



# COUNCIL GROWTH

# YOUR COMMUNITY NEEDS YOUR KNIGHTS OF COLUMBUS COUNCIL

Better Catholics  
Better Husbands  
Better Fathers  
Better Citizens

CHARITY  
UNITY  
FRATERNITY  
PATRIOTISM

Shared Interest  
Shared Purpose  
Shared Values  
Shared Vision



# WHY DID YOU JOIN?



# WHAT'S YOUR COUNCIL STORY?



# COUNCIL GROWTH IS QUANTIFIABLE

Charity Projects  
Participants  
Volunteer Hours

Training  
Programs  
Ceremonials

Church Drives  
Prospects  
Members

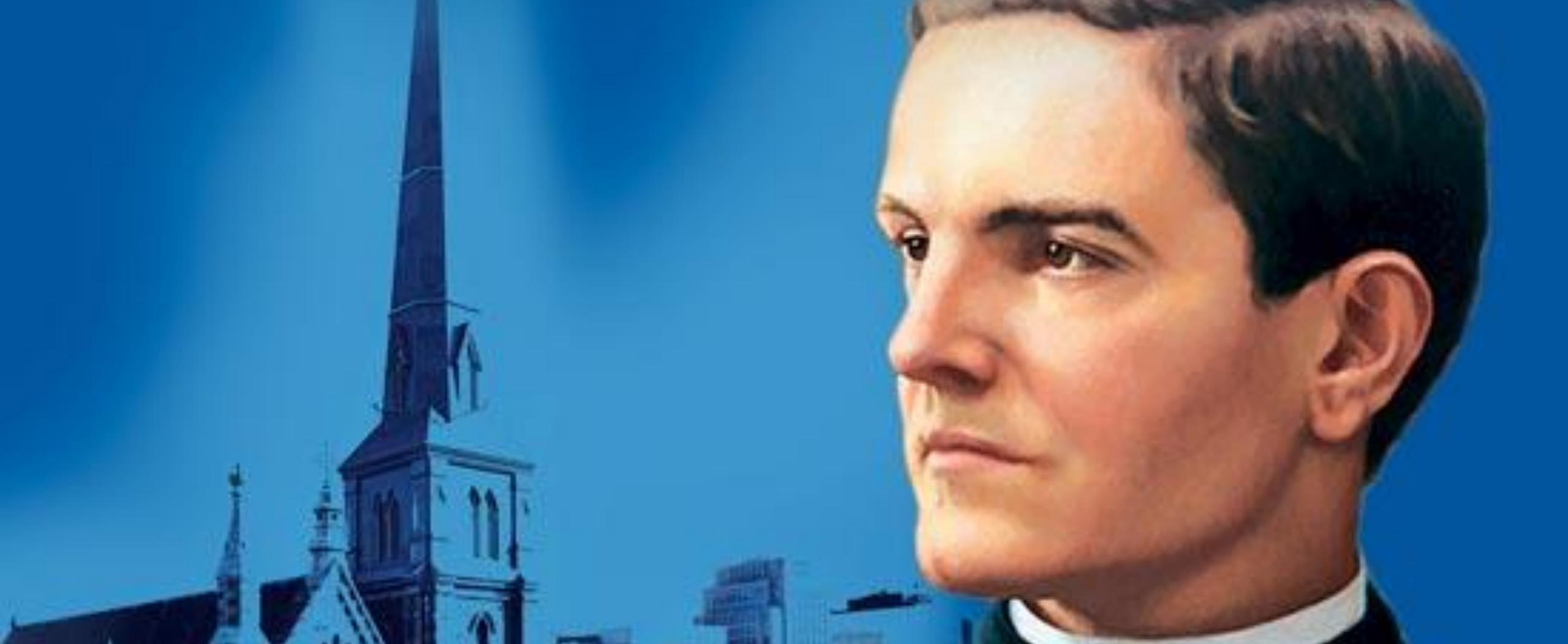




**RELEVANT • ACTIVE • ENGAGED**

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**WE CAN GET THERE TOGETHER**



# DELTA CHURCH DRIVE

# WHAT DOES SUCCESS LOOK LIKE?

PEOPLE

PROCESS

PROSPECT





# WHAT DOES SUCCESS LOOK LIKE?

## PEOPLE

- Aligned Pastor
- Ample Knights ( Ambassadors)
- Visible Families
- Compelling Pulpit Speaker
- Engaged District Deputy and Field Agent



# WHAT DOES SUCCESS LOOK LIKE?

## PROCESS

- Planning
- Preparation
- Practice
- Implementation
- Welcoming



# PLANNING

Holding others  
"Fraternally Accountable"

IS PLANNING  
FOR SUCCESS

"An important job had to be done and **Everybody** was sure that **Somebody** would do it. **Anybody** could have done it, but **Nobody** did it. **Somebody** got angry about that because it was **Everybody's** job. **Everybody** thought that **Anybody** could do it, but **Nobody** realized that **Everybody** wouldn't do it. It ended up that **Everybody** blamed **Somebody** when **Nobody** did what **Anybody** could have done."



# PLANNING

## Delta Church Drive Key Action Items

Pastor Approval

Mass Attendance Projections

Set Goals

Lock in Dates & Degrees

Commit to Raffle Prize



# MY ACCOUNTABILITY TO YOU

Set Goals  
Keep Track  
Communication

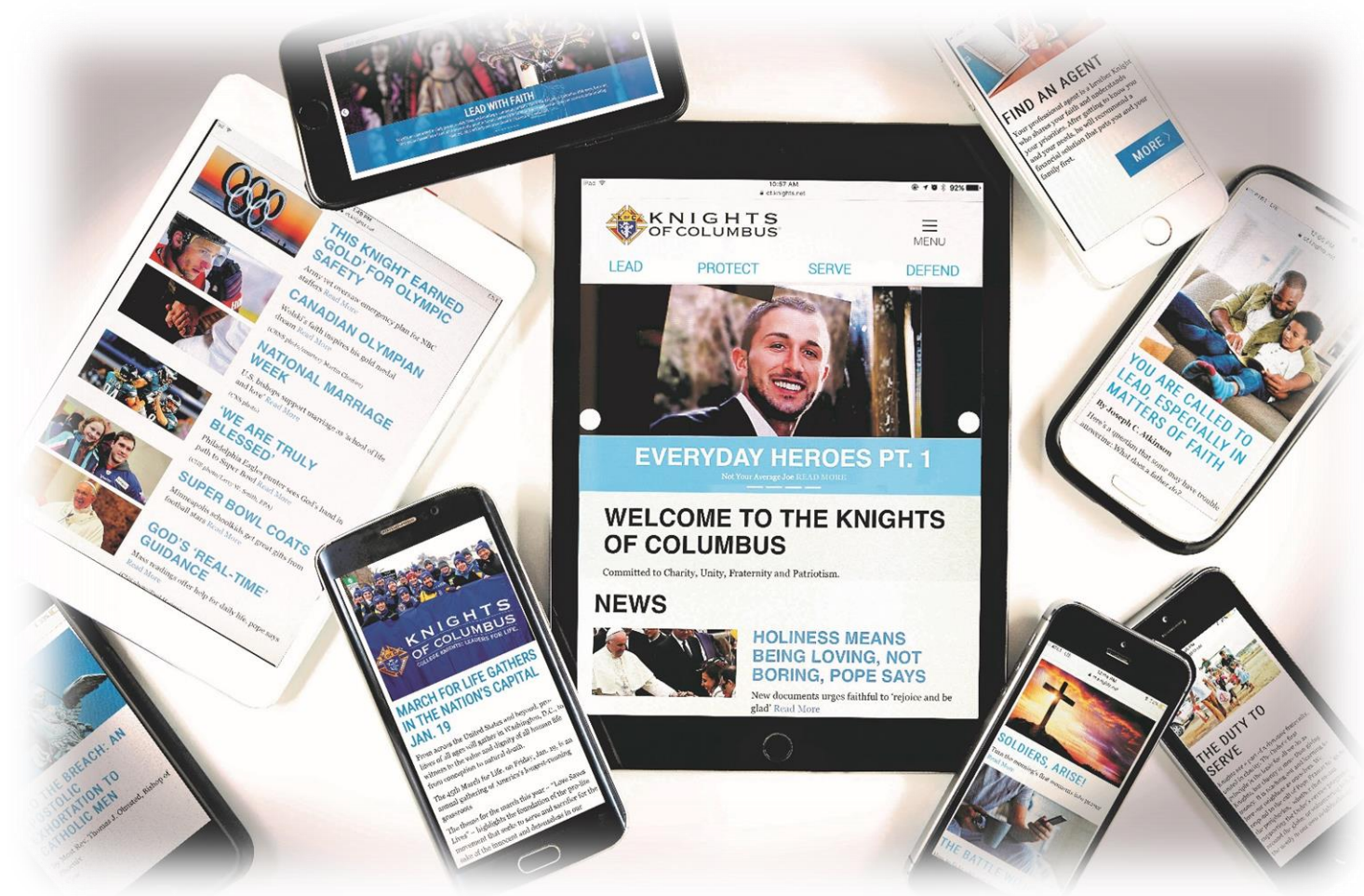
Logistics  
Follow- up  
Practice

Implementation  
Measure Success  
Welcome



# PREPARATION

- Build Prospect Landing Page
- Order Delta Church Drive Kits
- Order New Member Kits
- Submit Bulletin Announcements
- Build Ambassador Teams and Agree on Team Attire
- Edit Pulpit Announcement and Confirm Speaker



# PREPARATION



Use the form below to request a customized landing page for your council.

Please note that turnaround may take a few days — and due to the holidays, requests submitted after December 20th will be fulfilled as soon as possible in the new year. Merry Christmas!

## Build a Prospect Landing Page

[Info.kofc.org/pagerequest](http://Info.kofc.org/pagerequest)

First Name: \*

Last Name: \*

Email Address: \*

Council Number: \*

State: \*

Please provide the date the page is needed, how you would like us to refer to your council, and the name and email address of the contact person (if it's not you).

Submit



# PREPARATION

## Build a Prospect Landing Page

[Info.kofc.org/pagerequest](http://Info.kofc.org/pagerequest)



**KNIGHTS  
OF COLUMBUS®**

Dear Sir,

Thank you for your interest in the Knights of Columbus! We're glad to have met you today, and hope that you'll join us in Council ## in YOUR TOWN.

You can take your first step to becoming part of the world's largest Catholic brotherhood by [joining the Knights online](#).

When you join online, please be sure to enter our council number, ##, so that we can reach you with information about your local brotherhood of Knights.

If you have any questions about Council ## and what we do, feel free to contact us/PERSON at [email or phone number](#).

**JOIN THE KNIGHTS TODAY**

Yours truly,

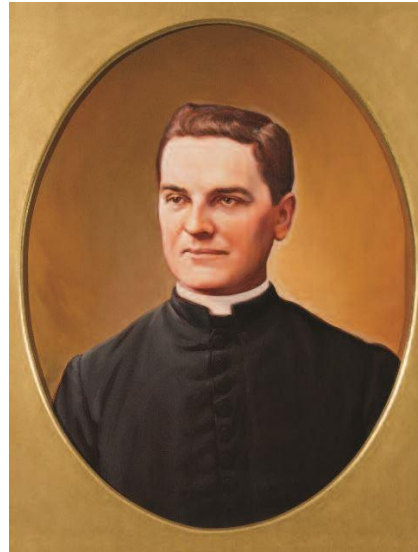
Council Officer  
Council ##



# PREPARATION

Order your custom  
Delta Church Drive  
Kits

Order New Member  
Kits



## Why Join?



Knights of Columbus

Lead with Faith    Protect Your Family  
Serve Others    Defend Your Values



# PREPARATION

Prepare your Pre-Delta Church Drive announcement in ample time to appear in bulletins 2-3 weeks prior to your actual Church Drive

## Pre-Delta Church Drive Announcement

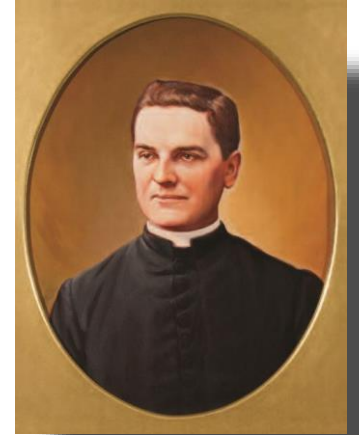
*The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world. Our local council \_\_\_\_\_#\_\_\_\_\_ will be holding a membership drive at (all Masses) the of (dates). Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to [KofC.org/joinus](http://KofC.org/joinus) and enter our council #\_\_\_\_\_ for local information.*



# PREPARATION

## To Everyone Entering Mass

*"Welcome, here's a little gift from our Knights of Columbus council; it's a prayer card for our founder Father McGivney."*



## To Everyone Exiting Mass

*"Thank you for hearing our story today!"*

## To Prospects Exiting Mass

*"Thank you, you will be hearing from our Grand Knight today!"*



# PREPARATION

Review and Practice the  
Pulpit announcement



# PREPARATION

Prepare your Post-Delta Church Drive announcement in ample time continue to appear in bulletins 2-3 weeks AFTER your actual Church Drive

## Post-Delta Church Drive Announcement

*The Knights of Columbus is an international Order of Catholic men who are called to lead with faith, protect our families, serve others and defend values in a busy changing world. Our local council \_\_\_\_\_#\_\_\_\_\_ held a membership drive and we might have missed you. Whether you become an individual member or a member of our council you will find that Knights of Columbus membership brings Catholic men together in a powerful way. If you would like to join today simply go to [KofC.org/joinus](http://KofC.org/joinus) and enter our council #\_\_\_\_\_ for local information.*



# IMPLEMENTATION

## Best Practices for Success when implementing your "Delta Church Drive."

- Arrive early, assign Ambassadors areas to cover and ask them to practice greetings
- Speak with celebrant
- Ask pulpit speaker to practice announcement
- Place prospect cards with pens and "Why Join?" in pews
- Test your Prospect Landing Page on each phone
- Remind Ambassadors to enter information from cards into the Prospect Landing Page after each mass and not to give out the URL of the Prospect Landing Page
- Remove all materials from pews after last mass
- Send thank you note to Pastor



# WELCOMING

Send Thank You Email to  
Announce the Raffle Winner  
Invite ALL Prospects to a  
Charitable Outreach Function  
Assign Mentors to Prospects



# WHAT DOES SUCCESS LOOK LIKE?

## PROSPECT

- Prospect to Online Member
- Prospect to Council Member
- Non-member Prospect







**IT'S NOT ABOUT US!**

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**IT'S ABOUT THEM!**

# SUCCESS FROM THE PROSPECT'S POINT OF VIEW?

**R**each out to **ME**

**E**ngage **ME** as a friend

**C**ommunicate with **ME** early and often

**R**elate to **MY** perspective

**U**nderstand **MY** availability and offer **ME** choices

**I**nclude **MY** family *and* yours

**T**hank **ME** regularly and ask **ME** to invite a friend





**NOW YOU ARE READY FOR SUCCESS**

THANK YOU



QUESTIONS  
JON.OLSON@KOFCC.ORG

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## Prayer for the Canonization of Father Michael J. McGivney

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**G**od, 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 (*here make your request*). Through Christ our Lord. Amen.

*Our Father Hail Mary Glory be to the Father*



PLEASE REPORT ALL FAVORS RECEIVED:  
THE FATHER MCGIVNEY GUILD  
ONE COLUMBUS PLAZA  
NEW HAVEN, CT 06510-3326 USA

2617 7/08

