




Fraternal Mission

Webinar for Officers and Members
*Building Council Momentum
With Parish Recruitment Drives*


We will begin shortly!


Make sure your sound is turned up!!
If your screen freezes hit F5 to refresh
Download Notes Pages from the Resource Widget.

Knights of Columbus
Supreme Council
Fraternal Mission
Department



Building Council Momentum







Prayer to Saint Teresa of Calcutta

Saint Teresa of Calcutta, Jesus called you to bring the light of His love to those who live in darkness. By tender, loving care for the poorest and the neediest, you became the sign of God's presence, His love and compassion in the midst of suffering and pain.

Following your example, help us to recognize the face of Jesus in our suffering brothers and sisters and to serve Him with humility and joy. Teach us to be carriers of God's tender love and mercy and so bear witness that God still loves the world through each one of us. Amen.





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Webinar for Fraternal Leaders

- Overview
- Widgets for Help and Resources
- Participating in Survey
- How the Question and Answer Session will work



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Webinar Agenda

- Identifying and Training Potential Recruiters
- Understanding the components of a Parish Recruitment Drive
- Defining a Successful Parish Recruitment Drive
- Reviewing the *10 Keys to Membership Recruiting Success*
- Questions and Answers



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Fraternal Mission Presenters



Gary Nolan
Fraternal Mission Department
Vice President
Fraternal Education, Training
and Ceremonials



Thomas Perretta
Fraternal Mission Department
Manager
Domestic Church Initiative




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"We have to be the men that others want to be with, men who stand for something, men who mean what they say, men who practice a charity that evangelizes."



- Carl Anderson, Supreme Knight




Identifying and Training Potential Recruiters



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Membership Recruitment Starts with a Plan

- Grand Knight
- Chaplain
- Membership Director
 - Recruitment Committee
 - Retention Committee
 - Reactivation Committee
- Have your Admission Degrees scheduled, far in advance, to make it easy, for a candidate, to join your council




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Membership
Recruitment
and
Retention
Manual
(#10237)



10 Keys To
Membership
Recruiting
Success


10 Keys To
Membership
Recruiting
Success
(#10233)



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Effective Recruiter's Practice


- A recruiter only has one chance to make a positive first impression
- The first 3 seconds of your presentation and your response to a question is critical. If you are asked:
 - "So what does your council do?"
- Respond with:
 - "We change lives and save lives!" "We save lives and we change lives."
- The common answer is "How so?"
 - Now is your opportunity!



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Effective Recruiters Practice for Success

- Know Knights of Columbus history
 - What the Order does and why we were founded
 - What programs are sponsored by your jurisdiction
 - What your council does to make a difference in your parish and community
- Promote what your council is doing
 - It's your Charitable Outreach Programs not a food event
 - Share "charity in action" examples
 - Benefits give your prospect a reason "why" he should join



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Effective Recruiters Practice for Success

- Form Teams of two or three to practice "how" you will make a presentation to a prospective member
- Practice a Church Recruitment Drive in Church
 - Passing out council literature
 - Knowing what to say
 - Reviewing the Prospect Card (#921A)
 - Follow-up phone calls





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Building Council Momentum Takeaways:

- Start with an overall council **Plan**
- Prepare recruiters for **Success** through **Practice**
- Schedule Admission Degrees **Before** the Drive begins
- Know your council's **Charitable** impact
- **Promote** a council team recruiting **Spirit**
- Prepare for **Success**
- **Welcome** new members with **Charitable Service**




*Understanding the
Components of a Parish
Recruitment Drive*



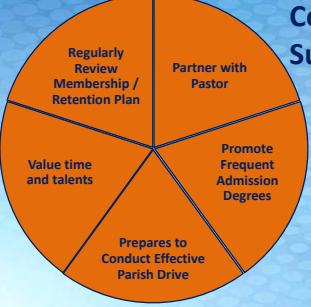
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The First Component of a Parish Recruitment Drive Begins with your Pastor:

- Advance planning sets the stage for success
- Paths for your council
 - Pastor allows a church recruitment drive
 - Pastor engaged in his council’s church drive
 - Pastor suggests possible candidates for an invitation drive
 - Pastor promotes inviting potential members with teams



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Council – Parish Drive Success Components:

- Partners with their Pastor
- Schedules Admission Degrees
- Prepares and Practices to be effective
- Values members and potential members time and their talents
- Reviews council Membership Recruitment Plan frequently



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More than 1 way for your Council to conduct a Church Recruitment Drive in your Parish:

- Council Church Drive – Traditional with a pulpit announcement and collecting information cards
- Invitation Drive – Letter or Invitation from pastor or council
- Team Recruiting – Identify potential members and form recruitment teams to invite to join
- One-on-One Recruiting – Individual recruiters invite potential members to join



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Parish Recruitment Drive

- Council Church Drive – Members greet parishioners and prospective members to collect information
 - Teams man the entrances to greet and be visible and hand out a council info flyer
 - A pulpit announcement is made about council activities
 - Pass out and Collect Prospect Cards (#921A)
 - Be sure the church is left neat
 - Contact prospective members personally within 48 hours



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Parish Recruitment Invitation Drive

- Invitation Drive –
 - Prospective members are identified
 - Father identifies or makes recommendations
 - Council identifies prospective members
 - Invitations are sent to prospective members
 - Father Wants You or a personal letter
 - Council Invitation Card or personalized letter
 - Follow-up within 48 hours (of delivery)



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Parish Recruitment Drive Team Recruiting


- Team Recruiting -
 - Identify prospective members
 - Parish list
 - Member recommendation
 - Family and friends of members
 - Assign reasonable number of prospective members to a team
 - Track progress
 - Create a fraternal competition



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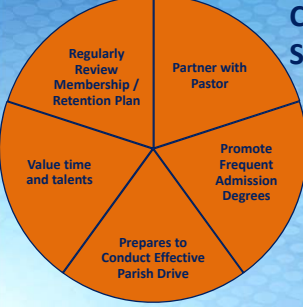
Parish Recruitment Drive Individual Recruiting

- One on One
 - Identify prospective members
 - Parish list
 - Member recommendation
 - Family and friends of members
- Assign a recruiter to contact each prospective member



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Council – Parish Drive Success Components:



- Partners with their Pastor
- Schedules Admission Degrees
- Prepares and Practices to be effective
- Values members and potential members time and their talents
- Review council Membership Recruitment Plan frequently




Defining a Successful Parish Recruitment Drive




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What it takes to have a Successful Parish Recruitment Drive

- Advance preparations provide positive results
- Look Sharp with Branded Council K of C attire
- Smile and engage potential members
- Recruiters were practiced and prepared
- Collected Prospect Cards and Followed up within 24 hours
- Candidate(s) joined swiftly at Admission or First Degree



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*10 Keys to Membership
Recruitment Success*



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Father McGivney personally asked the men of his parish to assist him in meeting the needs of his parishioners, so too must members of your council ask every eligible Catholic man to join your council and assist with meeting people's needs.





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10 Keys to Recruiting Success:

1. Talk about your positive experiences as a member of the Knights of Columbus and share your enthusiasm for your council
2. Positive attitude and body language count
3. Talk to the prospective member and his wife about the ways his joining your council benefits their family
4. Make sure that your members are visible when conducting a charitable service project



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10 Keys to Recruiting Success:

5. Presume that a prospect is interested in being a part of the Knights and ask him to join
6. Approach recruiting in a different way
7. What to say when the answer is "I don't have time"
8. Promote your council's spirituality
9. Involve young people
10. Follow-up with all prospects in a timely manner



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Online Resources for Information:

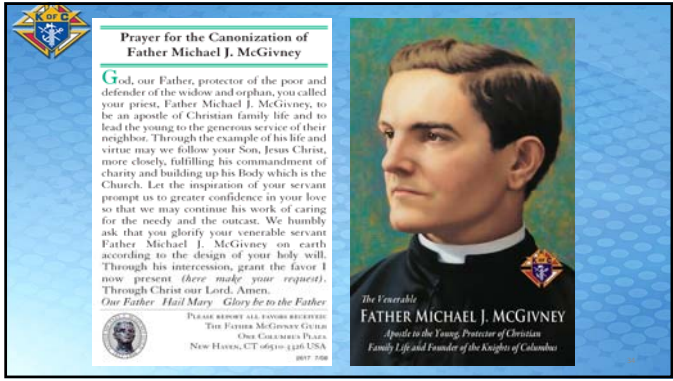
- kofc.org/Webinar – Registration and webinar archive
- kofc.org/ChurchDrive – Conducting a Parish Recruitment Drive
- kofc.org/DomesticChurch – Building the Domestic Church While Strengthening our Parish information
- kofc.org/Recruit1 – Recruitment Video Resources
- kofc.org/Surge – Surge . . . With Service Programs
- kofc.org/Star – Star Council Award and components



Questions and Answers




EMAIL – FraternalMission@kofc.org



Prayer for the Canonization of Father Michael J. McGivney

God, our Father, protector of the poor and defender of the widow and orphan, you called your priest, Father Michael J. McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor. Through the example of his life and virtue may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church. Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast. We humbly ask that you glorify your venerable servant Father Michael J. McGivney on earth according to the design of your holy will. Through his intercession, grant the favor I now present (*these make your request*), Through Christ our Lord, Amen.

Our Father Hail Mary Glory be to the Father

PLEASE REPORT ALL DONORS RECEIVED
 THE FATHER MCGIVNEY CLUB
 ONE COLUMBUS PLAZA
 NEW HAVEN, CT 06510-1140 USA
 800-734-2222

The Venerable
FATHER MICHAEL J. MCGIVNEY
Apostle to the Young, Protector of Christian Family Life and Founder of the Knights of Columbus



Council Officer Success Planning

Thank you for attending this webinar!
 SAVE THE DATE – NEXT WEBINAR

Strengthening Your Council and Parish

Saturday, October 22, 2016 at 2 PM Eastern Time
 Mark your *Fraternal Leader Success Planner* today!



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KNIGHTS OF COLUMBUS

Sign In
 AGENT | OFFICERS

KNIGHTS OF COLUMBUS MEMBER

“THERE HAS NEVER BEEN A BETTER TIME TO TURN TO THE KNIGHTS OF COLUMBUS TO HELP SECURE YOUR FAMILY’S FUTURE.”
 CARL A. ANDERSON
 SUPREME KNIGHT

Activities
 For Officers
 For Chaplains
 For Members
 Find an Agent
 Find a Council/Assembly

Our Founder
 Venerable Michael McGivney

Insurance
 Superior Insurance
