



**Knights of  
Columbus®**

## **Council Growth Team**

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# BEST PRACTICES



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- Start with **Why**
  - Understand why people join the Knights
- Meet regularly with your pastor(s)
- Identify your Council Growth Director
- Plan Church Drives
- Set clear expectations on promoting membership

# RECRUITING SUCCESS



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- Talk about your positive experiences as a knight
- Show unity when conducting a charity service project
- Ask men to Join the Council
- What to say when the answer is "I don't have time"
- Promote your council's spirituality
- **Follow-up with all prospective members in a timely manner**

# START NOW



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- Work with current Grand Knight and Council Growth Director to plan your March Church Drive
- Identify your Council Growth Director
  - Work with him to identify your committee members
- Start planning your Calendar of Membership events for next Fraternal year
- Set your council growth goals



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Backup

# CHURCH DRIVES



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- A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps:
  - Obtain the pastor's approval for the membership drive at **all Masses** on target weekend. Confirm dates/details and get the pastor involved in your recruitment efforts. Your parish priest will be your number one recruiter.
  - 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.
  - Provide an announcement for parish bulletin during each of the two weekends before the drive.
  - Prepare a tabletop display highlighting council activities and member benefits; include handouts and copies of the council newsletter and place in the church's vestibule.
  - Post **teams of two to three Knights** at each church door at every Mass to hand out flyers and Prospect Cards and answer questions.

# CHURCH DRIVES



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- A church drive is an ideal opportunity to reach an audience of qualified prospects. Its success is dependent on carefully planning and carrying out each of the following steps:
  - Collate materials and hand them out to everyone as they enter the church. Leave sharpened pencils in each pew for completing Prospect Cards.
  - Arrange for the pastor, grand knight or membership director to make a brief announcement prior to or after Mass, explaining the Knights of Columbus, encouraging men to complete Prospect Cards and hand in as they leave church. Use a letter of support from the bishop (if available from state council).
  - Make sure tables/supplies are restocked for each Mass.
  - Assign prospect names to recruiting teams for personal follow-up visits. Follow up immediately!







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## Your Guide to Membership



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*Photos © ReadyState*

### Why *you* should become a **Knight**

If you're interested in helping those in need, serving our parish, growing in your faith or having exclusive access to top-rated insurance protection for your family, then the Knights of Columbus is the organization for you.

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### Suggested Remarks *for* Membership Recruitment

Reach out to the members of your parish.

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# I AM A KNIGHT

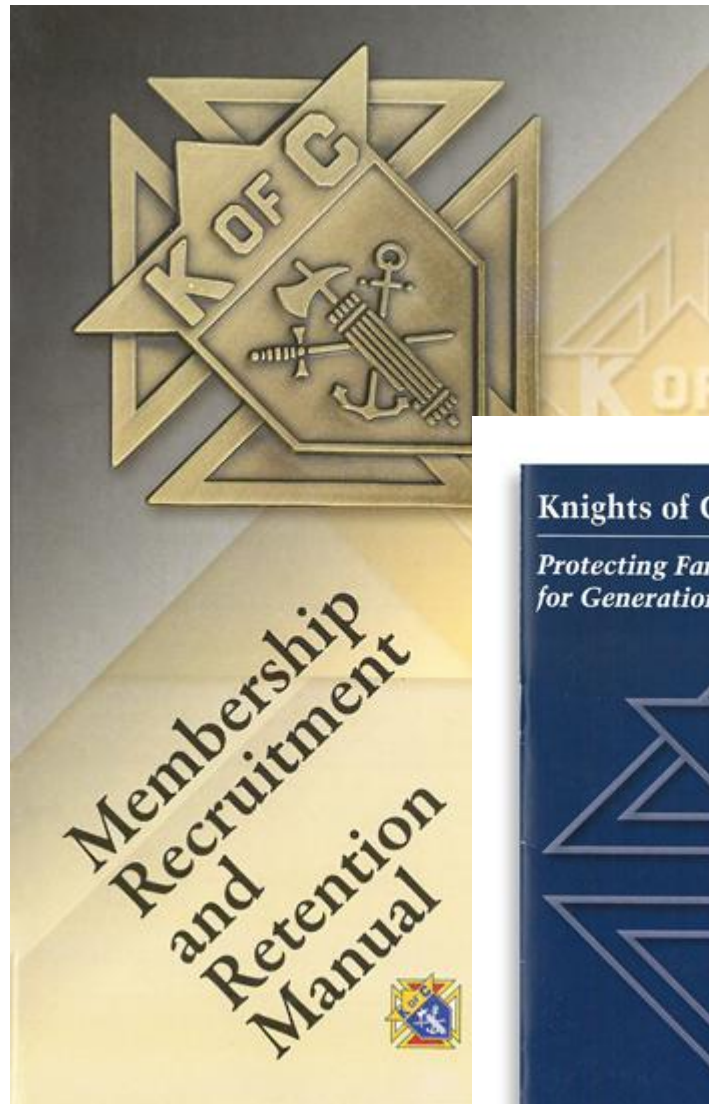


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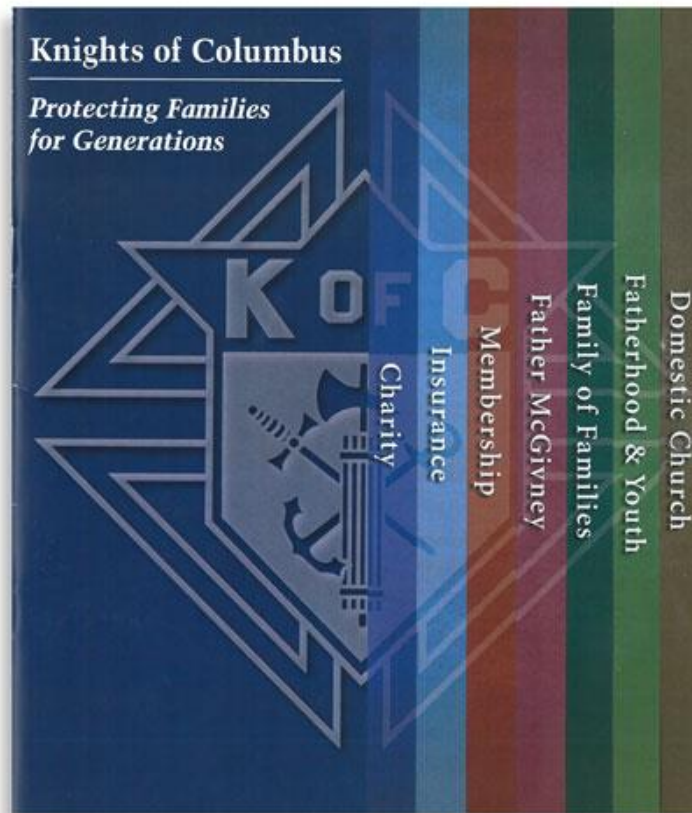


## 'ELEVATOR SPEECH' FOR RECRUITING

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- folder

**It's an elevator ride.  
You have 30 seconds. Maybe.  
You can't tell the entire story of the  
Order in 30 seconds. So don't try.  
Instead, tell the prospect why**

**your membership is important,  
valuable and meaningful for you  
and your family. That simple message  
will be very powerful if you tell  
it sincerely and passionately.**

### **Here are some talking points:**

- We have more than 16,000 councils headquartered in Catholic parishes around the world.
- Knights put their faith into action every day to make life better in their parishes and communities.
- We offer men the opportunity to grow in their faith while helping others and supporting the Church, and to become better Catholics, husbands and fathers.
- The Knights of Columbus annually contributes nearly \$200 million to worthy charitable causes around the world, and our members donate nearly 100 million hours of their time.
- Our Leave No Neighbor Behind program provides direct outreach to those most impacted by the COVID-19 pandemic.
- Our founder – Blessed Michael McGivney – has been beatified by the Church. People around the world seek his intercession through prayer.
- All practicing Catholic men 18 years or older are invited to join.

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# Elevator Speech



**'ELEVATOR  
SPEECH'  
FOR  
RECRUITING**

# Elevator Speech (Pt. 2)

- Previous slide was Supreme's suggestions for an Elevator speech
- Prepare multiple speeches
  - If someone wants to grow in faith, an elevator speech about donations to charity may not be the best recruitment practice
- Share your elevator speech(es) with your team
  - Share your ideas, use others ideas, get feedback work as a team
  - Practice
  - Update as necessary

Becoming a Knight of Columbus can transform your life. As a Knight, you have the opportunity to support our parish, give back to our community, grow in your faith and gain exclusive access to our top-rated insurance program to protect your family. These are just some of the reasons to become a Knight.

Benefits of membership in the Knights of Columbus can be summed up in three areas: Faith, Stability, Service.

### Faith

- ▶ Grow in Faith with a band of brothers
- ▶ Live out a masculine faith life with high caliber men
- ▶ Act with men of the council to be a force for good in the world
- ▶ Live out your vocation as a husband, son, or brother.



### Stability

- ▶ Gain exclusive access to our top-rated life insurance products, available only to members and their families
- ▶ Meet with your insurance agent as a Knight dedicated to helping his brother Knights protect their families
- ▶ Know your money is safeguarded and invested according to Catholic principles



### Service

- ▶ Aid your brothers in serving your parish
- ▶ Serve your local community through programs like Coats for Kids and Food for Families
- ▶ Support programs that benefit people with intellectual disabilities
- ▶ Aid victims of natural disasters and other catastrophic events, local and worldwide
- ▶ Donate wheelchairs to people without mobility at home and abroad
- ▶ Stand up for the most vulnerable including the poor, orphaned, oppressed and unborn.

## Why you should become a Knight

Practice asking people to join

# Statistics

- As of 1 December:
  - 160 Councils in Maryland
  - 60 Councils are not Membership Active
  - 66 Councils are total negative growth
  - 8 Councils are eligible for the McGivney Award
  - 1 Star Council eligible
- Division A >226 Members (29 Councils)
- Division B 151-225 Members (39 Councils)
- Division C 76-150 Members (54 Councils)
- Division D <76 Members (38 Councils)

# Open House

- Open House Video: [Fraternal Video library | Knights of Columbus \(kofc.org\)](https://www.kofc.org/fraternal-video-library)  
(3:35)
- 1. Schedule room 1 month in advance
- 2. Invite Pastor – ensure he can attend
- 3. Schedule Degree in advance – week after Open House
- 4. Invite all Men and their families in Church bulletin
- 5. Challenge members at next meeting to personally invite at least one person and their family
- 6. Ensure all on Prospect list are invited
- 7. Call prospective attendees
- 8. Prepare presentation – include videos
- 9. Rehearse presentation (GK, Benefits Advisor, etc.)

# Member Type / Member Class

- Member Type
  - Associate
  - Insurance
  - Inactive
- Member Class
  - Honorary
  - Honorary Life

ate	Member Type	Member Class	AS
57	ASSOCIATE		
21	ASSOCIATE	HONORARY LIFE	30
55	INSURANCE		
32	INSURANCE	HONORARY LIFE	
63	INACTIVE		
67	ASSOCIATE		
55	INSURANCE	HONORARY	
45	ASSOCIATE		30
85	INSURANCE		



# Online Membership

- **I don't have time to join another organization; why should I join the Knights of Columbus?**
- Online Membership was designed to allow eligible Catholic men to join the Knights of Columbus online, through a streamlined, optimized process. Online Membership provides you with a digital membership experience, which will help you to grow as a Catholic man and a Knight.
- As a Knight, you can choose the projects to be involved in within your own community. You will receive regular updates from your state council regarding news and events in your area and be presented with frequent opportunities to work alongside brother Knights in local councils.

# Online Membership

## Q & A

- **What are the requirements to join the Knights of Columbus?**
- Membership in the Knights of Columbus is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See.

# Father McGivney Award

- The **Father McGivney Award** recognizes excellence in council membership growth. Each year, your council is assigned a membership quota from the Supreme Council. For the award, growth is considered to be net increase over losses through suspension or withdrawal. Deaths do not count against your quota, and transfers in or out of your council do not count for or against your quota. Your council quota can be found under the Membership tab in Officers Online, which is updated daily. Eligibility for the Father McGivney Award is automatically determined by the Supreme Council and there is no application.
  - Leadership Resources (5093)