



LEADERSHIP GUIDE FOR MEMBERSHIP RECRUITMENT



*Experience
of a
Lifetime*

July 2005 - June 2006

INTRODUCTION

There are moments and experiences in people's lives that are forever. Weddings, the birth of a child and anniversaries represent just a few of these experiences within a given lifetime.

During this fraternal year, every council is encouraged to recruit new members and their families, showing prospects that their involvement in the Order will be "The Experience of a Lifetime." The Knights of Columbus is looking to make a difference in the lives of prospects and their families, which is why this theme was chosen as our Orderwide membership campaign. As Knights we must show prospective members that what we have to offer them is something that will impact them and their families for the better.

Whether prospects have a large amount of time to offer or they can only be active in a few council

events, the Knights of Columbus has a place for them and they should be shown that we have a myriad of programs to suit their interests.

Over 123 years ago Father McGivney founded the Knights of Columbus with a vision. This vision has grown into an organization that has over 1.7 million members in more than 12,500 local councils throughout the world. Each year we donate over \$130 million to charitable causes and volunteer more than 60 million hours to those in need. Now is the time to rally thousands more to our cause and show them that membership will be the "*Experience of a Lifetime.*"

This leadership guide is your council's greatest tool to recruit new members and share with them the "Experience of a Lifetime," the experience of membership in the Knights of Columbus.

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“When you have a group of guys that work together to accomplish an end, it just works. It gives you that common sense of purpose.”

In an effort to stimulate recruitment activity during the fraternal year within our local councils, the Supreme Council has devised the following Action Plan for successful recruiting. Feel free to tailor this Action Plan to your council's needs and alter the times of the events to fit your schedule.

JULY: OFFICERS CHALLENGE

During the entire months of July and August, an Orderwide 'Officers Challenge' has been issued to all councils. Every officer in each council is challenged to recruit at least two new members during July and August. Who better to set the example that recruitment is everyone's job than all council officers?

AUGUST: FAMILY WEEK

Councils are encouraged to prepare for Family Week in August as a way of bring your council's families together. All councils are encouraged to invite prospects to their family week events as a great recruitment opportunity. As always, councils should schedule a First Degree around the anniversaries of the Birth & Death of Fr. McGivney during August.

SEPTEMBER: SQUIRES TO KNIGHTS

Our Order's future lies in the strength and vision that is within the next generation of Knights. That is why every council is being asked to launch a 'Youth Recruitment' campaign in local area high schools. Councils are asked to target those young men that are turning 18 years of age as potential members of the Order. Whether these young men are currently Squires or just young Catholic men looking to be active in their faith, they should all be the focus of every council's recruiting efforts during September.

OCTOBER: ORDERWIDE RECRUITMENT BLITZ!

The Knights of Columbus Membership Recruitment BLITZ has proven to be a successful method of reaching potential members for all of those local councils that have participated in it. Councils should schedule an Open House for after there BLITZ effort to follow up with their prospects and to inform both them and their families about the Order. Now is also a great time to schedule a first degree exemplification in your local council initiate these new members as soon as possible.

NOVEMBER: TURN THOSE PROSPECTS INTO MEMBERS

On the heels of your council's recruitment BLITZ, you will undoubtedly have an abundance of prospective members on your council's contact list. Now is the time for your council to perform a little magic by turning those prospect cards into signed Form #100's. You can accomplish this trick by informing your prospective members and their families about benefits of membership in the Order during your council's informational Open House. Now would be a great time to schedule a First Degree in early December.

DECEMBER: A KNIGHT BEFORE CHRISTMAS

As we get into the full swing of yet another holiday season, councils are asked to recruit a "KNIGHT BEFORE CHRISTMAS". Local councils should also plan now for their council Christmas Social, being sure to invite all current council members in addition to prospective members and their families you contacted during your October BLITZ. There isn't a better way to show prospects that the K of C is all about families than to invite them to your Council's Christmas Party

JANUARY: A NEW YEAR — A NEW KNIGHT

What better way to kick off the new calendar year than by recruiting a new Knight into your council. Council officers are encouraged to be recruitment active during January to once again set the example in their entire council. New members bring fresh ideas and new perspectives to existing councils events and programs. A new member or two might be just the thing your council could use.

FEBRUARY: ASK 1 2 B 1!!!!

During February every member in the entire Order is being asked a very important question — "Are you carrying a Form #100 right now?"

New member recruitment is, without a doubt the most important way of keeping your council vibrant and active within your community. The only way to recruit a new member is if you have a FORM #100 ready and accessible to utilize at all times. Where is yours right now?

MARCH: BLITZ II

It's time once again for an all out recruitment BLITZ! Councils have seen the success that comes with conducting a BLITZ before and it is time to reach out to as many prospects as possible during March's "Recruitment Madness".

APRIL: ASK R.C.I.A.!

The Rite of Christian Initiation for Adults (RCIA) is a spiritual step whereby adults look to the faith of Catholicism later in life. RCIA candidates learn about the church and how service to ones fellow man is the best way to enact their faith. There is no better way to serve others than to join the Knights of Columbus after these new Catholic prospects have joined the Church.

Former and Inactive Insurance Members should once again be seen as prospects for members in the Order during this season of rebirth and renewal.

MAY: CONDUCT AN OPEN HOUSE

As we near the end of the fraternal year, now is a great time for one last recruitment effort. Conduct an Open House by inviting all of the candidates that you contacted during last month's BLITZ. During this event inform them and their family of the many benefits that membership in the Order has to offer. These new members should also put you on course towards attaining STAR COUNCIL for the fraternal year.

JUNE: CALLING ALL FATHERS!!!

Father's Day is June 18th and one great way to honor those men who are leaders of Catholic families in your local church is to ask them to join an organization that is focused on serving both the Church and it's families. Every council should be sure to include our spiritual fathers during June, at the very least — every Catholic priest should be offered membership in the Knights of Columbus.

HOW TO SHARE THE EXPERIENCE

The next few pages are filled with recruitment ideas and activities that your council can call upon to help you attain the *Star Council* award.

Your council's membership committee should pick and chose ideas that best suit your current recruitment situation. If your council is active in your local parish and you have the pastor's support, Church Drives are probably the best way to maximize your efforts. If you have a strong visible presence within your community, Open Houses are probably the best way to show prospects what your council is all about and how they could help your cause.

Just remember that you are in charge of your own council, and the activities your council runs will be dictated by you, the man in charge.

RECRUITING TECHNIQUES TO BUILD ON

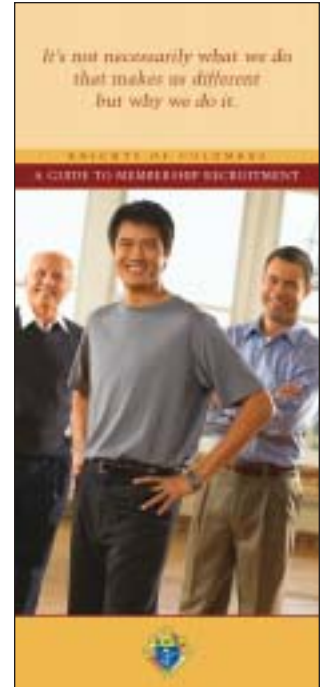
Step by Step Recruiting Instructions

An indispensable part of any council's recruitment plan is the "*How to ... Succeed at Membership Recruitment*" booklet (#2769).

This booklet is a step-by-step manual that lays out the nuts and bolts of membership recruitment. It provides easy to read suggestions for planning and carrying out successful membership recruitment

programs. It includes simple instructions on how to:

- Organize a membership action plan
- Organize your membership committee
- Build a prospect list
- Recruit using the 2-on-1-team concept
- Hold a Church Drive
- Conduct an Open House
- Organize an "in-house" Open House
- Conduct a membership invitation program
- Recruit former members
- Promote the insurance program of the order
- Use an Admission Committee
- Schedule and conduct First Degree exemplifications
- Recognize council recruiters
- Order supplies/ membership videos
- Describe the benefits of membership



#2769

Develop a Prospect List

Who are your prospective members? Once you answer this question it will be easier to determine the best way to go about recruiting them. One of the best ways to focus your recruitment efforts is to put together a list of prospects. Here are some ways to add names to your council's list of potential members:

- Approach local pastors to obtain their parish's rosters.
- Obtain a listing of former council members from your financial secretary or the Supreme Council's Department of Fraternal Services.
- Order a zip code listing of inactive insurance members and former members in your council from the Supreme Council Department of Fraternal Services. Requests for these listings should be submitted through your state deputy.
- Consider active parishioners — ushers, choir members, lectors, etc.
- Put priests, deacons and seminarians on your council's prospect list.
- List co-workers, neighbors and friends.
- Contact local police and fire departments to obtain names of eligible civil servants.
- Include 18-year-old Squires, high school graduates and college students.
- Add fathers, sons, brothers, nephews, cousins, in-laws, grandfathers and grandsons.

Encourage all members at council meetings to complete a Prospect Referral Card (#921) available at no charge from the Supply Department. Completed cards should then be given to the membership director for follow-up. Once the list is completed, divide it up and get to work recruiting.

Promote Fraternal Benefits

The Knights of Columbus has many benefits available to members and their families. Make every prospect and current member aware of these benefits for his well-being and that of his family. When a man joins the Knights, he and his family have the opportunity to participate in the Order's insurance program. An annuity program that enables a member and his spouse to provide for retirement through tax-deferred savings is also available. The K of C insurance program is rated AAA (Superior) by Standard & Poor's and A++ (Superior) by A.M. Best. To help promote the program, be sure to introduce your council's insurance agent at all council meetings and functions. Also, have the agent conduct frequent Fraternal Benefit Nights for members and their families.

The Order also offers other fraternal benefits for Knights and their families who participate in the insurance program. The Orphan Fraternal Benefit endows an \$80 monthly allotment for orphans of eligible families, and up to \$7,000 in college scholarships. The Family Fraternal Benefit pays — for eligible families — \$1,500 for the child who dies before the age of 61 days; pays \$70 for the child who is stillborn at least 20 weeks after conception; and offers guaranteed-issue insurance up to \$5,000 for any otherwise uninsurable child under age 18. The Fraternal Benefits brochure (#2761) fully explains the Orphan and the Family fraternal benefits.

The Order's Member/Spouse Fraternal Benefit provides free accidental death coverage for all members in good standing (who belong to a council in good standing) and their spouses, regardless of whether they participate in the Order's insurance program. The Member/Spouse Benefit brochure (#2773) provides a complete explanation of this program.

Here are some additional benefits available to Knights of Columbus members:

- Scholarships and fellowships for members and their families as well as for seminarians. See the

Financial Aid to Education booklet (#951) for more information on the Order's full line of scholarships.

- Every Knight has the opportunity to join the Fourth Degree, the Order's patriotic arm.
- Each new or readmitted member receives a K of C rosary blessed by the Supreme Chaplain.
- Each Knight receives a free subscription to ***Columbia*** magazine.
- A daily Mass is said at St. Mary's Church in New Haven, CT, for deceased members, their spouses, and Columbian Squires.

Husband and wife teams can increase your council's building efforts.

Include wives in the recruitment process during Open Houses, in-house Open Houses, Church Drives or even one-on-one visits to a prospect's home. This shows that membership in the K of C has benefits to offer the whole family, not just the potential Knight.

Wife-recruiters can describe how they have benefited by their husband's membership. They should cover scholarships available to them and other family members, the receiving of *Columbia* each month, the opportunity to buy low-cost insurance and the other fraternal benefits offered to members and their families.

Wives can also discuss the benefits offered by the local council. These might include the opportunity to attend council socials and other functions, membership in the council's ladies' auxiliary or another similar group and the chance to volunteer for worthwhile service projects. She can also relate her personal experiences such as the pride taken in her husband's work and honors he receives as a Knight, and the friendships she formed with other council families.


Use husband-and-wife-recruiting teams to tell the whole story of what membership in the K of C has to offer families.

When talking to a man about joining the Order, go over each of these benefits and others that your council may offer on its own. Tell him how you personally have benefitted from them. Show him that membership in the Order isn't just for him — it benefits his whole family.

Conduct a Church Drive

A Church Drive is an ideal opportunity to reach an audience of qualified prospects. However, its ultimate success depends on careful planning and execution by your council.

Start by obtaining your pastor's approval to hold a membership drive at all Masses on the target weekend.



“The Knights of Columbus has changed my life. I started to think about the way I was living my life, and now I try and do more and give more.”

Prepare an announcement for the parish bulletin and ask that it be run during the two weekends before the drive.

Distribute flyers and Prospect Cards to men as they enter the Church. Leave sharpened pencils in each pew for men to use when completing Prospect Cards. On the day of the event, post teams of two to three Knights at each church door before each Mass to distribute flyers and prospect cards. Arrange for the pastor, grand knight or membership director to make a brief announcement before the Mass, explaining the Order and encouraging men to complete the Prospect Cards and turn them in as they leave the church. Read a letter of support (if available from the State Council or local bishop) or use a Sample Pulpit Announcement (#2678) available from the Supreme Council Supply Department.

Have Knights in position at church exits to answer questions from prospects, collect Prospect Cards and assist interested men in completing membership documents. Restock tables and supplies for each Mass.

After the event, deliver membership documents and completed Prospect Cards to the membership director for follow-up. Men who signed membership documents should be immediately informed of the date and time of their meeting with the Admission Committee and the next First Degree exemplification.

Follow these steps to ensure that your council's Church Drive is successful.

Membership Invitation Program

There are men out there just waiting to be asked to join the Knights of Columbus. If that's what it takes to get them to sign a Membership Document (#100), take the first step by sending them an invitation to join the Order.

Conducting a membership invitation program is an easy way to make initial contact with potential new members.

Start by developing a prospect list with the names, addresses and telephone numbers of potential Knights. Compose this list by using suggestions from current members, parish rosters (with the pastor's permission) and any other available resources.

Next, order a supply of Membership Invitations (#2599). The invitation bears the Order's emblem and an elegantly printed request to become a part of the Order. It also includes a space for the grand knight's signature. The invitations come with envelopes and are available from the Supreme Council Supply Department free of charge when ordered in reasonable quantities. Please use a Requisition Form (#1) when ordering. An even better idea is to design and personalize an invitation from your council.

Get a group of members and wives together to address invitations to each prospect and his family. The grand knight should personally sign each invitation before it is mailed to the prospects. After a week, telephone each prospect to see if he received the invitation and if he is interested in learning more about the Order. If so arrange for a visit to his home.

During the visit, have recruiters (possibly husband and wife teams) review promotional materials with the prospect and his wife. Make sure recruiting teams bring videos, the "Did You Know?" flyer (#1267), the Family Fraternal Benefits flyer (#2761), the Member/Spouse Fraternal Benefit flyer (#2773), Columbia magazine, council newsletters and other items of interest.

After explaining the Order and the benefits of belonging, the recruiters should ask the prospect to join, and assist him in completing the Membership Document (#100).

The proposer must then follow through with the recruit by escorting him to the Admission Committee meeting, his First Degree exemplification and his first few council meetings.

Informational Nights Teach Prospects about the Order

Use These Steps in Conducting Your Event:

- Appoint a committee to organize your Informational Night for prospective members and their families.
- Set a date and time. Publicize the event in the local newspaper, on radio and cable television, and in your parish bulletin.
- Order quantities of promotional materials including the “Open House” poster (#9430).
- Send open house invitations to prospects and their families.
- Follow up the invitations with a telephone call, confirming that the invitation was received and the prospective family will attend.
- Arrange a display of council scrapbooks, awards, programs and activities.
- Assign each prospect attending to a recruiter who will act as a host throughout the event.
- Make sure that the prospects have transportation to the First Degree.
- Notify the prospects of future meetings, events, and Second and Third degree exemplifications.



#9430

Plan the program:

- Have a welcome committee greet guests.
- Introduce the council officers and other members.

- Have the grand knight and/or membership director explain the Order's and council's goals and organizational structure.
- Ask your insurance agent to cover the full line of benefits available to members and their families.
- Show promotion videos such as *Experience of a Lifetime*, *Founding to Future*, or *The Life and Legacy of Father McGivney*.
- Consider light refreshments at the end of the program.

(Please refer to page 20 of this guide for a suggested list of recruitment materials.)

Proposing Is More Than Just Asking

Proposing a new member is a commendable achievement and something of which to be proud. But, turning over a completed Membership Document (#100) to the grand knight is not the end of the job. Proposers must also take the responsibility to see that their recruit becomes fully accepted by his fellow council members and stays involved in council activities. There are several steps proposers can take to ensure this.

- After signing up a prospect, explain to him that the council's Admission Committee will examine his qualifications for membership. Accompany the prospective member to the Admission Committee meeting. Introduce him to the members present.
- After the prospect has been accepted by the council, escort him to his First Degree and remain with him throughout the event. Introduce him to his fellow council members after the exemplification.
- Take the newly initiated member and his family under your wing. See that he learns council procedures (such as meeting times, committee assignments, etc.) and meets other council

members. Accompany your recruit to his Second and Third Degree exemplifications and stay with him throughout the day.

- Introduce him and his family at council events. Encourage him to involve his family in council-sponsored activities.
- Always make it a point to contact the new member before each council meeting and bring him to a meeting if necessary. If the new member becomes inactive in council activities,

try to find out why. Call and ask to visit with him. Explain your concern about his absence and offer support or assistance. If the Knight becomes in danger of being suspended from the Order, his proposer should work with the retention committee to find out the reasons for his lapsed interest and to work to conserve his membership. With a little personal effort you can help guarantee that your recruit becomes not only an active member of the Knights of Columbus but a member for life.

WHAT YOUR COUNCIL NEEDS FOR A BLITZ

In an effort to assist local councils in conducting a recruitment BLITZ, here is a quick guide to what every council might need to have on hand for their recruitment BLITZ:

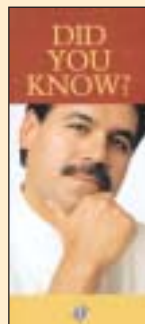
Prospect Cards:

These 3”X 5” cards help councils collect the contact information on prospects in a very unobtrusive manner. They serve as a great recruitment tools to place in pews before Mass, having prospects complete them and then they can be collected after Mass.



#921A

Did You Know? flyers: This flyer details 24 interesting facts about the Knights of Columbus. From the creation of the \$20 million “Knights of Columbus Vicarius Christi” fund for the Holy Father, to providing the entire budget of the Natural Family Planning offices of the U.S. and Canadian Bishops, the Knights of Columbus is the epitome of charity and being a member is being a part of all that the Knights do.



#1267

Membership Documents :

This is what it is all about: getting those prospects to sign up and join you as brother Knights. Next stop — the First Degree, and then your prospects and their families can start being active within the council and in the Order as a whole.



Form #100

The Greatness of a Man flyer:

This flyer gives a quick overview of the Knights of Columbus, explaining how the Order was created to unite men in their faith and help them in times of need, as well as how the Knights offers many opportunities to grow in service to their faith, community, family, and youth.



#4496

Please also refer to pages 20 and 21 of this guide for a complete listing of materials. As always, feel free to customize your order to obtain those flyers that you feel will best attract prospects in your area.

Focus On Former And Inactive Insurance Members

Former and inactive insurance members are men who once thought enough of our Order to join it. Because of their knowledge of the Order, these men are perfect recruitment prospects. During the “Experience of a Lifetime” campaign, focus on these former and inactive members in all monthly recruitment efforts. Listings of former members and inactive insurance members are available (in zip/postal order) from the Supreme Council Department of Fraternal Services. These listings can be obtained either as printed labels or on a computer diskette. Once you obtain your listing, review it for updated information like changes in address and Catholicity.

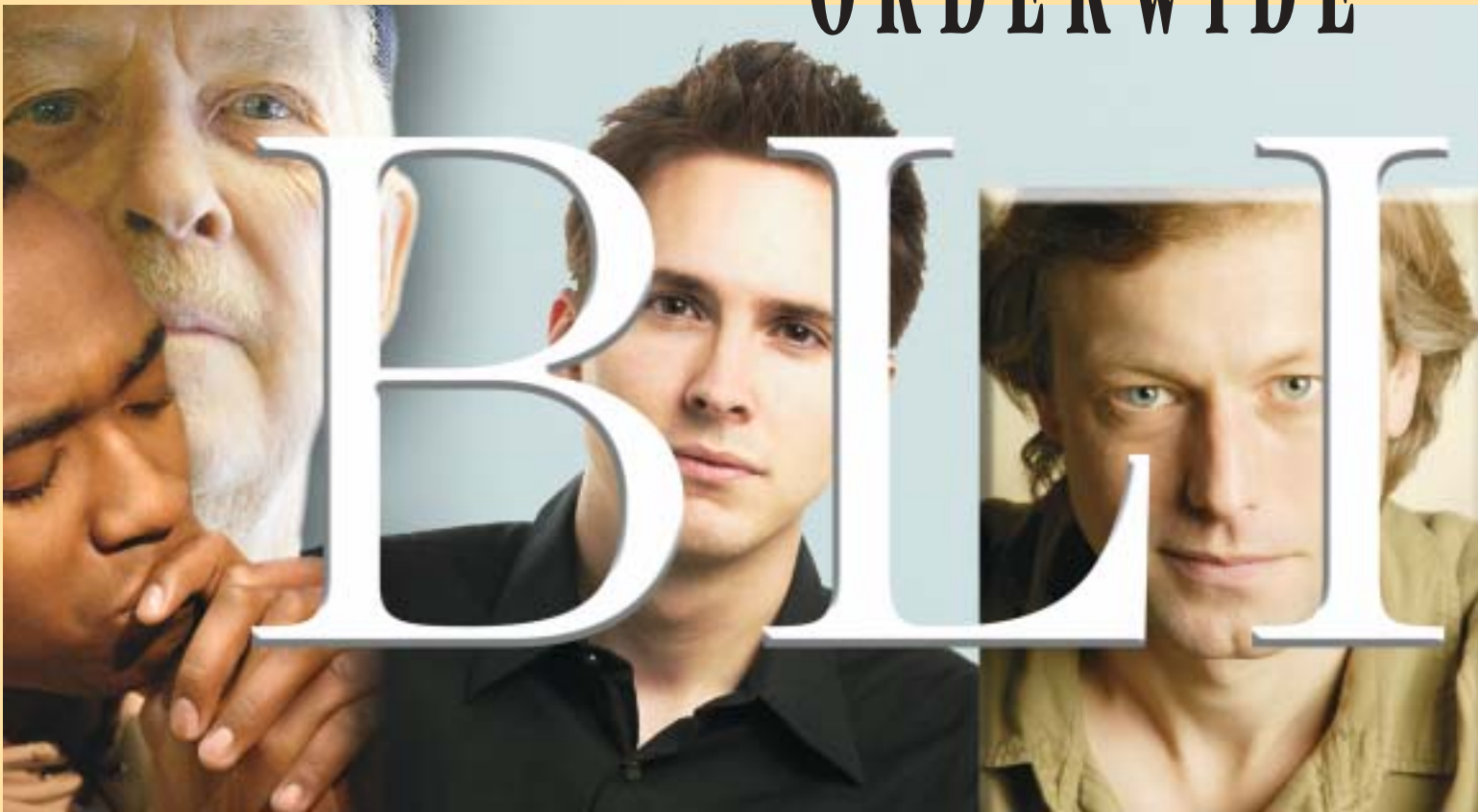
Here Are Some Ideas on How to Recruit Former Members:

- Appoint a special committee specifically to recruit former members.
 - Obtain lists of “Former Members” (those who took withdrawals/suspensions) and “Inactive Insurance Members” (those who took withdrawals/suspensions but maintain K of C insurance policies) from the Department of Fraternal Services. Check with financial secretary for additional names and most recent addresses.
 - Review list to determine former members known to be in area and still eligible for membership.
- Prepare information to present to former members, highlighting changes, new programs, activities, member benefits and council achievements.
 - Order your recruitment materials *(Please refer to page 20 of this guide for a suggested list of recruitment materials.)*
 - Contact each former member by phone to arrange a personal visit or invite them to a reception for former members.
 - If conducting personal visits, follow procedure for recruitment teams, tailoring presentation to highlight new changes and new benefits, etc.
 - Refer to the Membership Procedures section of the *Grand Knight’s Handbook* (#915) for proper procedures for recruiting former members.
 - Ask every former member visited or those at the reception to sign a Membership Document (#100) to renew their membership.

NOTE: Reactivating inactive insurance members qualifies council for both membership and insurance additions toward Father McGivney Award and Founder’s Award quotas.

NOTE: Reinstatements, readmissions or reapplications qualify council for membership additions for Father McGivney Award.

ORDERWIDE



When your council wants to maximize its recruiting efforts you need to call for the BLITZ! Our BLITZ is an all-out council effort to canvass an entire local parish on one weekend and then initiate the new members two weeks later. Here are the Five Phases to conducting a successful BLITZ Program:

Phase 1: The Preparation Phase

This phase begins with the council obtaining the pastor's permission to conduct a BLITZ during a specific time that is targeted and to get the event advertised in the bulletin. This is also a great time to get the priest onboard with the council as a membership recruitment assistant. The next portion of this phase is to order recruitment materials from the Supreme Council Supply Department, allowing 4 to 5 weeks for the materials to be shipped to the council. After the materials are ordered the council needs to begin lining up members to assist with the BLITZ. Be sure to inform your insurance representative about the recruitment BLITZ; remember, he is a professional salesman.

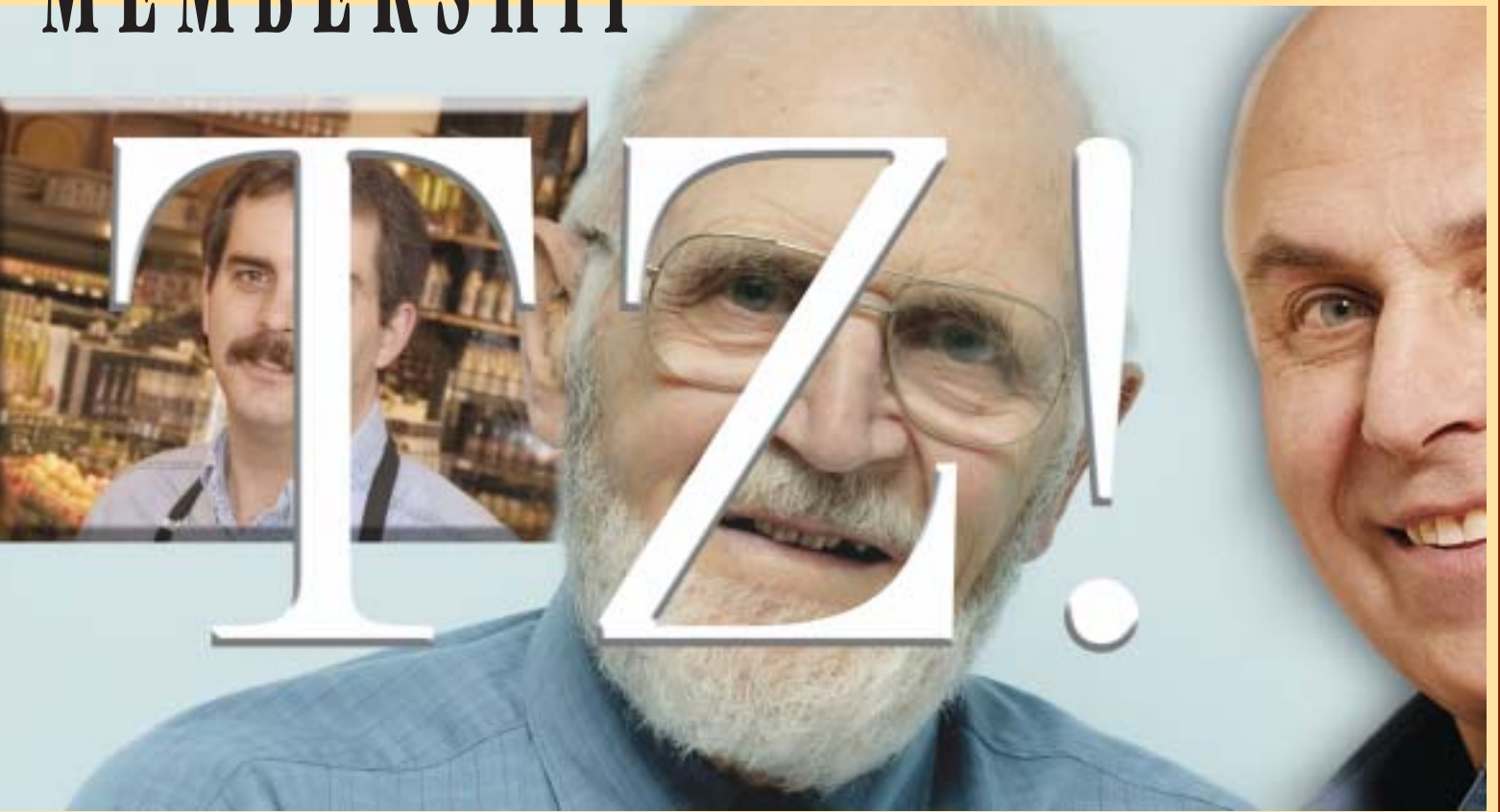
Phase 2: The Execution Phase

Before each Mass, set up an information table at every door into the Church. Have plenty of prospect cards and pencils on hand to distribute to each man as they enter the church. With the pastor's permission, arrange for a membership recruitment announcement to be made during Mass by either the priest or by the council's Grand Knight. After Mass, have Knights on hand to answer any questions and to collect prospect referral cards as men leave with their families.

Phase 3: The Follow-Up Phase

Within 48 hours, personal contact must be made with every prospect that you collected during the second phase. Be sure to inform these prospects that you will be conducting an informational seminar and give them the date, location and time. Offer transportation if that is a limitation and be sure to invite the prospect's family so they can see the benefits that they receive as a family member of the Knights of Columbus.

MEMBERSHIP



Phase 4: The Orientation Phase

This phase begins with organization. Nobody is going to want to join the Order if your informational session seems unplanned or disorganized. Be sure to have plenty of recruitment brochures about the Order and your council on hand for prospects and their families. Request that your council's chaplain start the event with a prayer and some words about the Order and its mission. Councils may wish to show one of the informative videos available from the Supreme Council. The council should make the requirements for membership known to those assembled and then offer each prospect a Membership Document (Form #100) to fill out before the event's conclusion. Have Knights on hand to assist prospects in completing these forms. Conclude the event with some light refreshments and inform the candidates of the date of the next First Degree.

Phase 5: The First Degree

This phase must be held no more than two weeks after your informational session. Be sure to contact the candidates to remind them of the degree date and ensure they have transportation to the location. Be sure to order new member Degree Certificates (Form #2920) from the Supreme Council Supply Department as a fitting way to recognize your new Knights. After the degree is over, don't let the new First Degree Knights leave without getting them involved and explaining the Shining Armor Award.

Focus On Recruiting 18-Year-Olds

As part of your council's membership plans, make a special effort to recruit those young men turning 18-years-old into the Order — especially those graduating from the Columbian Squires program. Councils Orderwide need to conduct recruitment campaigns geared toward our younger prospects, letting them know that the Knights of Columbus is not just for their fathers and grandfathers, but that there is a place for them in the Order.

Here Are Some Ideas on How to Recruit 18-year-olds:

- Identify 18-year-old prospects — sons and grandsons of members, Squires, parishioners and seniors at the local high school.
- Conduct an invitation program aimed directly at 18-year-old men; explain activities and events that would interest them.
- Conduct a council Informational Night or Open House especially for Squires and 18-year-olds. Inform them of programs and activities that will appeal to them the most — athletics, Free Throw Championship, and community service projects.
- Conduct awareness programs about membership in the Knights of Columbus for Squires and their fathers.
- Create a special incentive for fathers who recruit their 18-year-old sons into the Order during the year.
- Conduct First Degrees throughout the year aimed at initiating 18-year-olds into the council, thereby encouraging them to join with their friends.
- Arrange for birthday cards to be sent to all sons of current members, Squires and any 18-year-olds from the local parishes and high schools, and invite them to join the Knights.



“ When we volunteer, we are exposed to stories where people tell us how they have lived, stories perhaps we would not hear if not exposed to other ways of life. ”

SHARE THE EXPERIENCE . . . SQUIRES TO KNIGHTS

Sharing the Experience requires **new ideas** and **leadership**.

You can find these requirements in every member of the Columbian Squires, the official youth organization of the Knights of Columbus.

The 25,000 Squires in over 1,300 circles sponsored by Knights of Columbus councils and assemblies are learning the skills and attitudes they'll need to build a better world. By the time Squires turn 18, they have learned and used the basic skills of leadership, recruitment, fund-raising and programming. When ready to move from their Squires circle into a Knights of Columbus council, Squires already have years of experience in Columbianism. They're ready to join the Order and pitch in wherever needed. Their energy and enthusiasm, combined with their experience, and new ideas, will help build stronger and larger councils!

Every year, nearly 5,000 Squires will turn 18-years-old, making them eligible to become

Knights. Again, they already know the basics of our organization, and they have years of experience in leadership, ethics and Columbian ideals, which makes every graduating Squire an ideal candidate for the Order.

It should go without saying that every Squire should be invited to join the Order; it's a natural progression! Just as we want to continue to grow in the Knights of Columbus, growing the Columbian Squires is a vital aspect of our future.

There are a large number of potential recruits within the Squires. If we can add that current pool of 5,000 graduating Squires into the Knights, that's a substantial number.

What better way to build up the Knights of Columbus than by building up the Squires through increasing the number of circles, and then recruiting each graduating Columbian Squire into the Order?

By building up the Squires we are working to build a better world . . . one circle at a time!



“
The Knights of Columbus is a
great opportunity for you
to meet other devout
Christian men, go out in the
neighborhoods and help
your community benefit.”

SHINING ARMOR AWARD

Promote the Order's Shining Armor Award program to all new Knights during the fraternal year. To qualify for this award, newly recruited Knights during their first year of membership must:

- Attend at least three business meetings
- Actively participate in three service activities
- Meet with council's insurance representative
- Recruit at least one new member
- Receive their Second and Third degrees

To recognize these Knights, councils can order a special Shining Armor Qualification Card (#4292)



listing these qualifications along with spaces for the grand knight to verify their completion. This is a great opportunity to have your council's insurance agent involved in the process of retaining new members.

After the First Degree, consider having the council's insurance representative introduce the "Shining Armor Award" program and suggest that the new Knights schedule a meeting with him to get that qualification met as soon as possible. They'll soon be well on their way to becoming a Knight in Shining Armor!



MAKING EVERY MEMBER A FOURTH DEGREE MEMBER

The Degree was founded to foster a sense of national pride among our members within the various countries that the Order exists. Over the years, the Fourth Degree of the Knights of Columbus has been the visible arm of our Order.



It should be a natural progression for First, Second and Third Degree Knights to aspire to join the Fourth Degree. Membership in the Fourth Degree allows a Knight to display pride in his country, while continuing to serve his community and the Church.



Grand knights are encouraged to promote Fourth Degree membership to all members of their council. Councils should make known the fact that Fourth Degree membership is truly in the culmination of being a Knight of Columbus.

Assign a liaison from your council to your assigned assembly. The liaison should serve as a means of promoting the Fourth Degree to prospective Council members and can also answer any questions about the Fourth Degree that may come up at the council meeting. If members are aware and informed of the mission of the Fourth Degree they are more apt to join when the occasion arises. It's up to you to make sure that the occasion does arise by asking all qualified members to become Sir Knights.

To qualify for the Fourth Degree a member must:

- Be over 18 years of age
- Be a citizen of the country in which you reside
- Have been a member of the Order for at least 12 months
- Be a member in good standing within your council



Two new flyers are available to help recruit members into the Fourth Degree.

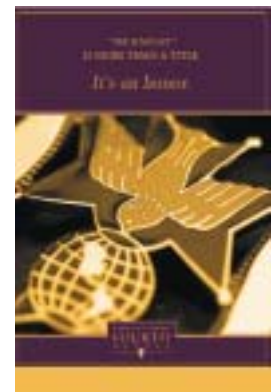
Introductory Flyer to the Fourth Degree (# 4544) explains the role and mission of the Fourth Degree of the Knights of Columbus to both members and non members alike. It clearly and concisely shows how the Fourth Degree supports our Faith, our Order and the Countries in which we exist.



A Message for Knights who Want More (# 4135) shows current Knights that the title of "Sir Knight" is truly an honor and that by joining the Fourth Degree it will strengthen their faith and their commitment to the Order.



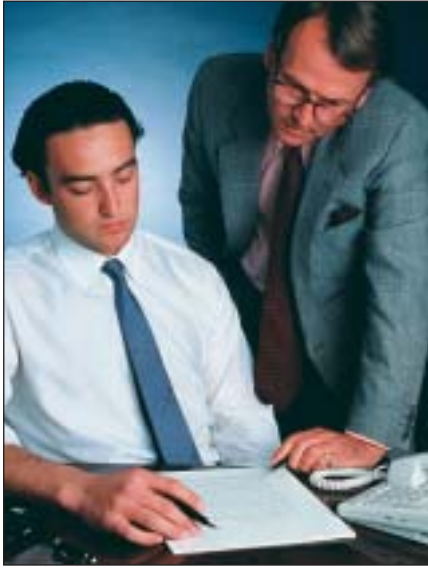
Fourth Degree Poster (# 4545-04)



For more information on the Fourth Degree, contact:
The Supreme Master • 1 Columbus Plaza
• New Haven, CT 06510

CALL IN THE 'PROFESSIONAL' — YOUR INSURANCE REPRESENTATIVE

Your council has an often underutilized ace. He's always ready to assist with recruiting, he's happy to share his vast knowledge on the benefits of membership in the Order, and he's a true professional salesman. He's your council's insurance representative.



The Knights of Columbus insurance program is operated solely for members and their families, and relies on council-agent teamwork for its success while providing the financial backbone for all the Order's good works.

Make sure your council is working with its insurance agent as closely as possible. Appoint an insurance promotion chairman, if possible the field agent, to ensure a smooth council relationship. New officers need to get to know their field agent. Call on him to be a part of your recruitment team or to train recruiters. Remember, he is the professionally trained salesman — utilize him!

Work with your agent to schedule several Fraternal Benefits Nights each fraternal year. These are opportunities for agents to describe how the Order's products can help build funds for college tuition, retirement or mortgage protection. Each field agent has a free Fraternal Benefits Night kit available to him from the Supreme Council Supply Department.

Here are some ways your council can successfully promote the insurance program:

- Introduce your agent at all meetings he attends.
- Refer all members' questions about insurance to your agent.
- Make sure your agent has a column in your council bulletin; include his name, address, telephone number and e-mail address.
- Forward copies of every Membership Document (#100) for new and reactivated members to the general agent immediately after each First Degree.
- Encourage a good working relationship between the financial secretary and field agent.
- Include the field agent in all council mailings and e-mails.
- Include the field agent in program planning so that the insurance program can be represented whenever appropriate.



MAKE YOUR COUNCIL A STAR COUNCIL!

“**Tempus Fugit**” – time flies and June 30, 2006, will be here before you know it. You should be well on your way to attaining Star Council by this time.

- Develop a comprehensive action plan for membership recruitment between January and June.
- Contact your council’s insurance representative to develop a plan to promote the Order’s insurance program, including an activity during each of the remaining months of the fraternal year.
- Make sure that the Service Program Personnel Report (Form #365) is filed at the Supreme Council, thereby ensuring that all key appointments will receive information on a timely basis.

- Keep your council current with Supreme and State Council assessments.
- File your council’s Annual Survey of Fraternal Activity Report (Form #1728) by January 31, 2007.
- Submit the Columbian Award Application (Form SP7), for council service programs conducted throughout the fraternal year, to the Supreme Council by June 30, 2006.

For more information on attaining Star Council please order item #4069.



#4069



INCENTIVES FOR THE 2005 – 2006 FRATERNAL YEAR

To reward our Order's recruiters and leaders for their hard work, the Supreme Council is offering a whole range of incentives as part of the "Experience of a Lifetime" membership campaign. Promote these campaign incentives in your council's newsletter and at every meeting.

RECRUITERS

Recruiters will receive 500 points per each new or readmitted member recruited between July 1, 2005, and June 30, 2006. Keep in mind that Section Six of the Membership Document (Form #100) must be completed in order for the recruiter to qualify.



TOP RECRUITER

The Order's Top Recruiter from the 2005 – 2006 fraternal year will earn a trip to the 124th Supreme Convention in Orlando, Florida. Keep in mind that Section Six of the Membership Document (Form #100) must be completed in order for the recruiter to qualify.

GRAND KNIGHTS

Grand knights who attain Star Council status for the 2005 – 2006 fraternal year will be entered into a drawing for one of four trips; three "Trips to New Haven" in October of 2006, and one to the 124th Supreme Convention in Orlando, Florida.

DISTRICT DEPUTIES

District deputies who attain Star District status for the 2005 – 2006 year will be entered into a drawing for three "Fall Trips to New Haven," and one district deputy will win a trip to the 124th Supreme Convention in Orlando, Florida.

As an additional incentive, district deputies will earn an additional entry into the drawings for each Star Council earned in his district for the fraternal year.



SUPREME COUNCIL AUDIOVISUAL LIBRARY

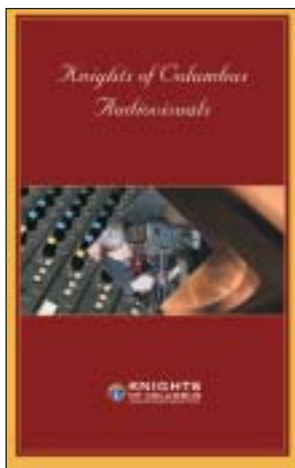
To order any of the items mentioned in this Leadership Guide, or listed in the Supply Catalog, use a Requisition Form (#1).

When completing a Requisition Form, be sure to include the council, assembly or circle number, and that the return address written on the form is printed legibly. Send promotional & gift items, and print orders on separate Requisition Forms.

Forward all Requisition Forms to the
**Supply Department, Knights of Columbus,
1 Columbus Plaza,
New Haven, CT
06510-3326 or fax to 1-800-266-6340.**

Please note that only orders that are to be charged to a council, assembly, circle or agent are accepted by fax. Do not mail in orders that have been faxed

The Department of Fraternal Services offers a library of recruitment and promotional videos. These videos are available for a small shipping charge (\$3 for one or two videos and \$5 for three to five videos). The Audiovisuals flyer (#1539) includes a listing of all videos available as well as video order forms. Videos can also be ordered by calling the Department of Fraternal Services at (203) 752-4270. Videos should be ordered at least four weeks in advance.



#1539

Experience of A Lifetime (11 minutes)

examines the Knights of Columbus through a series of interviews with Knights of different ages and backgrounds.

Sign 'Em Up (16 minutes)

Members of the Order's "Very Important Proposer's" (VIP) Club share recruiting tips. The emphasis is on personal contact with prospects.

Nobody Asked Me (13 minutes) centers on the answer most often heard when a prospect is asked why he never joined the K of C: "Nobody asked me." Recruitment techniques and recruiter responsibilities are explained.

Two-On-One: Ten Steps to Recruiting Success (12 minutes)

highlights the techniques of highly successful team recruiting.

Fraternity in Action (12 minutes) tells the story of fraternity and service in the Order's college councils. It's designed for campus recruitment and college council development.

Membership Recruitment Flip Chart (12 minutes)

gives an overview of the Order's history, structure, activities and insurance program. It's especially appropriate for use during a recruitment meeting at a prospect's home.

A full description of each of these productions and others can be found in the K of C Audiovisuals flyer (#1539). These productions are available at no charge (except for shipping and handling) from the Department of Fraternal Services. The shipping charge for ordering one or two videos is \$3. The shipping charge for three to five videos is \$5. To order a production, use the coupons in the audiovisuals flyer or contact the Department of Fraternal Services at least four weeks before the intended show date.

SUPREME COUNCIL RECRUITMENT MATERIALS AVAILABLE

The **“Greatness of a Man” flyer (#4496)** is a conveniently sized tri-fold flyer that shows prospective Knights what the Order does for the Church, the community, for youth and for families. It invites prospects to assist in our mission of making the world a better place.



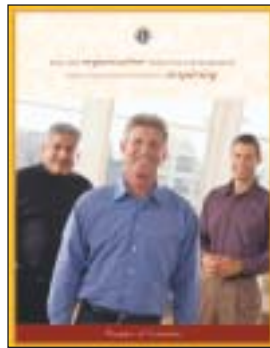
“How To ...” Booklet (#7853) is a step-by-step manual for planning successful membership recruitment programs.



Councils can now assemble these new items to present to prospects in a professional fraternal folder **#4494**. It provides a consistent look that complements all of our newly designed membership materials.

The **“Faith-based Recruitment” flyer (#4497)** explains how prospects and their families can use their membership in the Order to strengthen both their personal faith and thereby assist in strengthening the Church.

The **“Knights of Columbus Overview” booklet (# 4495)** provides an informational look of the Knights of Columbus’ mission. This 8-page booklet is best used when meeting with parish priests, explaining the Order in hopes of either starting a new council or getting the pastor on board before a recruitment drive is conducted at his parish.



The **“Man That is Moved to Action” poster (#4500)** urges men to act on behalf of their faith as well as their conscience.



“Experience of a Lifetime” degree certificate (#2920) can be given to each man who receives a degree during the campaign.

“Experience of a Lifetime” degree honoree certificate (#2919) can be presented to the honoree of each degree during the campaign.

“Experience of a Lifetime” poster (#4245) reminds council members to ask qualified men to join the Knights of Columbus.

“Why Join the Knights” poster (#4257) lets prospective members know what membership in the Knights of Columbus holds for them through quotes from Knights.

There is no future for your council or the Order without the recruitment of new members who bring a fresh and vibrant vision for where the Knights should journey in the decades to come. Studies show that today’s youth want to make a difference for the better in the world. With this in mind, **“Our Order’s Future” (#9116)** flyer explains how every council can tap into the 18 - 35-year-old prospect market. This age group is the future; we need to serve as the vehicle for service for which they are looking.



Member/Spouse Fraternal Benefit brochure (#2773) and **Fraternal Benefits brochure (#2761)** offer descriptions of some of the benefits K of C membership offers to men and their families.



The **“Make a Difference” recruitment poster (#4498)** is perfect for hanging in the Church hall or on bulletin boards at Church entrances. It asks prospects, **“Are they the kind of men that can make a difference?”**

SUPREME COUNCIL RECRUITMENT MATERIALS AVAILABLE (Cont.)

Pocket Flip Chart (#2041) fits in a wallet and provides a full description of the Order and its goods works.

“His Beliefs are Our Beliefs” (#3079) features quotes from Pope John Paul II that illustrate how the Order upholds the teaching and works of the Church.

“In the Words of Pope John Paul II” poster (#2846) features a photo of Supreme Chaplain Bishop Thomas V. Daily with Pope John Paul II along with quotes the pope made during his visit to the United States

“Did You Know?” flyer (#1267) offers facts and information about the K of C in a question and answer format.

“Everyday Heroes” poster (#2473) and flyer (#942) highlights the charitable donations and volunteer time give by the Order each year in service to the Church and those in need.

“Targeting 18-Year-Old Prospects” flyer (#9116) contains tips on recruiting young men into the Order.

“Open House” poster (#2826) invites prospects to your event and includes space for personalized information.

“Who Cares?” flyer (#2285) introduces prospects to the good works of the Order through highlighting the annual International Service Program Awards winners.

Recruitment Flip Chart (#889) available at a cost of \$8 is a way to easily present information on the Order to a prospect and his family during a home visit.

“Sign Up a New Member” poster (#2684) reminds your council's recruiters that many men are not members simply because they've never been asked.

Prospect Referral Cards (#921) gives members who are not comfortable with recruiting a chance to list three men they think would benefit from Knights of Columbus membership for follow-up by your council recruiters.

Membership Invitations (#2599) can be sent to prospects asking them to consider joining our Order.

What the Organization Stands For (#4547-04) is an easy to carry flyer that highlights the mission and the values of the Order of the Knights of Columbus.



Families Come First (#4552 10/04) highlights how a Knights membership strengthens his family life.



For a complete listing of all fraternal and insurance promotional materials available from the Supreme Council Supply Department, consult the **Supply Catalog (#1264)**.



“Consider Yourself Asked” 8X10 poster (#4564 12/04) is easy to post on any council or church bulletin board.



KNIGHTS OF COLUMBUS

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1-800-345-KOFC *or* www.kofc.org

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