



"THREE FOR LIFE"

Knights of Columbus, Michigan State Council, Membership Initiative

Three for Life

- Create a list of members that have joined over the past three years
- Appoint a Chairman
- Make a personal contact 4 times each year
- Contact in person or by phone
- Invite to Council meetings, assist at a function, attend Corporate Communion, etc.

Make a Member for Life!!!

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



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

Greetings Brothers,

Membership growth is one of the most challenging and rewarding responsibilities of our councils, State and the Order. It takes a lot of effort to run a successful membership program at all levels. It is critical that we retain our members once a commitment has been made by our new member. The commitment is not only made by the new member, a commitment is also made by the council leadership to make the man feel welcome and needed.

History has shown us that a large number of members that are lost, are lost in the first three years of their membership. Often their suspension does not occur until much later. However, early in his membership, the new member never felt integrated into his council and the Knights of Columbus.

The goal of "Three for Life" is to encourage councils to create a list of members that have joined over the past three years. Use the list to **personally contact** the members, at least four times a year and invite them to get involved with their council. When inviting new members to functions, make sure to include functions that will also get them involved with the parish and their faith. Corporate Communion, retreats, praying the Rosary and Mass of Explanation are great examples. Personal contact can be in person or by phone. Group emails, newsletters are not an effective way to make the new members feel connected.

Spending the time now to personally contact your members will not only add to the vitality of your council, it will save you time administering the retention process later. Spend the time now, not later. Ensure success by appointing a chairman to oversee the "Three for Life" initiative.

"Three for Life" is intend to get members active; an active member is a member for **Life**.

IMPORTANCE OF MEMBERSHIP:

We invite men to join us, because we want to give other Catholic men the same opportunity to grow in faith and gain the fraternal friendships that we all enjoy. The more Knights that join our ranks increases the overall impact that we have in our Church, community, and the world.