and the Council are about.

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STEP #6: Start Team Recruiting

Divide your prospect list into assignments for a number of recruiting teams. Challenge the teams to see who can recruit the most prospects. Supply each team with ample membership documents and promotional materials that explain the Order. Have frequent meetings with the recruiting teams to review their progress and assign new prospects.

STEP #7: Visit Prospective Members Personally

Personal recruiting has proven to be the best method. Arrange for the visit beforehand and be punctual. Dress neatly, wear your Knights of Columbus membership pin and promote the Order's positive image. The Knights of Columbus is a family organization; invite the prospective member's entire family to hear the presentation.

Although the Order appeals to different prospects for different reasons, it's the opportunities that your Council offers that will be most appealing. Offer only what you can provide - stress current programs and activities of the Council that will appeal to the prospect and his family. Tell the prospect what makes YOU and your family proud to be a part of the Knights of Columbus.

STEP #8: Signing the Prospect

After you've told the Knights of Columbus story and answered all questions, ask the prospect to join. Have a Form #100 ready and fill it out then -- don't delay when he is ready. Be ready to accept his check to cover initiation fees and dues. Know what these are BEFORE calling on a prospective member. Know dates of degrees and Council events and activities -- invite the member and his family and let them know they are a welcome addition.

Inform the Recruitment Chairman and the Financial Secretary that you have a candidate for the First Degree. Schedule candidate to meet with the Admissions Committee as soon as possible and have the candidate's sponsor attend the meeting also. Let the candidate know you are proud to be his sponsor and you will assist him in meeting other Council members and taking his degrees.

STEP #9: Ensure Prompt Exemplification and Degree Advancements

Schedule **Monthly** First Degrees; don't make the candidate wait too long for his exemplification. Remember, the First Degree can be exemplified for as few as one or two men. Initiate new members fast and often. Ensure that sponsors accompany their prospective members and introduce them when they appear before the Admission Committee. Process all prospective members or candidates through the Admission Committee. Make certain that all completed membership documents are forwarded to the Supreme Council office immediately following exemplification of the First Degree.

In coordination with the District Deputy, prepare new members for their Second and Third Degrees. Again, do not delay a member from advancing degrees just to have a bigger number of candidates at a later date. If new members have to wait weeks or months to take degrees, they may lose interest.

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STEP #10: Ensure Sponsors Complete Their Responsibilities

Ensure that sponsors accompany their candidates to ALL DEGREES. The sponsor should encourage a new member to join one or more committees and actively participate with him in Council activities. It is the sponsor's responsibility to see that "HIS" new member is introduced to Council members, is assigned to a committee and becomes actively involved in the Council. *It is the sponsor's responsibility to see that the new member is welcomed and introduced.*

STEP #11: Recruit Another Member

After the team has signed a prospect, go back to the prospect list and contact the next prospective member. As new members are welcomed they add to the expanse of the recruitment team. If the new member and his family enjoy the Knights and tell their friends, half the job of recruiting those friends is already accomplished. With each success comes more confidence and more ability, and recruiting another member comes that much easier.

Follow these eleven steps and your Council will succeed in "Discovering" more and more Catholic men and their families. Furthermore, the Order and YOUR Council will grow. *New members are the Life of the Order.* As leaders recruit new Knights as an example to them, reward members that bring in new Knights, and have your name at the top of the recruiter's list.

There is a constant call to action, involvement and commitment. As Knights, it is our responsibility to answer this call from our Church, community, our fellowmen and their families. Yet, if the Council is to respond to the specific needs or problems which face it's parish or community, that Council must be fully equipped with sufficient manpower and the knowledge of available programs. There are many things that can be done to make a Council better. Enlist new membership to join in working to fight abortion, eliminate poverty, drugs and pornography. Return former members, and their families, to active status and seek their assistance in aiding people with intellectual disabilities or handicaps, or in helping to conduct Council programs of ecumenism, fraternalism or brotherhood. Assist members in realizing the many benefits of Knights of Columbus insurance and help new members discover the real meaning of the Knights of Columbus.

One of our goals must be to let prospects and their families know that we are deeply committed in service to our Church and communities. Each year our service program activities generate increasing amounts of volunteer time and charitable donations in the service of others. This is something we do joyfully. Our membership now numbers over 1.6 million men, plus their families, and is still growing. What is really important is that all of these efforts come from what each individual member and Council is able to accomplish in their community. That is what's really critical, and what must be conveyed to prospects.

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