

# 10 Keys To Membership Recruiting Success

Just as Father McGivney personally asked men to assist him in establishing his mission, so too must members of your council continue that mission and ask every eligible Catholic man in your parish and community to join your council. A direct result of successful recruiting is your council's ability to increase its charitable impact in your parish and community.

Some of the top recruiters in the Knights of Columbus were asked to share some of their recruitment techniques. These 10 keys are a summation of their answers.



1. **Talk about your positive experiences as a member of the Knights of Columbus and share your enthusiasm for your council.**
  - Convey a sense of enthusiasm, excitement and pride when talking about the great things your council accomplishes and the people who are being helped. Offer some personal stories of how volunteering has helped you grow in your faith and what being a Knight means to you.
2. **Positive attitude and body language count.**
  - Your facial expressions and body language show about how you feel about being a Knight of Columbus. Maintain a positive attitude, smile often, avoid being negative and always look the prospective member in the eye when talking with him.
3. **Talk to the prospective member and his wife about the ways his joining your council benefits their family.**
  - Presenting the good works a man can help accomplish when joining the Knights, the opportunity for spiritual growth and the fraternal benefits offered to a prospective member, his wife and family, can help convince him to join. Point out that volunteering and council social activities, as well as many benefits such as scholarships, the insurance program, and others, are open to the member's entire immediate family.
4. **Make sure that your members are visible when conducting a charitable service project.**
  - When members, their families and other volunteers wear Knights of Columbus branded apparel while conducting a charitable service project, it conveys unity and identifies your council to the community. Witnessing your council's unity when conducting service projects will entice prospective members to inquire about joining your council.
5. **Presume that a prospect is interested in being a part of the Knights and ask him to join.**
  - Family, friends, co-workers and fellow parishioners all present recruitment opportunities. Ask each of these prospective members if he would like to join your council.
6. **Approach recruiting in a different way.**
  - Instead of asking, "Would you like to join my council?" ask a prospective member: "Would you be interested in learning more about the Knights of Columbus and our local council?" This offers the opportunity to explain the benefits of joining to the prospective member in a more flexible way.
7. **What to say when the answer is "I don't have time."**
  - Many prospective members, when they are approached to join the Knights of Columbus, comment, that "they are too busy," have "too much work", involved with my "children's hectic school schedule", and similar reasons. Be prepared with a simple answer, like "the amount of time you put in is completely up to you. Even one or two Saturdays a year would be a big help. Also, with the family oriented activities we offer, you'll have more opportunities to spend time with your family."
8. **Promote your council's spirituality.**
  - Place emphasis on your council's involvement in the spiritual life of your parish. Promote council corporate communions, retreats, family Mass, Eucharistic adorations and any other activities conducted by your council that promotes and strengthens our Catholic identity.
9. **Involve young people.**
  - Ask young men to join your council. Recruiting a wide range of age groups will provide your council with greater reach within your community. Use targeted advertising, especially social media, to reach younger prospective members.
10. **Follow-up with all prospects in a timely manner.**
  - No matter how the prospective member was initially engaged, it is essential that follow-up communication, by personal contact, needs to occur within a few days at the most. This shows the prospective member that your council cares and places a high priority on meeting his expectations. If a First Degree is not scheduled in the immediate future, or a degree team is not available, use the First Degree Video Production (available on Officers Online or from the Ceremonials Department) to welcome a new member into your council.