



Knights of
FOR MEMBERS
Columbus

HOW TO CONDUCT A CHURCH DRIVE

It makes sense to look for new members in the place you're most likely to find them — your parish. One efficient and proven way to do this is to hold a Church Recruitment Drive. Here are steps to success for your event.

1. The Preparation Phase

- Get permission from your pastor to hold a Church Recruitment Drive Weekend after all Masses.
- Contact your council's field agent to get his assistance.
- Advertise the drive in the parish bulletin.
- To order supplies for your next Recruitment Drive, officers with access to Officers Online should log in, click the Supplies Online link, and search under Kits.
- Organize your members into teams for the drive weekend. Make sure that enough council members are committed to covering each Mass.
- Conduct a First Degree Ceremonial within one week of the recruitment drive. If necessary, use the First Degree Video Production available via Officers Online.

2. The Implementation Phase

- Arrange for a membership recruitment announcement to be made before or after Mass.
- Have members, wearing Knights of Columbus branded apparel so they are easily identified, positioned at the entrances of the Church or other appropriate area, to talk to prospects about joining and help them complete a *Membership Document* (#100) or a *Prospect Card* (#921A) if he'd rather learn more about the Knights before filling out a Membership Document.

3. The Follow-Up Phase

- Within 48 HOURS, council members must contact every prospect who completed a *Membership Document* (#100) or expressed interest in joining during the Implementation Phase.
- Inform prospects of the date, time and location of the open house and invite families to attend as well. Also, let them know the date, time and location of the First Degree Ceremonial.



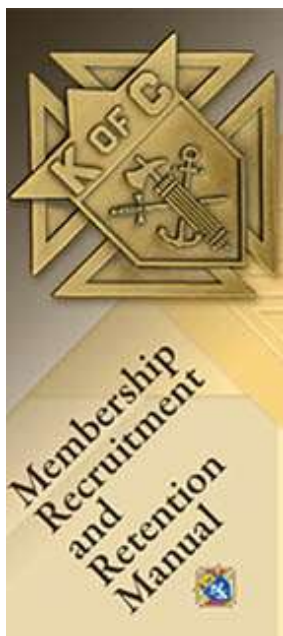
What Your Council Needs for a Church Drive

To make your Church Recruitment Drive a success you will need the right tools. Here is a quick guide to what every council might need to have on hand for their recruitment drive:

Membership Document (#100):

This is what it is all about: getting those prospects to sign up and join you as brother Knights. Next stop — the First Degree, and then your prospects and their families can start being active within your council.

Prospect Cards (#921A): These 3"x5" cards will help your council collect the contact information on prospects who are looking for more information on your council before completing a Membership Document.



Membership Recruitment and Retention Manual (#10237):

Finding potential new members for your council can be as simple as reaching out to the members of your parish. An announcement by your pastor or a fellow Knight at the end of each Mass on a given weekend, or once a month, is one of the most effective ways to encourage men to join your council. To assist your council in putting together a message to your parish, please consult the *Membership Recruitment and Retention Manual* (#10237). This booklet includes an announcement that should be customized to reflect your council's activities as well as some suggestions on follow-up activities.



24 Hours Can Change Your Life flyer (#10099):

This flyer explains how by only giving 24 hours a year to the Knights of Columbus a man can make a difference in his community, serve his parish, grow in his faith, and protect his family with Knights of Columbus insurance.



Why You Should Become a Knight flyer (#10100):

This flyer gives a quick overview of the Knights of Columbus, explaining how the Order was created to unite men in their faith and help them in times of need, as well as how the Knights offers many opportunities to grow in service to their faith, community, family and youth. It also highlights the value of the Order's insurance program.

