

Washington State Membership 2021 - 2022

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State Membership Director



Washington State Membership 2021 - 2022

Our Goal – Every Council Active



Washington State Membership 2021 - 2022

- CHARITY - increase your council's manpower to assist parish and community members by providing for those in need



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- **CHARITY** - increase your council's manpower to assist parish and community members by providing for those in need
- **UNITY** - provide the opportunity for eligible Catholic men to work together and accomplish great deeds that they could not accomplish alone



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- **CHARITY** - increase your council's manpower to assist parish and community members by providing for those in need
- **UNITY** - provide the opportunity for eligible Catholic men to work together and accomplish great deeds that they could not accomplish alone
- **FRATERNITY** - provide the opportunity to build the bonds of friendship with council members that will last a lifetime



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- Hot off the press from Supreme!!!
 - Supreme Knight Patrick Kelly announced at the recent State Deputies meeting in New Haven, the promotion for free membership will be extended through;

December 31, 2021

Promo Code – MCGIVNEY 2020 for KofC members

Field Agents will continue to use their unique Promo Code



Washington State Membership 2021 - 2022

- General Recruiting Best Practices
 - Start with why
 - Recruiting is our opportunity to build our brotherhood and help our communities
 - To grow is to be able to expand your service
 - Your community needs your council now more than ever and your council needs to continually grow to help meet growing needs.



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 - Talk to your pastor
 - A council that doesn't work with a pastor will struggle, meet with him regularly
 - Talk about membership growth and ask him how you can work together
 - Ask if you can conduct membership drives at the church
 - Then ask if he will invite men he feels would be a good fit to join your council
 - Then ask what the council can do for him



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- General Recruiting Best Practices – cont.
 - Challenge your members
 - The most effective ways to recruit is a personal invite from a Knight
 - Challenge each of your members to bring in one new Knight this fraternal year
 - Everyone knows someone who should join our Order



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 - Schedule church drives
 - Our Delta Church Drive Program is helping councils bring in a minimum of three new members per drive



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 - Everyone knows someone who should join our Order
 - Schedule church drives
 - Our Delta Church Drive Program is helping councils bring in a minimum of three new members per drive
 - Set clear expectations on promoting membership
 - Every fish fry, every pancake breakfast, every charitable activity, every event that draws a crowd is an opportunity to ask a man to join
 - These events are concrete proof of your council's good works



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- General Recruiting Best Practices – cont.
 - Step outside of your comfort zone
 - There are men who wait decades for someone to ask them to join the Knights
 - All it took was a personal invite
 - Go beyond your everyday circle
 - Talk with parishioners at Mass
 - Be visible
 - Reach out to the young and old
 - Reach out to all ministries and ethnic groups in your parish



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- Inviting Prospects
 - Before you consider HOW to recruit, you must address the question WHO to recruit
 - Identifying them is easier than you think



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- Identifying them is easier than you think
 - Approach pastors for parish rosters for potential Knights
 - Add all local priests who are not Knights to prospect list
 - Consider ushers, parish council members, choir members, lectors, men's' club, etc., as prospects
 - Welcome all new parishioners by asking them to join
 - Recruit all 18-year-old high school and college graduates
 - Add fathers, sons, nephews, cousins, brothers-in-law, fathers-in-law, grandfathers, grandsons
 - Use your imagination. Potential new members are all around you



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- Inviting Prospects – cont.
 - Once you have your Prospect List, it's important to reach out to them and invite them to join
 - Send a personal invitation (by mail or email) each prospect and his family, personally signed by the Grand Knight
 - Contact each prospect within one week of the mailing to arrange a home visit by the membership committee or your recruitment team
 - ASK THE PROSPECT TO JOIN
 - Ensure a prompt initiation



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- Inviting Prospects – cont.
 - Complete proposer duties
 - Accompany your prospect to the Admission Committee interview, Exemplification, council meetings
 - Introduce the prospect and family to council members
 - See that the prospect is assigned to committees/programs of interest



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- Recruiting Former Members
 - Appoint a special “Welcome Back Brother” or “Operation Re-Member” committee specifically to recruit former members
 - Past Grand Knights familiar with circumstances of earlier departures are especially suited
 - Obtain a list of “Former Members” solicit your Field Agent’s help
 - Reinstatements, readmissions, reapplications or reactivating inactive insurance members qualifies the council for membership additions toward Father McGivney Award



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- Personal and Team Recruiting



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- Personal and Team Recruiting
 - Personal Recruiting
 - Hardest thing about recruiting is taking the First Step
 - Recruiting a new member can be as easy as asking him to join
 - Take the initiative and start a conversation with a potential prospect
 - Use the 30 sec elevator speech
 - Recruiting on a one-on-one basis can yield very positive results



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- Personal and Team Recruiting – cont.
 - Team Recruiting
 - Brings twice the energy, enthusiasm, knowledge and persistence to any endeavor doubles the likelihood of success
 - Organize two-man recruitment teams from the membership committee and additional recruiters
 - Train recruiters and ask your insurance agent to assist
 - Divide the prospect list among two-man teams
 - Telephone each prospect to a schedule a visit with the prospect and his wife by the two-man team
 - Conduct personal visits at the prospect's home, emphasizing local council activities and opportunities for involvement by prospect, wife, and the entire family



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- Use an Admission Committee
 - Used correctly, ensures that applicants understand the Order and that the council understands what the candidate expects from his membership



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 - Use Admission Committee Report (#283) and the Admission Committee Inquiries Guide (#390)
 - Have the candidate complete the Member Interest Survey (#1842) to find out what type of activities are of interest to him
 - Inform the candidates of the date of the next Exemplification of Charity, Unity and Fraternity



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- 2021-2022 Fraternal Year
 - Finalize your council's calendar of events for the 2021-2022 fraternal year
 - Meet with your pastor and pastoral staff to set all these program dates on the parish calendar
 - Aim to increase membership and programming activities to attract new members



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 - Keep asking yourself
 - Which prospects will I be inviting to our council's next activity?
 - What new program(s) does our council plan to institute this year?
 - Have I personally asked someone to join my council?



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