

Please review the following information in order to gain insight into the process of recruiting former members of the Knights of Columbus.

How to Recruit Former Members

Former Knights represent a pool of prospects that councils should not overlook when striving for membership growth. Although these men have left the Order, they generally remain familiar with the ideals of Columbianism.

To successfully recruit former members, councils should:

- Appoint a special “Welcome Back, Brother” or “Operation Re- Member” committee specifically to recruit former members. Past Grand Knights familiar with circumstances of earlier departures are especially suited to serve on this committee.
- Obtain a list of former members (those who took withdrawals/ suspensions) and inactive insurance members (those who took withdrawals/suspensions but maintain K of C insurance policies) from the Department of Fraternal Services. Check with your Financial Secretary for additional names and recent addresses.
- Review the list to determine which former members are still eligible for membership.
- Prepare a presentation for former members, highlighting your council’s new programs, activities, benefits and achievements.
- Contact each former member to arrange a personal visit or to invite them to a reception for former members.
- If planning a “Welcome Back” or former-member reception, use the open house procedures. Be sure to invite your council chaplain and insurance agent to speak at the event.
- Ask every former member to sign a Membership Document (#100) to renew their membership.

Remember, proactive membership retention isn’t just about bringing back former members; on Easter, many churches welcome many men and women to the Catholic Church. Check with your pastor and ask whether he’d be willing to share the names of any men from his Rite of Christian Initiation of Adults (RCIA) classes who might be interested in the Knights. Be sure to invite them and their families to Knights-sponsored events, and introduce them to the active members of your council so that they can develop familiarity with the Order.