

A Guide to Implementing the "Welcome Back Brother" Program

Plan Your Approach. The Membership Director and Grand Knight should meet to determine a council goal, timetable and how to organize the effort to contact former council members and convince them to rejoin.

Review Former Member List

The membership committee should examine the "Former Member " list forward from the Supreme Council office to your Financial Secretary in September to assess the total number of prospects and to determine the extent of the task ahead. *(An additional copy of the list is available by request through the Department of Fraternal Services.)* The list identifies all former members of your council who have been suspended or have withdrawn. The "Type" column indicates former associate or inactive insurance member status. Delete former members who no longer meet the eligibility requirements for membership. Use council records to supplement the Supreme Council list and to provide updated addresses. Asterisks (*) preceding the addresses on the report identify mail returned to the Supreme Council office, indicating a possible incorrect address.

Design Your Program

Decide what approach or event will be most successful at convincing former Knights to return. Consider options such as: Open House program exclusively for former members; "Welcome Back Brother" council celebrations or receptions; Super Bowl or Founders' Day parties, a council anniversary or other festive Event. Personal visits from recruitment teams. Plan approaches or events that will emphasize what the former member and his family have missed and that their return would be welcome.

Choose an Effective Means for Contact

Whatever the event or approach you've chosen, you need to reach your former member audience, and more than once. Use any or all of the following methods: Personal letters on council letterhead, telephone contact, personal invitation from friends in the council or the original proposer, visits by recruitment team.

Order Supplies

The Supreme Council Supply Department can provide the posters, flyers, videos or other recruitment aids available for committee use. Order sufficient quantities early.

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Create Incentives

Develop an incentive program (dinners, gift certificates, and council recognition) to motivate recruiters/teams. Promote Supreme Council awards or create your own council incentives.

Assign Names to Recruitment Teams

Divide the "eligible" former members among the council's recruitment teams. Outline the timetable, during which all programs steps should be enacted, realizing all **membership reinstatement, readmissions, reactivation and reapplication must be received processed and recorded at the Supreme Council office by June 30, 2014** to be eligible for credit toward the Father McGivney Founders' and the Star Council Awards.

Coordinate Activities around Major Degree Dates

Plan your "Welcome Back Brother" program activities so members who rejoin can take their 2nd and 3rd Degrees as quickly as possible (if needed). Determine when Major Degrees are planned, and coordinate your "Welcome Back" program to take place shortly before those Degrees are conducted. Former members rejoining the Order are not required to retake their Degrees, **but may want to observe the new 3rd Degree.**

Make It Happen

Implement the plans you've made. Order the materials, write the letters, make the telephone calls, host the Open House or other event and invite families to rejoin.

Follow Up

Periodic follow-ups are the responsibility of the membership committee. The membership director and committee members should make certain every eligible former member is personally contacted.

Complete the Paperwork

Once a former member has agreed to rejoin, don't make him wait. Immediately complete a Form 100 Membership Document that will make it official and hand deliver it to your Financial Secretary for prompt processing.

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