

MEMBERSHIP DIRECTOR

TRAINING MANUAL 2015



Michigan State Council
Knights of Columbus

Working Together

- Membership and programs go together. In the long term, you cannot be successful in one without also being successful in the other.



Some people say life is a circle. Your council's membership cycle is similar. It is never static. Members will continue to leave your council (through transfer, death, withdrawal, etc.) as time goes by. Members should also be entering your council continuously.

Your Mission



Membership Director

- While the Membership Director should be a “people person”, he must also be something of a numbers man. There are many awards offered by the Supreme and State councils that are incentives to increase membership and recognize a job well done. The primary award (at the council level) for membership is the McGivney Award, named for our founder, Father Michael McGivney.
- The Supreme Council has set a quota for your council to earn the Father McGivney Award. For councils under 100 members (as of July 1), the quota is 5 new members. For councils over 100, the quota is 5% of the membership (as of July 1). By meeting this quota -- new members over suspensions and withdrawals – you not only win the McGivney Award, but also are increasing the vitality of your council and adding hands, hearts, and heads for your programs.

Getting Started

- “How do I get new members?” you might ask. It is unlikely that you will be able to reach your council’s quota (year after year) simply by asking your friends and family members alone. You need help, of course.
- There are many ways to approach recruitment. Your trainer today will teach you several tried and true ways to approach membership recruitment. You should also avail yourself of the copious literature offered through Supreme Council. Review the offerings via the Supreme website (www.kofc.org) and order through your Financial Secretary.
- As Membership Director, your leadership is essential, you should encourage all the members of your council to join you in your efforts. Supply them with recruitment literature and Form 100s and meet with them often. Take the opportunity to address the membership at meetings as often as possible and explain the membership recruitment incentive programs. Construct an article for your Council newsletter. Remind all your members that “membership is *everybody’s* business”.

Introducing Our Order

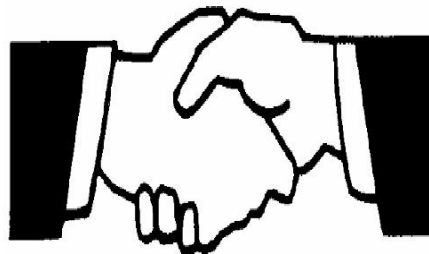
People have a natural fear of the unknown. You know and love the Knights of Columbus, but that does not mean your recruit is going to be comfortable with us at first. Ask him when you can stop by and share some literature with him – “tonight or tomorrow” or where ever is a convenient location for your candidate. (Be sure you are available before you call.) Bring the literature, of course, Explain who we are and what we do but what you really want is to talk to him and help him fill out the Form 100. Give him a second chance if he does not respond quickly, Call him more than once. Treat him like a brother (Because that is what you are asking him to be – a *Brother Knight*).

Collect his initiation fee and annual dues right then and there, if possible. Securing a payment with the Form 100 is the best way of cementing his commitment to join. You will then, of course, submit his payment with his Form 100 as soon as possible to the Financial Secretary and procure for him a receipt.



Follow Through

- After the prospect has signed the Form 100, submitted his dues, and has been approved by the admissions committee, have his application read and approved by the council. He is now a “candidate” for membership. Keep the candidate informed of the process and inform him of the 1st Degree date and time. It is the Membership Director’s job to see that this process is carried out -- personally or by the proposer.
- Be forewarned! It is tempting to dump Form 100s on the Financial Secretary, expecting him to do the rest. While he does have a vital role in membership, it is limited to collecting fees, submitting paperwork, and witnessing the degree. If you want that candidate to become a member, you must follow through until he is sitting next to you at a council meeting.



Timing is Everything

- After your prospect becomes a candidate, hold the first degree as soon as possible. You must strike while the iron is hot and the candidate is truly interested. Waiting for a larger class or for your degree team to get together may not only cool the candidate to the Knights, but it may make him feel that he isn't really wanted. Join in with other councils in your district if you cannot plan a degree in short order (weeks, not months). Remember, most degree teams like to conduct the ceremony often to keep their skills sharp; they may be eager to accommodate you -- even for one candidate.
- Membership recruitment is not hard. It only takes that first step in asking someone to join the organization that makes you proud. If you can ask a friend for a favor, then you can ask him to join your Knights of Columbus council.



Class Discussion

Discussion Questions:

(Groups of three)

1. Can anyone in your group tell a story about “the one that got away”?
(A prospect who had been asked, but later committed and joined through another proposer.) What positive lesson can we learn from that incident?
2. Are there any recruitment techniques that have worked particularly well for you (that were not mentioned above)? Be prepared to share these with the class.



Training Outline

- 1. Church Drives**
- 2. Individual Recruitment Training**
- 3. Recruitment Demonstration**
- 4. Class Practice / Recruiting**

Church Drive

Important Information

Recruitment is not successful if only reserved for four weekends a year. We must continue our daily council membership recruiting with one-on-one and two-on-two recruiting.

Membership drives are to be used in addition to, but not in place of, regular recruiting.

Make use of the State and Diocesan Membership Directors. Invite them to your council for additional recruitment training. Avail yourself and your council's membership team of materials from Supreme Council for recruitment. Together you will have the training and the materials in which to assist in membership recruitment.

2015/2016 Church Drive Dates

There will be four Church Drive dates scheduled during the 2015/2016 calendar year.

The dates are:

- 1. August 29 & 30, 2015**
- 2. October 10 & 11, 2015**
- 3. January 23 & 24, 2016**
- 4. March 12 & 13, 2016**

If a council reaches and maintains their membership quota, they may choose to pass on a focus date.

Council Membership Director **Responsibilities**

- 1. Parish and pastor awareness and permission**
- 2. Implement Membership Drive**
- 3. New members sign-up, within two weeks of Membership Drive**
- 4. First Degree, within two weeks of Membership Drive**
- 5. Announcement in parish bulletin, week before, week of and subsequent week of drive. Grand Knight or appointee makes the pulpit announcement**
- 6. Follow-up will be necessary for those prospective members who are unable to attend the information and orientation night.**

Council Membership Director's Meeting Outline

(This is a separate meeting not part of the council meeting)

- 1. Council meeting is Held Four (4) To Six (6) Weeks Prior To Membership Drive (Invite Your DD, Area Membership Director & Council Admissions Committee)**
- 2. Purpose—upcoming Membership Drive**
- 3. Council Responsibilities—bulletin Format and Church Presentation (Pulpit Announcement)**
- 4. Membership Presentation—discuss Personnel, Dress, and Supplies**
- 5. K of C Information Seminar/Open House and First Degree — Set Dates and Discuss**
- 6. Input and Comments—Membership Drive**
- 7. Next Committee Meeting Date**
- 8. Sign-up Sheet and or Call Chain**
 - Member's Name**
 - Member's Phone Number**
 - Weekend Mass Schedule**

SAMPLE RECRUITMENT SCHEDULE

Saturday: January 13, 2007

4:30 P.M. Mass (St. Barnabas) Leo Backes; Jim Morrison; Larry Kubiak; Cliff Wasmund; Dave Parker; Joe Kuzner; Bob Kuzner

Sunday: January 14, 2007

8:00 A.M. Mass (Holy Innocents) Joe Olson; Leo Backes; Jim Morrison; Larry Kubiak; Tony Vittorini; Joe Kuzner

10:00 A.M. Mass (St. Barnabas) Leo Backes; Jim Morrison; Larry Kubiak; Tony Vittorini; Joe Kuzner

12:00 P.M. Mass (Holy Innocents) Leo Backes; Jim Morrison; Larry Kubiak; Tony Vittorini; Joe Kuzner

Saturday: January 20, 2007

4:30 P.M. Mass (St. Barnabas) Leo Backes; Jim Morrison; Larry Kubiak; Cliff Wasmund; Joe Kuzner; Bob Kuzner

Sunday: January 21, 2007

8:00 A.M. Mass (Holy Innocents) Bill Kuypers; Joe Olson; Leo Backes; Jim Morrison; Larry Kubiak; Cliff Wasmund; Tony Vittorini; Joe Kuzner; Bob Kuzner

10:00 A.M. Mass (St. Barnabas) Leo Backes; Jim Morrison; Larry Kubiak; Cliff Wasmund; Tony Vittorini; Joe Kuzner; Bob Kuzner

12:00 P.M. Mass (Holy Innocents) Leo Backes; Jim Morrison; Larry Kubiak; Cliff Wasmund; Tony Vittorini; Dave Parker; Bob Kuzner

How to Conduct a Church Drive Council Level

The Grand Knight, Membership Director and 10—15 members arrive at the parish 30 minutes before the first Mass. The Membership Director assigns each Knight a position to staff, whether in the parking lot or at a church entrance. He also provides each with materials, including Prospect Card (Form #921A), membership Document form #100G, and Prospective member Invitation to a *Knights of Columbus Informational Meeting* (scheduled on a prearranged night and time).

Instruct the Knights to approach as many prospects as possible in the parking lot as they emerge from their cars before Mass or approach their cars after Mass. Greet each prospect with a polite introduction, a nice smile, and enthusiasm. Ask if they are a knight, if they are not, invite them to consider joining the world's largest lay apostolate for the promotion of the teachings of Jesus Christ.

Ask the prospect for his name and phone number and write the information on a Prospect Card (Form#921A). Hand him a Prospective member Invitation to a Knights of Columbus Information Seminar for himself and his wife. Assign a Knight to call the prospect and confirm he and his wife will attend.

Church Drive Requirements

PERSONNEL—12 TO 18

- A. One (1) Speaker, One (1) Coordinator**
- B. Two (2) at each door of church**
- C. Eight (8) to ten (10) to cover parking lot**

DRESS

- A. Neat attire—Suit or sport coat**
- B. KofC Pin, Council Name Tag, & Council office jewel, where appropriate**

Church Drive Requirements

SUPPLIES FROM SUPREME

- A. Prospect Cards form #921A**
- B. Membership Document Form #100**
- C. Brochures (see Supply Catalog, Membership Section)
(Source, G.K or F.S.)**
- D. Handouts (council activities, etc) see www.mikofc.org**
- E. “These Men they Call Knights” booklet (Form #937, cost
\$0.25 ea.)**
- F. Prospective Member invitations to the Information
Seminar**

Handout – DAY OF MEMBERSHIP DRIVE

**Brochure (preferably Experience of a lifetime # 2925)
Fraternal benefits sheet (#2773) plus Council Activities
brochure
Information letter (includes date, time & location
for information meeting and 1st degree)
Form 100**

Church Drive Checklist

Prior to Drive

- Obtaining the pastor's permission
- Order recruitment materials (Church Drive Kit from Supreme)
- Advertise the "Church Drive" in the parish bulletin
- Line up council members to work the doors
- With the pastor's permission, arrange for a Pulpit announcement
- Plan for prospect card follow up (who is responsible?)
- Schedule and plan informational meeting
- Schedule first degree
- Inform your insurance representatives

Day of Drive

Have on hand:

- Informational Table
- Flyers – Did You Know, Council Information, etc.
- Prospect Cards
- Form 100's
- Pens

Parish Membership Day Presentation

- A. Church entrance presentation before and after mass, subject to permission from the pastor. Be there 30 to 40 minutes prior to Mass.**
- B. Parking lot presentation before and after Mass, again be there 30 to 40 minutes ahead of time.**
- C. Pulpit Presentation - 3 to 5 minutes
(Priest; G.K.; or council Membership Director)**
- D. End of drive meeting of Grand Knight and membership team to evaluate the weekend's activities and prepare for the Information Meeting.**
- E. Begin follow-up phone invitations that night for the seminar.**

Recruiting Atmosphere

ATTITUDE

Smile.

Show enjoyment in what you are doing. Project that smile into your voice during the presentation. Remember that you must sell yourself to the prospect first, before you can convince him to join.

DRESS

Neatly

Wear clothing to fit the occasion (Shirt, tie, slacks and sport coat) Knights of Columbus Membership Pin and Michigan Shining Armor Award

Also remember, it's the little things that count. It's the little things working for you that get results, such as a good shine on your shoes, the well pressed suit or sport coat & trousers, the neatness of your hair, the way your tie is tied and matches your shirt and jacket, also being clean shaven or having neatly trimmed facial hair is important, a pleasant smile etc. This is an endless list, but keep in mind that most likely one or more of these little things help communicate to your prospect that you believe in what you are doing, that you are interested in showing him how to become a better catholic a better man, a better husband and a better father.

Tools

Brochures

Form 100's

Prospect cards

Approach

Use a friendly greeting to put the prospect at ease, treat him as a person, not just another prospect.

Ask questions to determine the prospects interests. Then show how the K of C fulfills those interests.

Anticipate objections, relish them (it creates dialog) Remember no objections – no prospect

The best time to answer an objection is before it occurs. Analyze your presentation so you will be able to handle most objections in the body of your presentation. This enables you to answer the objection before it occurs. This puts you on the offense instead of responding defensively. It makes your presentation far more positive and effective. Make sure that you elaborate on points about the K of C that would interest him, not points that interest you. Take the role of the prospect when you make your presentation. Remember that their objections are not a reflection on you. You should not take them personally. Keep your cool and your chances of persuasion are greatly enhanced.

Again, persuade the prospect, do not pressure him. Your objective is to convince and then persuade, make your presentation believable. If the wife is involved in the conversation or listening to it, stress the benefits to his wife & family on him being part of the K of C family. Remember a very important fact, if you convince the wife that her husband should join the Knights, he has no choice but to fill out the form 100 and join the order. Never exclude the wife and children when they are present from the conversation with the prospect. Always keep eye contact with everyone. Discuss the council programs where the wife and children are involved and the benefits that they will derive from these programs.

Keep in mind that you did not fail when the prospect does not become a K of C member. You planted the seed. He was not ready to commit. Someone else will ask him sometime in the future and he will join due to the preliminary work that you did. Learn from it. Record your presentation. See how you can improve on it. It's like riding a bike; the more you do it the better you get at it. Just remember, it's the prospect's loss not yours. You already chose to become a better catholic a better man, a better husband and a better father.

BULLETS OF INFORMATION

TO BE INCLUDED IN YOUR PRESENTATION

Question:

Do you want to become a better Man, a better Husband, a better Father, & a better Catholic?

- 1. Definition: A Catholic Family Fraternal Service Organization of over 1.8 million members**

Worldwide and over 70,000 members in Michigan alone. Another definition is that it is a support group for A catholic man and his family.

- 2. Brief History: Founded in 1882 by a young Parish Priest (Father Michael J. McGivney) in New Haven, Ct. to take care of the widows & children of departed brother knights.**
- 3. Main Principles: Charity, Unity, Fraternity & Patriotism**
- 4. Areas Where Principles are practiced: Church, Family, Youth, Community, Council and Pro-Life**

BULLETS OF INFORMATION

TO BE INCLUDED IN YOUR PRESENTATION

5. Benefits:

- A) Accidental Death Benefit on both the member and his spouse
 - Less than two years (\$1000.00)
 - Two years, but less than three (\$1500.00);
 - Three years, but less than four (\$2000.00)
 - Four years or more (\$2500.00).

Note: this is at no extra cost just as long as you maintain your dues.

- B) Become part of the Largest Catholic men's organization in the world
- C) Great way to support your Family, Parish and Community in an organized manner.
- D) Affiliate yourself & your family with other men & their families of the Catholic Faith
- E) You will become: a better Man, a better Husband, a better Father & a better Catholic

6. Council Information: Family, Youth, Parish, Community & Pro-Life Programs, 24 hour member
7. Relationship of the council & the Prospect's Parish: Know what the council does in and for the prospects Parish
8. Camaraderie: Lasting friendships will develop among the council members and their families.
9. Information Meeting: Day, Date, Time & Location of the meeting. (It should last no longer than 1-hour), Wives invited.
10. General overview of the four degrees: Lessons on the four main principles of the order
11. Date & time of 1st. Degree: Offer to pick the candidate up and take him to the degree.
12. Michigan Shining Armor Award Information: To receive this reward, the new knight is asked to
 - A) Be involved in at least (3) council service programs;
 - B) Attend at least (3) council business meetings;
 - C) Receive 2nd & 3rd degrees
 - D) Meet with the council's Insurance representative;
 - E) Recruit a new member

13. Know K of C Benefits for Policemen, Firefighters & Military: If they should die in the line of duty, their children will receive a Catholic College Education wholly paid for by the Knights of Columbus. Forms #4582 & #4685
14. Membership in the Knights of Columbus is open to all Catholic Gentlemen 18 years of age and older who are in Communion with The Holy See
15. You should consider becoming a Knight if:
 - You want to support your church and grow in your faith
 - You believe in family values/ Pro-Life
 - You have an interest in the welfare of young people
 - You want to interact with people who share your beliefs
 - You have a desire to financially protect your loved ones
 - You are a practical Catholic man at least 18 years old
 - You want to be part of an organization that promotes Faith, Family and Fraternity
16. Sponsor's Role: He should escort the new member to all his degrees, escort him to his first meeting, and introduce him around to the other members of the council, plus help him get involved in a council project of his choosing.

A TWENTY-FOUR HOUR KNIGHT

- Today's young family man has many commitments. His two largest obligations are his family and his work. How many times in our recruitment efforts of these men do we hear "I do not have much time to give to the Knights and so I would rather not join"?
- We have come up with an idea that may help in your efforts to persuade these young men. Ask if maybe he can give just 24 hours a year to being a member of the Knights of Columbus. Using this sample schedule you can show him that the time commitment does not now need to be large. The Knights of Columbus has something to offer him and he will benefit by being a member. The schedule includes him getting to know us (by reading about us) and us getting to know him (by attending projects and functions). He is involved in charity and fraternity; his family is involved in church and social functions. Perhaps this is the response we can give to the statement 'I just don't have enough time.'

A TWENTY-FOUR HOUR KNIGHT

He is involved in charity and fraternity. His family is involved in church and social functions.

His involvement in the council is broken down as follows:

- 12 hours a year reading the periodic local bulletin, the quarterly State Council Michigan Columbia www.mikofc.org and the monthly Supreme Council Columbia. www.kofc.org
- 2 hours a year volunteering on the council's annual "Tootsie roll" Drive weekend
- 2 hours a year attending council corporate communions at his parish
- 2 hours a year on a council sponsored church, council, community, family, culture of life, youth project
- 2 hours a year attending one council meeting
- 4 hours a year attending a council social function (dinner, dance, picnic, etc.)

There are 8760 hours in a year, so by applying less than .3% of their time they can become a better:

Catholic
Father
Husband
Man

Sample Using the 24 Hour Member Idea

Chris:

I know where you are coming from. There aren't enough hours in a day when you are young and raising a family. We Knights agree with you -- God, Church & Family come first. We don't expect you to jump right in and work on every charitable event we do. But just think for a minute. Picture a Styrofoam coffee cup. If every Catholic man put a drop of water in that cup, it would not take long for the cup to overflow. Time is the same way. This is why I am offering you and your family the opportunity to become a "Twenty Four Hour Member." This would be only 24 hours of an entire year, which amounts to less than .3% of a year. Twelve of those 24 yearly hours would be spent at Home with your Family, relaxing and reading your monthly council newsletter, reading the quarterly issued State Council Newspaper (Michigan Columbian), and reading the Supreme Council's Columbia Magazine which would be mailed to your home. Visit the State and Supreme Websites for daily updates. Your wife would enjoy reading these publications also. We ask you to volunteer 2 Hours on Friday, Saturday, or Sunday of Palm Sunday weekend on your council's annual "Tootsie Roll" Drive. Two Hours a year attending Corporate Communion with your Family and other Families of your council at your parish. These 2 hours are something that you are already doing, going to Mass on Sunday with your family. Two hours would be spent attending one Council Meeting a year. Schedule this during the slack months of the year. We ask you to spend two of the hours on a council sponsored Church, Council, Community, Family, Pro-Life or Youth project. You pick the project. Pick one where your family can be involved with you. And for the last four hours we would like you to attend a Council Social Function (Dinner, Dance, Picnic, etc.). If you notice, this social function includes your wife and in some cases your whole family. When your Family gets older and they need less of your time, then you can put more time into the K of C. Just remember, there are 8760 hours in a year so by investing less than .3% of that time in the Knights of Columbus, and spreading these 24 hours throughout the whole year while still maintaining your busy schedule, you not only gain the benefits from being a Knight, you will also become a Better Catholic, a Better Father, a Better Husband, and a Better Man. Discuss this opportunity with your family. They will agree that you should become a Brother Knight.

		F-100	Prospect & Card	Total		F-100	Prospect & Card	Total
CHURCH	RCIA Candidates				Family	Grandfather		
	RCIA Ladies, Husbands, & Sons					Uncles		
	RCIA Male Sponsors					Step Father		
	RCIA Coordinators					Step Sons		
	Alter Server Parent					Sons		
	New Baptism Parent					Cousins		
	New Parishioners					Baptismal Sponsors		
	Former KC Members					Confirmation Sponsor		
	Deacons					Weddings		
	Priests					Recognition Events		
	Ushers					Birthday Parties		
	Maintenance Personnel					Graduation Parties		
	Male Teachers & Principals					Son-in-Law		
	Lay Ministers					Father-in-Law		
	Readers					Godparents		
	Festivals / Picnics					Reunions		
	Committees					Barbeques		
Recognition Dinners				Socials				
TOTAL THIS GROUP	0	0	0	TOTAL THIS GROUP	0	0	0	
Schools	High School Graduates				Community	Physicians		
	Technical School Attendees					Dentist		
	College Students / Graduates					Veterinary		
	Baccalaureates					Business Owners		
	Teachers / Professors					Volunteers		
	Deans					Firemen		
	Support Personnel / Admin.					Policemen		
	School Bus Drivers					EMT/Paramedics		
	Maintenance Personnel					Neighbors		
	Volunteer Sports Coaches					Rotary		
	Parents					Lyons		
	Referees					Administrators		
	Grounds Personnel					Maint. Personnel		
TOTAL THIS GROUP	0	0	0	TOTAL THIS GROUP	0	0	0	
Council Events	Breakfast Events				Employment	Bosses		
	MW/Tootsie Roll Drive					Managers		
	Habitat for Humanity Projects					Co-Workers		
	Barbeques					Support Personnel		
	Mass					Maintenance Personnel		
	Fish Fries					Drivers		
	Mothers Day Events					Delivery Personnel		
	Holiday Socials					Technical Support		
	Alter Server Recognition					Training Support		
	Sporting Events					Security Personnel		
	Special Olympics							
	Funerals/Funeral Dinners							
	Parades							
	After Mass							
	Coffee & Donuts							
	Welcome Sunday Display							
	Grounds Cleaning							
Church Cleaning								
TOTAL THIS GROUP	0	0	0	TOTAL THIS GROUP	0	0	0	



Pulpit Announcement

Members of the Knights of Columbus of (Name & Number of Council) will be conducting a membership drive for new and former members. They know through their experience and knowledge as a Knight of Columbus what a council can accomplish in supporting a pastor and his parish. These men are providing you and your family with an Opportunity of a Lifetime. Discuss this with your friends and invite them to join the council with you. Members of the K of C will be at the Church entrances for the next (Number of) Weekend/s to provide you with information and to invite you and your family to an information night being held here at the parish on (Day), (Date) & (Location). The meeting will start at 7:30 PM and will last no longer than one hour. This is your opportunity to join the largest Catholic Family Fraternal Service Organization in the world and have fun while helping your church, your youth, your family, your council, and your community. Please see one of our Brother Knights at our church doors.



Parishioners of St. Mary Magdalen

Your Pastor, Father Bede Louzon, has granted the Knights of Columbus permission to invite the men of the parish to join their ranks by becoming members of Father Dolan Council #3170. Our sole purpose of recruiting at St. Mary Magdalen is to expand the membership of this council in order for them to better serve the parish and to support Father Bede in his Parish endeavors. The K of C is a Catholic Men's, Family Oriented, and Fraternal Service Organization. It operates under the principles of Charity, Unity, Fraternity and Patriotism. It serves the parish through activities in five arenas which are: Church, Family, Youth, Community and Council. There are only two requirements for the men of this parish to become members of Father Dolan Council. You must be a Practicing Catholic, 18 years of age or older. By joining this council you will be given the unique opportunity of serving this parish in group activities that will enhance the growth of St. Mary Magdalen while aiding your pastor in fulfilling his duties to the parish. In addition, the camaraderie that will develop between you and your brother knights, while serving your parish community is indescribable.

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- Members of the Knights of Columbus from Father Dolan and the Archdiocese (including myself) will be at all the church entrances on; March, 29/30; April, 5/6 and April 12/13 during the Weekend Masses to provide you with information about the Knights, and to personally invite you to become a brother knight.
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- You and your family will also be invited at that time to attend an informational meeting about the Knights and your council. This meeting will be conducted in the Fraser Room in the Parish Rectory. The meeting will start at 7:00 PM on Thursday, April 17, 2008. We look forward to meeting with you.

- | | | |
|-----------------------|----------------|-----------------------------------|
| Lawrence T. Grabowski | Tim P. McCloud | Leo G. Backes & Tony Vittorini |
| District Deputy | Grand Knight | Archdiocesan Membership Directors |

Pulpit Announcement #1

Do you know much about the Knights of Columbus? You've probably seen the local Knights of Columbus as honor guards for the Bishop or with their families in church at their Corporate Communion. But where do the Knights of Columbus come from? What do they stand for? And what are they all about? The Knights stand for a world of good things. Knights of Columbus programs and projects make a difference in every community and country where they're found. There is a place for your family in ours.

The Knights of Columbus began in 1882, when Father McGivney and a small group of pioneering Catholics founded a society designed to provide much needed security for widows and orphans of Catholic parishioners. The original idea grew quickly, becoming an order of Catholic men and their families, dedicated to promoting the concepts of charity, unity, fraternity and patriotism. Today, the Knights of Columbus has grown to more than 12,000 councils and 1.6 million members throughout the United States, Canada, the Philippines, Mexico, the Dominican Republic, Puerto Rico, Panama, the Bahamas, the Virgin Islands, Guatemala, Guam and POLAND.

Over the years the Knights of Columbus has become a diverse organization. Its members belong to many races. They speak many languages. But, like in any large family, their common bonds provide strength and their diversity is an asset in searching for ways to make every day better and they work hard to make it happen.

Information and orientation night this _____ and we will be happy to share with you what the Knights of Columbus is all about.

Family is paramount in the Knights of Columbus, where all programs allow families to work together, involving everyone to aid their Church, their community and one another. Knights help the Church. Making sure the Catholic Church remains vigorous and undiminished is one of the primary missions of the Knights of Columbus.

Knights and their families don't believe in sitting idle, just watching life pass by. Knights feed the hungry and help shelter the homeless. They help senior citizens remain healthy and active. They conduct blood drives, and fight to protect the right to life of all individuals.

The challenge to become involved has never been greater. The search for solutions has never been more necessary. What's missing are YOU and your family. If you are a practicing Catholic man at least 18 years old, the Knights of Columbus may be just what you've been searching for. You can become as involved as you wish. Just remember that the Knights offer an opportunity for fellowship with people who share the same beliefs, and who recognize the same duty to God, to family, and to folks down the block and across the sea.

We ask you to accept the invitation from one of our members and learn more about us and what we do.

Pulpit Announcement #2

Families are the building blocks forming the foundation of society. When families thrive, so does society. However, in these times, families are doing less and less together and they are becoming fragmented. The Knights of Columbus is a family organization, which helps families grow together in love while assisting the Church and the community.

Every Knights of Columbus Council provides a wide variety of opportunities for family involvement, such as, volunteer service projects, picnics, father/daughter and mother/son activities, Communion and graduation breakfasts, and plenty more. All of these activities and many others benefit the families involved along with the parish and community.

(Name of Council) Council is conducting a membership drive in our parish this weekend. Your neighbors who are Knights are here at each of the Masses today to answer your questions about the Knights of Columbus and our local Council and to invite you and your wife to an information night for interested Catholic families.

Thank you

Pulpit Announcement #3

If you believe in the importance of investing your time in friendship, the Church and helping others, the Knights of Columbus is for you. The Knights of Columbus is an organization of Catholic men and their families that receive a great sense of satisfaction from being able to develop lasting friendship with each other while helping less fortunate people.

Every day, the Knights of Columbus provides its members with the opportunity to discover the importance of charity, unity, fraternity and patriotism to our country and the world.

I urge all men in this parish whose families are not involved, to join the K or C (Name of Council) Council are conducting a membership drive in our parish this weekend. Our neighbors who are Knights are here at each of the masses today to answer your questions about the Knights of Columbus and our local Council and they invite you and your wife to an information night for interested Catholic families.

Thank you

Reporting Schedule on Church Drives

- By 6:00 p.m. on the last Sunday, Grand Knight calls DD with council results (Prospects, Form 100's & Re-activations)
- 6:00 – 8:00 p.m. DD calls in the council breakdown in his District to the DMD
- Monday Morning. DMD fills out Membership Form and e-mails to State Membership Director with summary.

Missing councils will be contacted.

Please help us by reporting your information within the specified times. The State Deputy and State Membership Director are required to assimilate all this data and submit a report to Supreme.

Knights of Columbus Information Seminar

- A. Tuesday night following the drive or another selected night within ten (10) days.
- B. All prospects and their wives will have been called, preferably Sunday night and re-invited to the seminar. Assign a Knight to pick them up if needed.
- C. Preparation in advance: Form #100 on a table in alphabetical order with names.
- D. One-on-one sign—up presentation to the prospect and his wife at the end of the presentation.
- E. Program presentation by the Grand Knight, Insurance Agent, Council and other council officers. Using the several videos available from Supreme at no charge.
- F. Introduction of parish Knights who by their lay work are strong examples of the teachings of Christ— visitors of the sick, Eucharist Ministers, Lectors, St. Vincent DePaul volunteers, etc.
- G. End of evening— sign up time
- H. Refreshments—NO ALCOHOL
- I. I. Consider having a meal and or a special drawing, Gas Card, Dinner, Food gift card, etc.

Ask Yourself First”

... is a tool that you can give to your membership drive team to help them to prepare to talk to perceptive members. This is not a handout for perceptive members. The intent is to help your team be more comfortable approaching potential members.

Ask Yourself First can be downloaded from www.mikofc.org.



“ASK YOURSELF FIRST”

Knights of Columbus, Michigan State Council, Membership Initiative

Knight of Columbus Annual Facts

- 1.8 million members
- 14,000 Councils Around the world
- 70 million service hours
- \$158 million in charitable donations
- \$1 million in scholarships
- \$2 million to seminarians and postulants
- \$1.3 million Heroes Fund (9/11)
- Since 1982, nearly \$50 million has been given to the Holy Father for his personal charities

Knights of Columbus
Michigan State
Council Web Site:
WWW.MIKofC.org



**KNIGHTS
OF COLUMBUS**
IN SERVICE TO ONE. IN SERVICE TO ALL.

Greetings Brothers,

As you know, membership growth is all of our jobs, not just the Membership Director's. What we are asking, is for all of us to actively recruit new members with a slightly different emphasis than is typical. During this fraternal year, we are asking that you join us in our State's new membership initiative “*Ask Yourself First*”.

You may have heard that all you need to do is “just ask” and Catholic men will join. It is true that very few gentlemen have joined our ranks without being asked, however much of the “low hanging fruit” has been picked at many of our parishes. That is why we are asking you to take a few moments before you approach your next prospective member and *Ask Yourself First*; “why did I join the Knights” and then asks yourself “why do I remain a Knight.”

Each one of us had various reasons for joining the Knights as well as why we remain Knights. What we are asking you to do is to share with a prospective member your personal experience. Typically when we talk to a potential member, we talk about how great the Knights are and all of the great works that we accomplish. This is important! However, what prospective members don't hear is, what's in it for them. By sharing your personal reasons for joining and remaining a Knight they can get a glimpse of how they and their families will benefit personally with membership in the Knights of Columbus.

Included below are a few of the reasons some of our brother Knights have given for joining and remaining a Knight of Columbus. This is by far not an all inclusive list.

Reasons for Joining the Knights	Reasons for Remaining a Knight
<ul style="list-style-type: none"> • I wanted to help out in the Church, but I had limited availability and none of the other ministries were as flexible as the Knights. • I wanted to set a good example of service for my children. • I wanted to do something in the Church which would include my whole family. • The fraternal benefits were appealing • I wanted to join with my friend. 	<ul style="list-style-type: none"> • I'm proud to be a member of a group that supports our Church, the Pope and our Priest. • The dedication to the unborn. • The work they do with Special Olympics. • I like working with men that have the same faith beliefs that I do. • I'm proud to belong to an organization that accomplishes so much. • The Supreme and State Council support their beliefs with action as well as acts of charity.

IMPORTANCE OF MEMBERSHIP:

We often get wrapped up in meeting the numbers set to make our quota. Membership is more important than a quota and awards. We should grow our membership because we want to give other Catholic men the same opportunity for faith growth and fraternal friendships that we all enjoy. The more Knights that join our ranks increases the overall impact that we can have in our Church, community, and the world.

Information Table

An informational table is a great way to get the message out about what your councils does for your parish and the community. They should be used at Church Drives, council events and parish functions.

The table should include:

- Pictures recently taken of Council Events
- Any Awards or Recognitions
- A picture of your Grand Knight, Officers and members
- Your own Council Brochure #4157
- Promote your charitable activities and what organizations your council has supported.

Information Table

Use at least a 6 or 8 foot table. Must have someone to man your table at all times that has some knowledge of the Knights. Set out two or three pamphlets “These men they call Knights” #937, “Did you know” #1267 “Pocket Flip” #2041. Ask your FS to order these along with the Form 100 and prospect cards. Include pictures of the Women and Children involved with your Council.