



Council Membership Best Practices

Council: _____ **District:** _____ **Diocese:** _____

Does your council have an on-line presence?

Council Website Council website linked to Parish website
Facebook Other social media platforms

How well does your council communicate with your community?

Ad in your Parish Bulletin? Ads in Round Tabled Parishes?
Articles in Parish Bulletin? Articles at Round Tabled Parishes?
Council Newsletter? Quarterly meeting with your Pastor(s)

Do your council members advertise their participation in the Knights?

of Members with KofC shirts # of members wearing their pins

How well is your council seen in your Parish(es)?

Building the Domestic Church Kiosk at main Parish Kiosk at Round Tabled Parishes?
KofC display of awards at main Parish Awards at Round Tabled Parishes?
KofC Rosaries for 1st communions at main Parish Rosaries for Round Tabled Parishes?
KC the Teddy Bear at main Parish KC at Round Tabled Parishes?
Donated item with KofC emblem at main Parish Donations at Round Tabled Parishes?

Does your council have appropriate recruiting material on-hand?

Delta Church Drive Kits Twenty-Four Hours Can Change Your Life Prospect Cards
Faith in Action Booklets Elevator Speech Card & Best Practices Guide Form 100s
Parish Prayer Cards Council Growth & Retention Guide Recruitment Manual
Why You Should Be a Knights 10 Keys to Membership Success Council Tri-fold
Charity that Evangelizes Service Program Award SP-7 with Pictures

Does your council have trained Membership personnel?

Membership Director Attended Membership Director Training this year
Ambassador Team Pulpit speaker for recruiting drives
Exemplification Team Admission Committee Does your MD Access his mikofc email?

Does your council recruit at all council programs?

Does each program have a recruiter assigned to attend for the sole purpose to invite men to join?
Do you invite parishioners and other non-members to all of your council programs?
Do you invite former members and current prospects to your council programs?
Are your council members encouraged to invite their friends, family and neighbors to programs?



Council Membership Best Practices



Does your council have an on-line presence?

Welcome to the 21st century! All successful organizations have an on-line presence. Organizations that have failed to create an on-line presence have disappeared. Even individuals now have an on-line presence through social media. This is a great way to get your message to your community, provide people easy access to learn more about what you do and, how to join.

- **Council Website** – Each council should have a council website. Make sure you start small and simple and grow over time as you can.
 - Key content includes:
 - Council name and contact information.
 - List of current officers (including pictures) and contact information
 - List of upcoming council events and contact information if people wish to participate
 - List of recent council events and the benefits we achieved
 - Links to Supreme
 - Include a link for people to join the Knights of Columbus
 - Website Administrator
 - Either hire a company or have a tech-savvy Knight set up your website
 - It's best to set it up in a way that minimizes administrator maintenance
 - Website Updates – Assign a person to make changes to your website on a monthly basis.
 - Keep the changes to between 2-4 hours of work on a monthly basis
 - Add new programs & remove old news
- **Council Website linked to Parish website(s)**
 - Include links to all parishes supported by your council on your website
 - Ensure all of your Parishes also have links to your website on their website.
- **Facebook account** – Many individuals are on Facebook. Set up a Facebook account for your council.
 - Assign a person (familiar with Facebook) to create a Facebook account for your council.
 - Add pictures of events that have occurred.
 - Add posts for all upcoming events



Council Membership Best Practices

How well does your council communicate with your community?

People don't join organizations they don't know anything about. It's critical that your council not only communicate to your members, but also to communicate to your parishes, near-by schools and your local community on a regular basis. The more people know who you are and what you do, the more interested they will be in joining such a wonderful organization.

- **Ad in Parish Bulletin** – Place an Ad in your Parish bulletin.
 - Benefits
 - Your Parish is always looking for advertisers. Your council should support your parish by purchasing an ad which will appear every week in your parish bulletin.
 - New and interested parishioners will call if they're interested in joining your council.
 - Name recognition – Everyone who reads the bulletin will see the Knights of Columbus
 - Costs
 - There is a charge but... it's minimal and you're helping your parish
 - You may be able to have your KofC Field Agent split the cost of this ad with you
 - The ad needs to be updated annually if contact information changes
- **Ads for Round Tabled Parish(es)**
 - Don't forget about your round tabled parishes.
 - They need support and their parishioners may also call to join your council.
- **Articles in Parish Bulletin** – In addition to Ads, also place articles in your bulletin to advertise events.
 - Council programs should be listed along with contact information if people wish to participate.
 - Fraternal Benefit events should be advertised.
 - Delta Church Drives should also be advertised
- **Articles in Round Tabled Parish Bulletins** – Round tabled parishes are frequently forgotten.
 - Council programs should be listed along with contact information if people wish to participate.
 - Fraternal Benefit events should be advertised.
 - Delta Church Drives should also be advertised
- **Council Newsletter** – Council newsletters are a great way to get your message.
 - Have copies available in the back of all of the parishes supported by your council
 - Council meeting minutes can easily be expanded into a newsletter format so meeting minutes and newsletters can be handled by a single communication mechanism.
 - See if your council recorded would be willing to take on this activity
- **Quarterly meeting with your Pastor** – It's always a good idea to keep your Pastor aware of your activities.
 - Try to meet with him at least 4 times a year to stay connected.
 - If possible, take him out for lunch or dinner
 - Be aware of his time constraints – 30 minutes is fine if that's all he can give you
 - Report back on any concerns he has. Have you addressed his concerns?
 - Ask him how you can help him. At the next meeting tell him how you did help him.



Council Membership Best Practices

Do your council members advertise their participation in the Knights?

Your council members are always setting an example of a good Catholic man. As such, if they wear Knights items, they will be recognized as a Knight of Columbus. Some people will even comment and ask questions about the Knights. It's a great conversation starter.

Shirts: Either a golf shirt or a dress shirt that displays the emblem of the order and your council's name is a great way to advertise for the Knights.

Pins: For more formal occasions when a suit jacket is required, wear your KofC pin for others to see.

Other Items: A coat, pens, pencils, etc...

How well is your council seen in your Parish(es)?

Here is a list of things you can do at your Parishes. Again, don't just do these at your main parish. Do these at all parishes supported by your council.

Building the Domestic Church Kiosk: If you have one of these set up in the back of church, people can take a book (or check one out) to read. They all are marked with the KofC logo.

Display Council Awards: Try and get a wall somewhere in the parish facility where you can hang plaques for Star Council, McGivney Awards and other awards. Also show pictures of Knights at events.

Rosaries: Hand out a KofC rosary to all First Communicants.

KC the Teddy Bear: Hand out a KC the Teddy Bear at every Baptism in your parish(es).

Other items you can hand out with a KofC emblem on it:

- **Hymnals or Song books** – If you buy them for the parish, you can put a sticker in the front or back with Knights council information.
- **Church Pew** – Place an emblem on the pew you donated to the Parish
- **Pens and/or pencils** – Donate these to your school if your Parish has a school.



Council Membership Best Practices

Does your council have appropriate recruiting material on-hand?

Keep a good supply of recruiting material on-hand. Take inventory and restock supplies when they get low. Then, use them frequently. Hand them out and get as much exposure as you can.

Material for candidates:

- **Delta Church Drive Kits:** Free. Order them through Officer's Online.
- **Twenty-Four Hours Can Change Your Life:** Free. For the excuse "I don't have time".
- **Why You Should Be a Knight:** Free. It contains reasons for men to join.
- **Prospect Cards:** Free. These are part of the Delta Drive Kits but it's a good idea to have plenty on hand.
- **Faith in Action Booklets:** 10 cents each. Pass these out to show men what programs the Knights do.
- **Form 100s:** Free. They really aren't needed any longer due to (1) people joining online and (2) the candidate tab in Officers Online. But, some councils like to use them and they are still available for use.
- **Parish Prayer Cards:** Costs vary. The Delta Drive kit comes with prayer cards of the Holy Family and also Fr. McGivney prayer cards. But, it's a good idea to search the internet and find prayer cards for the name of your parish. (i.e. If you go to St. Francis of Assisi parish, order some St. Francis of Assisi prayer cards.)
- **Council Tri-fold:** Made by council. Put together a tri-fold that contains the events your council does along with pictures of your council doing various programs.
- **Service Program Award:** Made by council. Take your best program and put together a binder with pictures and details about the program. This really gives candidates a very good idea of just what the Knights do and all the work and (more importantly) the benefits associated with a program.
- **SP-7 With pictures:** Made by council. At the end of the fraternal year when you fill out your SP-7 (Columbian Application Award form). Create a binder and include the 10784 forms followed by pictures of your council in action during each program.

Materials for Ambassadors:

- **Elevator Speech Card & Best Practices Guide:** These are free. Give one of these to each of your ambassadors. It will help them determine what to say to candidates in a very short and effective way.
- **10 Keys to Membership Success:** These are free. This pamphlet complements the Recruitment Manual and is a great "quick" read. Get these for your ambassador team and have them read it before each recruiting event.

Materials for Grand Knights and Membership Directors

- **Council Growth & Retention Guide:** These are free. All Membership Directors, Grand Knights and District Deputies should have a copy. It covers new council development, reinstatement of a council, college councils, round tables and reactivations.
- **Recruitment Manual:** These are free. This is a must for all Membership Directors and Grand Knights. It is written as a introduction manual for recruiting new members. It's a great place to start.



Council Membership Best Practices

Does your council have trained Membership personnel?

Your council needs to have members who know how to recruit and how to invite men to join.

Membership Director: This person is your main recruiter. Make sure he has the knowledge and information to help him be successful.

- **Membership Director:** Do you have a Membership Director? If not, no one is really focused on helping your council to grow. Council attrition happens with no help. Council growth takes effort.
- **Membership Director Training:** Each June, Michigan offers in-person, live training form membership directors. Your membership director should attend “at least” every other year.
- **Ambassador Team:** Your Membership Director shouldn’t be expected to do all of the recruiting/inviting by himself. He can’t attend every event. Have 5-10 men properly trained to help him.
 - **Field Agent:** Your council Field Agent (or General Agent) is a great resource. They are trained in talking to people and actually have recruiting goals. Utilize them.
 - **State Assistance:** Ask your District Deputy, Diocesan Membership Director and others to assist.
 - **Past Grand Knights:** These people are great recruiters.
 - **Other Knights:** Have other “outgoing” members of your council assist.
- **Pulpit Speaker:** Have “a few” men from your council trained and skilled at public speaking. They should be comfortable with public speaking and look like the type of person you want to recruit.
- **Exemplification Team:** If possible, your council should have it’s own Exemplification Team. If not, your District should have one.
- **Admissions Committee:** A council Admissions Committee is a group of 3-6 men led by the Membership Director to meet with council candidates, teach them about your council, vet them to ensure they meet the requirements to be members, get them to and through an Exemplification and help them to become active in the council.



Council Membership Best Practices

Does your council recruit at all council programs?

Council program events are great places to recruit/invite men to join your council. All too often, councils are so focused on the execution and success of their programs, they are thinking (or focusing) on who is there and may they wish to join.

Does each program have a recruiter assigned to attend for the sole purpose to invite men to join?

Every program event has a sign-up sheet with the need for several different people to fill several different roles for a successful program. For each program, ensure you have “at least one” person volunteer and sign-up for the main purpose of recruiting/inviting men to join.

- For programs that serve meals, have someone assigned to walk from table to table and ask how the food is, do they need anything, etc... As part of this assignment, also invite non-members to join.
- For programs where people “work” on the program (i.e. MI Drive, Habitat for Humanity, etc...) have someone assigned to pass out bottles of water and/or coffee. As part of this assignment, he should talk to all volunteers and invite non-members to join.

Do you invite parishioners and other non-members to all of your council programs?

Most (if not all) of your council programs should be open to the public. Don't just have Knights present. Ensure your parish and other people in your community are invited. Some to serve and some to be served.

Do you invite former members and current prospects to your council programs?

At least twice a year, send an invitation to former members of your council to attend a program. Former members leave for many reasons. Some will never return. Others will return if asked. Keep the door open. Don't ignore these people. Continually invite them and welcome them back with open arms.

Are your council members encouraged to invite their friends, family and neighbors to programs?

Your current members all have friends, family and neighbors who can help your council run a very successful program. It's also more fun to volunteer at an event if you have someone working with you that you know (i.e. a family member, a friend or a neighbor). Plus, as these people participate and have fun, they may get enthused and decide to join your council and continue to have fun and do good things. Have your council members all try to invite the people they know to participate.