

Delta Church Drive Implementation Guide

Objective:

The Grand Knight, Membership Director, Program Director, and the Delta Church Drive Ambassadors will focus on getting the name, email, and phone number from all prospects so they may be enrolled in the "Online Membership" weekly branded touch point email program. The program is designed to help your Council position itself to properly engage and bring potential new members into the Order in a sustainable manner.

Key Results:

Your Council will grow in numbers and active, engaged members.

You will grow the Knights of Columbus Family.

Your Council will be better positioned to implement more "Faith In Action" Programs.

Your Council's relationships with the Parish Priests, Deacons, Staff and the Congregation will be enriched.

Your Council will prove that Delta Church Drives work.

Implementation Action Items and Timeline

___ **1:** Grand Knight will schedule meeting with the Council Chaplain or Parish Priest. Please note that the Parish Staff is welcome to attend any planning meeting you schedule with the Priest. The meeting should be to ask the Parish Priest for permission to host a Delta Church Drive. If permission is granted, the items below should be the agenda for the rest of the meeting:

- ___ A: The Date of the Church Drive(s)-A Delta Church Drive covers all weekend Masses
- ___ B: Determine who will be giving Pulpit Announcement
- ___ C: Discuss Ambassador Roster and set Dates for Ambassador Practice Sessions
- ___ D: Submit Pre/Post Delta Church Drive Bulletin Announcements and Print Dates
- ___ E: Set Realistic Goals/Expectations about the results you want to see from this effort
- ___ F: Discuss and get approval for Ambassador follow-up plan
- ___ G: Determine number of items needed and order Delta Church Drive Kit

___ **2:** Grand Knight and Membership Director determine who will be the Councils Delta Church Drive Ambassadors.

___ **3:** Grand Knight and Membership Director complete the Prospecting Landing Page Request Form at: info.kofc.org/pagerequest.

___ **4:** Grand Knight will lead Delta Church Drive Roll-out Meeting for the Council. Membership Director, Program Director, Ambassadors should be in attendance. Agenda for Meeting should include:

- ___ A: Date of Church Drive that will be Hosted at all weekend Masses.
- ___ B: Assignment of Duties: Prospect Card placement, Ambassador Duties, Pulpit Announcement, Follow-Up with Prospect and Recruits, Onboarding and Mentoring of New Members
- ___ C: Briefing on Prospect Landing Page
- ___ D: Introduce Ambassador Team and provide training session dates and times
- ___ E: Set Realistic Goals/Expectations about the results you want to see from this effort
- ___ F: Build excitement and get buy-in from all involved

___ 5: Ambassador Training Session One

___ 6: Delta Church Drive Announcement in Church Bulletin (Week Prior to Drive) and if possible a Pulpit Announcement at Weekend Masses

___ 7: Ambassador Training Session Two

___ 8: **Delta Church Drive is Hosted at all Saturday and Sunday Masses**

___ A: Grand Knight/Membership Director Input Prospect Data for Council Landing Page

___ B: After the last Mass on Sunday Grand Knight should try and brief the team before going home

___ C: If needed an Admission Degree can be held following the last Mass on Sunday

___ 9: Ambassador Follow-Up Campaign / Online Membership Email Campaign

___ 10: Thank You/Sorry we missed you Announcements in Church Bulletin

MONTH:

2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Meet with Priest to ask if your Council can Host a Delta Church Drive	1) Set up Council Prospect Landing Page 2) Order Delta Church Drive Kits From the Regional Training Director	Submit Invite/Thank You Bulletin Announcements for Printing			1) Delta Church Drive Roll-out For Council Choose Ambassador Team and Schedule Training Sessions	2)
			Ambassador Training Session One should occur during this week		Invite Bulletin Announcement Released	
			Ambassador Training Session Two should occur during this week		Delta Church Drive Saturday and *Sunday Masses Grand Knight/Membership Director Input Prospect Data for Council Landing Page	*If needed an Admission Degree can be held following the last Mass on Sunday
	1) Ambassador Follow-Up Campaign 2) Online Membership Email Campaign				1) Thank You/Sorry you missed us Announcement Released	Bulletin