

Personal Recruitment Skills training course

Chapter 1: Introduction

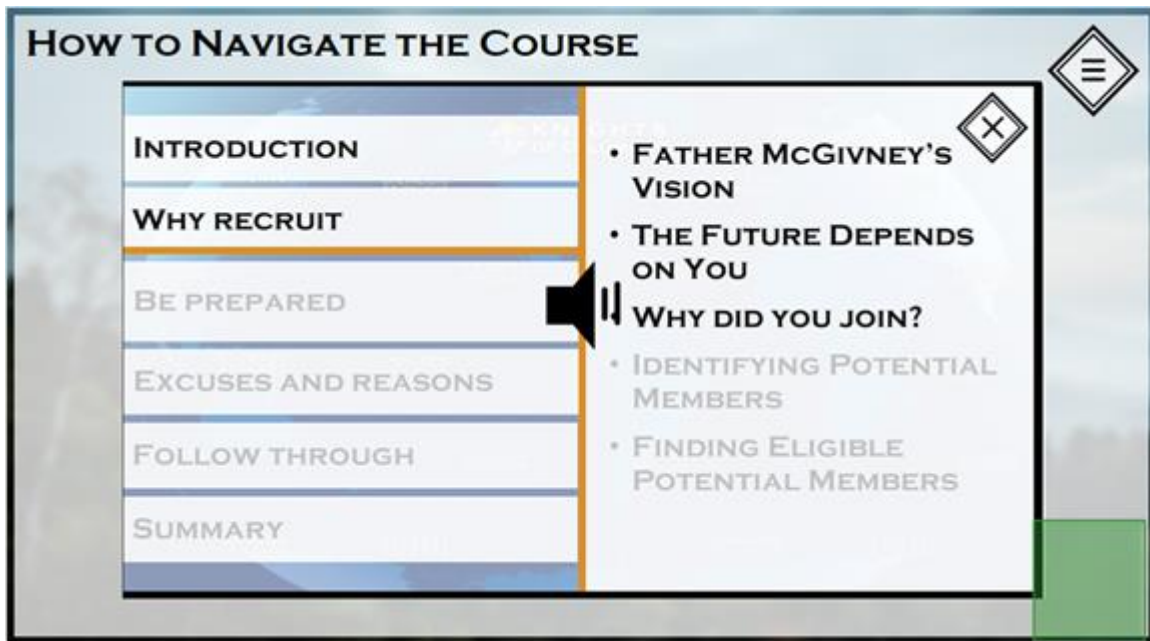
Membership Recruitment



Notes:

Welcome to the Knights of Columbus Personal Recruitment Skills Course!

How to Navigate the Course



Notes:

This course is divided into six chapters.

Each Chapter contains a number of Topics.

Please ensure that your speakers are on and set to a comfortable level.

You can adjust the player volume and pause or reset playback by using the player controls on the bottom of your screen.

You can move on to the next screen by clicking the flashing arrow at the bottom right-hand of your screen.

Now, click the arrow to continue.

Recruitment Course Objectives

A presentation slide titled "RECRUITMENT COURSE OBJECTIVES" with a background image of a mountain range. The slide lists five objectives for the course. In the top right corner, there is a diamond-shaped icon containing three horizontal lines. In the bottom right corner, there is a green square icon containing a white diamond with a right-pointing arrow.

RECRUITMENT COURSE OBJECTIVES

At the end of this course you should be able to:

- **Understand** that all recruitment is personal and is important to your council
- **Identify** potential members
- **Build** a personal relationship with potential members
- **Use** a "S.M.A.R.T." approach to recruitment
- **Engage** new members in worthwhile and meaningful projects

Notes:


At the end of this course you will be able to:

- **Understand** that personal recruitment is important to your council as it extends the mission of our Order, and that all recruitment is personal
- **Identify** potential members more easily, and be prepared to talk to them
- **Build** a personal relationship with potential members, and gain a member for life
- **Use** the SMART recruiting acronym to have confidence in your presentation to be able to ask questions and respond to a potential member's request for information
- **Engage** new members in worthwhile and meaningful projects

Prayer to Our Lady of Guadalupe

PRAYER TO OUR LADY OF GUADALUPE

God of power and mercy, You blessed the Americas at Tepeyac with the presence of the Virgin Mary of Guadalupe. May her prayers help all men and women to accept each other as brothers and sisters. Through Your justice present in our hearts, may Your peace reign in the world. We ask this through our Lord Jesus Christ, Your Son, who lives and reigns with You and the Holy Spirit, one God, for ever and ever. Amen.



Notes:

Let's start with a short prayer to Our Lady of Guadalupe, to whom our order is entrusted:

In the name of the Father, and of the Son, and of the Holy Spirit. Amen. God of power and mercy, You blessed the Americas at Tepeyac with the presence of the Virgin Mary of Guadalupe. May her prayers help all men and women to accept each other as brothers and sisters. Through Your justice-present in our hearts-may Your peace reign in the world. We ask this through our Lord Jesus Christ, Your Son, who lives and reigns with You and the Holy Spirit, one God, forever and ever. Amen. In the name of the Father, and of the Son, and of the Holy Spirit. Amen.

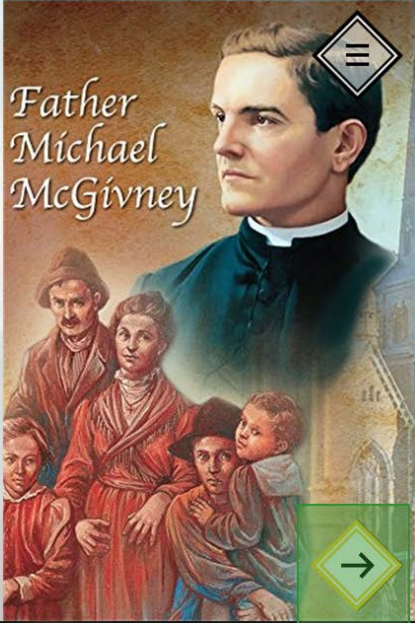
Chapter 2: Why Recruit?

Father McGivney's Vision

FATHER MCGIVNEY'S VISION

Joining a Knights of Columbus council can:

- **Change** a man's life
- **Deepen** and **enrich** his faith
- **Strengthen** his family
- **Build** better lives for those who so desperately need help



Notes:

Joining a Knights of Columbus council can change a man's life, deepen and enrich his faith, strengthen his family, and build better lives for those in his community and beyond; who so desperately need help.

In 1882, Father Michael McGivney gathered together a small group of his parishioners. His purpose was to establish a group of men to become united in their faith and to provide for Catholic families in their time of need.

He shared in the desperate situations experienced by his flock; and knew that these challenges were not unique to his parish. He, also realized that he alone could only do so much. With this in mind, he personally recruited Catholic men, from his parish, to share his bold vision. Those that said yes, joined in his mission to help those that were hungry, needed clothing, shelter, and provide financial security for widows and orphans. In turn, members would reach out to recruit others to spread the good works. Today, the

Knights of Columbus has grown and grown and we have accomplished so much - but so much more needs to be done. Council growth has always been a fundamental building block; since 1882, for today, and tomorrow.

How does a man join today? Generally, he is asked by someone he knows; a relative, friend or colleague. A connection is made, and a personal relationship is established. Why a man decides to join is a far-reaching extension of the fundamental vision of Father Michael McGivney; and a real, present and enduring need, for the mission he created. This is why councils continue to spring up around the world.

Our Order's and your council's Future Depends on You



Notes:

Hello! I am Gary Nolan, Vice President for Fraternal Training and Ceremonials.

Wherever you go, you may be asked: "What do the Knights of Columbus do?" "How did the Knights of Columbus begin?" "Why was the Knights of Columbus formed?" As a member, it is important to know the answers to those questions.

So here is a brief synopsis of the history of the Knights of Columbus. One day, in the late months of 1881, Father Michael McGivney, a young associate pastor, brought together a small group of Catholic men in the basement of St. Mary's Church in New Haven, Connecticut. During this meeting, he told them of his bold plan to form an organization

that would provide a fraternal bond for his Catholic men and offer assistance for future Catholic widows and orphans.

Why would a 29-year-old priest take such bold and decisive action?

In those days, Catholics were the despised minority in the United States -- a country which had been discovered, explored and colonized by Catholics -- and a country which allowed and, in some cases, even encouraged the systematic exclusion of Catholics from the protection of its laws and the enjoyment of its resources.

Following a long and lingering recession after the Civil War, jobs were scarce. There were signs in store fronts and factories that read "Catholics Need Not Apply." This is why Catholics held the most menial, toxic and dangerous jobs, and received the lowest pay. When a family breadwinner would die, the family was usually left penniless. Remaining family members who could not post a bond in order to prove that they would not become a burden to society were broken apart to work as apprentices or indentured servants. It was a time when the country's insurance companies refused to sell insurance protection to Catholics because of their short life span.

All of this was a real and present image for a young boy growing up in hardship. At the age of 13, Michael McGivney was forced to leave school and work in a local silver spoon factory. The few extra dollars he earned were very much needed for the survival of his family. At age 16, he felt a calling to the priesthood and began his journey, leaving Connecticut for Quebec, Canada and the seminary. Again, he was being pulled in two directions; one of a priestly vocation and the second, of his duty to his family. He knew, too, that moving far away and studying to be a priest would add further stress to his family.

Michael McGivney was known as a diligent student and so he excelled in the seminary and in all his studies. Just five years later his preparation for the priesthood was interrupted, when his father died. He had no choice, but to return home. He had responsibilities to his family, as the oldest of 7 children, to work and provide for them and take the place of his father. So, for a time, his vocation was put on hold.

As it turned out, providence had plans for young Michael McGivney and, with the financial assistance of a benevolent order of priests, he was able to re-enter school, attend the seminary and realize his dream of ordination to the priesthood. He was ordained a priest in the Cathedral in Baltimore, Maryland.

After the death of the pastor of St. Mary's Church Father McGivney, became pastor and was confronted with the plights, dilemmas and miseries faced by his parishioners.

Challenge after challenge and struggle after struggle came to his attention. Because of the extreme demands of parish priests at the time, and being only one person, he could not help them all.

Many meetings began in 1881 and after much discussion the small group took action. On March 29, 1882, a charter was granted by the State of Connecticut to a Catholic fraternal organization called the “Knights of Columbus”.

Why did you join?

WHY DID YOU JOIN?

You joined because someone asked you.

You also wanted to:

- **Help** those in need
- **Strengthen** your parish
- **Protect** your family
- **Grow** in your faith
- **Give** back to others

Because you said yes, your membership has made a difference:

- Lives have been **changed**
- Lives have been **saved**

Notes:

Before asking a potential member to join, you must know why you joined. Someone identified you as a potential member. You decided to join, in most cases, only because someone personally invited you to do so. It could have been a family member or friend, a co-worker, maybe even your pastor! Maybe you were encouraged by you wife, or other members, to take a step that would change your life.

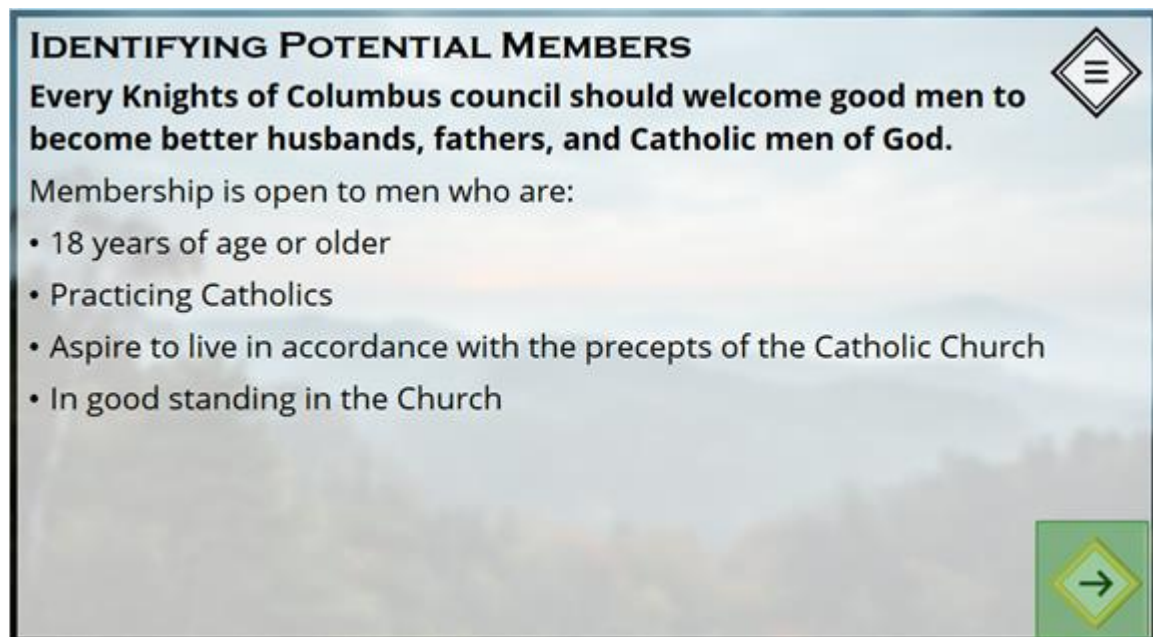
Something inside of you said, “I need to do something to help those in need;” or, “my parish needs help,” or, “how can I set a good example for my family,” or “how can I grow in my faith, and become a better Catholic man?”

You joined because someone shared their time to explain to you the benefits of membership. It is a fundamental responsibility of each Knights of Columbus member to share this gift of membership.

Sharing your experience and relating the benefits membership to potential members builds personal recruiting confidence and furthers our fraternal mission. No one can count the number of lives who were changed or saved in the past. We do know there is great need today, and the need is growing everyday. We also know that so many men are searching for a way to share and give back. Through your Knights of Columbus council Charity is a powerful evangelizing force and it is the main principle upon which our Order was founded. When combined with our Unity in purpose and Fraternity in action, that force resembles the manner in which the original apostles spread the good news bringing others to the faith we love and share.

Every council depends upon the influx of new members to build and maintain a strong fraternal foundation. And your council is no different.

Identifying Potential Members



IDENTIFYING POTENTIAL MEMBERS

Every Knights of Columbus council should welcome good men to become better husbands, fathers, and Catholic men of God.

Membership is open to men who are:

- 18 years of age or older
- Practicing Catholics
- Aspire to live in accordance with the precepts of the Catholic Church
- In good standing in the Church

Notes:


Who is eligible to join?

Eligibility to join is simple and straightforward. Catholic men who are at least 18 years of age and practical in their faith, that is, practicing, in union with the Holy See. This means that an applicant or member accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accordance with the precepts of the Church, and is in good standing in the Church.

Finding Eligible Potential Members

FINDING ELIGIBLE POTENTIAL MEMBERS

Click *Play* to view a short video on how you can identify potential members of your council.



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Notes:

Church drives and open house are important, because they provide a formal opportunity for men to approach the Knights of Columbus and learn about the benefits of membership. However, there are other ways to identify candidates for membership. Your council can actively identify prospective members by working closely with your pastor and your field agent and by tapping into the personal networks of your members.

With the help of your pastor assemble a list of men in the parish who are eligible for membership in the Knights of Columbus. Keep in mind that the recommendation of your

chaplain or pastor will carry great weight. Your chaplain is likely to be the most effective proposer by identifying promising candidates and personally inviting these men to join your council.

Once you have your list, assign the most promising candidates to specific members of your council, based on prior friendships and shared interests. For example, if Peter and Paul are co-workers, Peter should be asked to invite Paul. If Bill and Bob are fishing buddies, Bill should invite Bob to join your council. More often than not, a man joins the Knights of Columbus because someone he knows and respects has asked him to join.

The key here is to get as many members of your council involved in recruitment. When the recruiter and the prospective member already know each other, the recruiter will feel more comfortable about asking the candidate to join and his invitation will be more compelling. In turn, the candidate will also be more receptive to the invitation, since it is personal and comes from someone he already knows and respects.


Lastly, your council can also expand its list of prospective members by serving as a welcoming committee for your parish. Just as the Knights of Columbus should be the center of charity for your parish; your council should also be the center of hospitality.

Chapter 3: Be Prepared

Who do you know?

WHO DO YOU KNOW?
Potential Members are everywhere!

- Friends
- Relatives
- Neighbors
- Colleagues at work
- Fellow Parishioners
- Service Providers
- Advisors
- Family members
- Members of other parishes



Notes:

Preparation goes a long way in helping you be both prepared and confident when you reach out to a potential member. Being prepared begins with awareness and paying attention. When asked why they didn't join sooner, a members' resounding response is, "nobody ever asked me." What is the reason, that "nobody ever asked them?" It was assumed that somebody else would.

So being aware and prepared is essential because you never know where or when you'll find yourself facing an ideal opportunity to recruit a friend, relative, neighbor, colleague, or fellow parishioner.

You may have heard about council Church Drives or Open Houses, and thought, "I don't need to take responsibility to recruit." It is easy to get complacent and just hope that somebody else will do the recruiting, or even think that recruiting takes care of itself, because of our outstanding charitable outreach programs. The reality is, that these


types of council programs function as a great vehicle for bringing people together, gathering information, and setting an appointment. Somebody must personally reach out, build a relationship, and then keep in touch. And that somebody, can be you. Why, couldn't that somebody, be you?

The most common way that a potential member joins a council is the result of an individual effort; a discussion with a friend, family member or co-worker. Successful recruiting depends on **you** building a relationship with **that** potential member.

Recruitment is not an assembly line process.

Recruitment is a personal relationship. Once you identify a potential member, it is from your personal contact with him, that helps him make a decision to join.

A Personal Touch



A PERSONAL TOUCH

A personal touch is about building:



- A bond of friendship
- Mutual trust

It is based on:

- Shared values
- Common goals

There is:

- No script
- No "hard sell"
- No "magic wand"



Notes:

For most people persuading someone, or asking that someone to buy something, or to

join a group does not come easy. There's a reluctance - a shyness - or even fear, in approaching someone, whether it is someone known, or, more difficult still, a total stranger. So, many individuals feel more comfortable with a long-distance soft-approach like a text, mail, email, social media, an invitation, a brochure or flyer. These methods are important communications tools, and set up a meeting. This starts your conversation.

Ultimately, successful recruitment is all about building a bond of friendship and creating mutual trust based on shared values and common goals.


Most everyone wishes to find that "recruitment secret!" Here are the facts. There's no script. There's no "hard sell". No "magic wand". Recruitment is simply you telling your story; and asking questions to get to know your potential member and then build a personal relationship. Your honesty, enthusiasm, excitement and pride emphasises the great things your council accomplishes.

Why did you join? How has your membership enhanced your spiritual and family life? What was the joy that you felt in helping others? What can be accomplished together, in the future?

“SMART” Recruiting Techniques

“SMART” RECRUITING TECHNIQUES

Recruiting is building relationships to last a lifetime.



S	S mile and maintain eye contact. Be friendly.
M	M y Story – Why did you join? How has it helped you?
A	A sk questions about him and his family’s life.
R	R estate reasons to join. Talk about the real benefits.
T	T alk less. Listen more to what he has to say.

Notes:

For Knights of Columbus members recruiting is not like “**selling a product**” - it is about **building a relationship** that lasts a lifetime. So, the good news is that you don’t need to be a salesman, to be a successful recruiter. Remember, there is no magic wand or script. There is a SMART way of setting up a presentation, becoming a confident and capable recruiter for your council. It just makes sense to do something the SMART way, doesn’t it?

Click on the letters to learn more about SMART recruiting and relationship building.

S is for Smile and Sincerity. Recruitment is a person-to-person, two-way conversation based on mutual respect and trust. So, your body language is very important. Relax and smile, and keep eye contact during your conversations. Being friendly and most importantly, being sincere, will get you off to a great start.

M is for My Story. What is your **short** Knights of Columbus story? This is not your entire life story, or something you read off of a card. Share a short - - “why you decided

to join the Knights of Columbus.” What are the reasons? How did your choice affect aspects of your life, your family, and spiritually; and how does your membership help you, today? Talk about yourself honestly.

A is for Ask Questions. Asking questions helps you to build a personal relationship. Your potential member may ask questions of you. So, asking questions is a two-way street, and is a natural part of this conversation. Remember, though, this conversation is ultimately about him, so find out who he is, and what he wants for himself and his family.

R is for Restate reasons to join. These reasons are the benefits of membership. In many cases, his statements or questions are requests for additional information. No matter the skills, or time available, there is always a place for that new member to help out, which also helps him to fit in!

T is for Talk Less - Listen More. Most importantly, listen to questions asked, whether from your potential member, his wife or family. If you do all the talking, you won't learn much about him, you will be telling stories. So build a good relationship, so that you can guide him to programs and activities that interest him.

The Personal Touch in S.M.A.R.T. Recruiting



THE PERSONAL TOUCH IN S.M.A.R.T. RECRUITING

Making a good impression starts with:

- A great attitude
- Eye contact
- Good body language
- Being positive



Notes:

Studies have found that the most successful recruiters are sincerely interested in their potential member. S.M.A.R.T. recruiting starts with making a good impression! A great and positive attitude, eye contact, make sure your body language is comfortable and relaxed. Talk to the potential member about the ways membership can benefit his family. Do not let negativity enter into your conversation. You can always be confident, because there are so many Knights of Columbus programs, projects, activities and initiatives, that there is bound to be something that is appealing. If your council does not have the program or activity that appeals to him, then it is time that you help him, start the program! Councils need to be open doors to ideas that further our mission!

After telling a “your” short story, a good transition is to ask, “Do you know any Knights of Columbus members”, or, “What have you seen the Knights doing?” What are his interests? Start with him, and his family, make sure you learn all of their names. Then, what does he do, what about his wife? How long have they been in the parish? Where were they before? Who does he know that it a member? Has he participated in any service projects with other organizations?

At the outset presume that is he is interested, or your conversation would continue!
Make sure you are “asking” questions, rather than “telling”!

The answers that your potential member gives to your questions will tell you a lot about what he would want most from his membership. For instance, it could be family protection; spiritual or charitable service, Catholic education or a vast array of other things accomplished under the Knights of Columbus umbrella. And maybe, what he needs or has to offer will be something new for your council. Membership is not about today, and what was done in the past, it is about where we are going tomorrow.

Restating reasons to join



RESTATING REASONS TO JOIN

After joining the Knights, you can:

- **Spend** quality time together with your family by helping others
- **Help** make a difference in your community – experience joy and fulfillment
- **Access** a Catholic family financial safety net
- **Gain** a more joyous and active Catholic life



Notes:

Questions, and concerns, are natural. As you learn more about the potential member, his questions will prompt thoughts about your positive experiences as a Knights of Columbus member. Didn't you have different ideas before you joined? Your experience may prompt a question, and the potential member may not see the connection or correlation to his individual circumstances.

Share with the potential member how the Knights will enable families to spend quality time together by helping others in charitable programs.

Share the potential joy and fulfilment he and his family could experience in community or parish service.

Gaining access to our exclusive top-quality insurance protection may be a good enough reason by itself. Providing for himself and his family; is the real-life extension of our mission of Charity and building a Catholic family safety net. In Father McGivney's day, all the way to today, we seek to uplift the marginalized, to protect Catholic families, and help our members, our families and fellow parishioners to fully engage in the sacramental life of our Church.

Chapter 4: Excuses and reasons

Responding to Requests for Information

RESPONDING TO REQUESTS FOR INFORMATION

S.M.A.R.T. Recruiting Responses

<u>Common responses:</u>	<u>How you should respond:</u>
"I don't have time"	"I felt the same way. I found that the amount of time you dedicate is up to you. Would you be able to help out for an hour or two on a couple Saturdays a year?"
"I am too busy"	
"I travel too much"	
	<u>How you should respond:</u>
"My kids are too busy"	"With our many family-oriented activities, you'll have opportunities to spend time together as a family unit. I found that we had more 'real' family time".
"We don't have family time now"	

Notes:

Every recruiting presentation, in reality, comes down to being a personal invitation. It will include the potential member "telling" you that he is "too busy" or "doesn't have time" in

one way or another. So let's explore the crucial difference between a valid reason to not join, or what we refer to as a request for additional information.

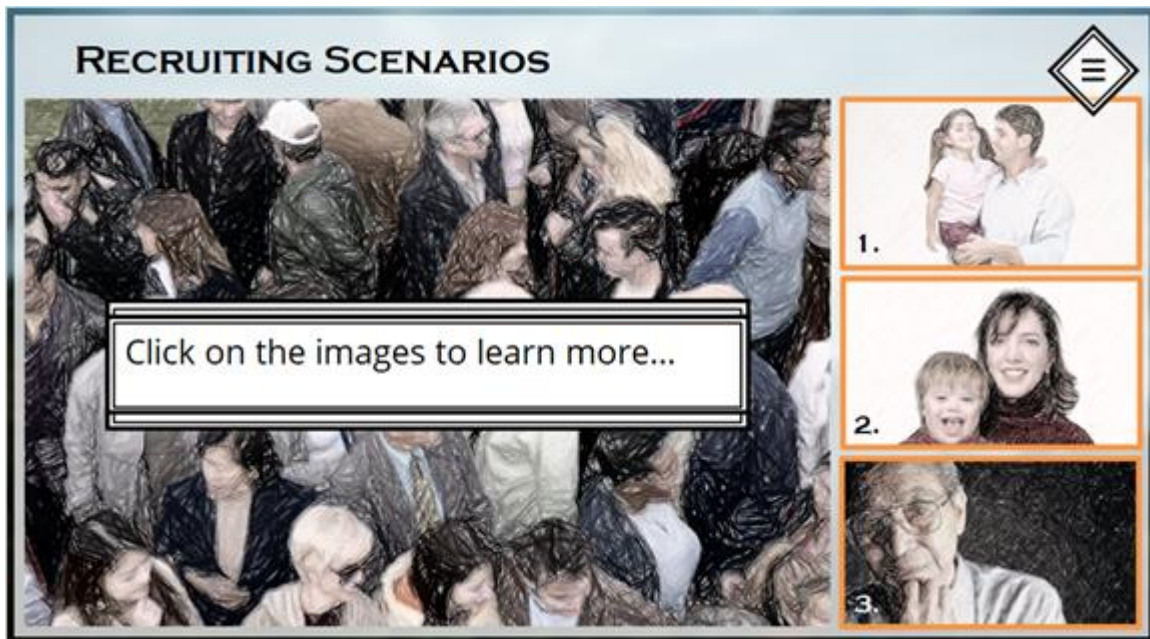
What are valid reasons for not joining: In simple terms your potential member is not a Catholic man that is 18 years of age or older.

Virtually all other responses are tactics to divert attention from the real question. They are a signal of interest and in reality are a request for additional information. The good news is that this is natural. We all do this. The really good news is that your potential member is not really interested in what you are saying or asking, until you hear: "I don't have the time" or that "they are too busy", we have "too much work", or our "children's hectic school schedule," or "I need to spend more time with my family." The reality is that these responses, rationalize in one's mind, the need to "not get involved."

Be prepared with a short simple answer, such as: You say : "I felt the same way. I found that the amount of time you dedicate is up to you. Would you be able to help out for an hour or two on a couple Saturday's a year?"

Membership in the Knights of Columbus is a personal decision, and may depend upon stages of life and other obligations. If they mention that they don't have family time now, be prepared with an answer like: "With our family oriented activities, you'll have more opportunities to spend "real" or "meaningful time with your family."

Recruiting Scenarios



Notes:

Potential members can be found in a variety of different places, often times when least expected. This is why, you need to be prepared, pay attention, in order to respond to potential opportunities.

Let's explore some typical recruitment scenarios.

Scenario - Colleague at Work and a Busy Dad:

Here it is. Thursday and lunch time. You are chatting with a colleague at work, you have realized he is a potential member and you know he is a busy Dad. You ask him politely if he has ever considered joining your Knights of Columbus council - and he responds: "I work all week, so our family time is limited".

Scenario - Sunday after 10 am Mass:

You are at Mass and a Mom with a special needs child, sees your KofC lapel pin. She says "I see you are a Knights of Columbus member. I know your organization does lots

to help people in many different ways. My son, and we as a family, would love to take part in more activities aimed towards his special needs.”


Scenario - Participating in a Council Service Project

You are participating in your councils visits to shut-ins at a local nursing home. An elderly man says “I used to be a member and now my kids have families, but they are too busy.”

Click on the images to learn what each of these people have to say.

Scenario: At work with a busy dad

SCENARIO: AT WORK WITH A BUSY DAD



“I think what you do is great and maybe someday I’ll have the time to think about it, but I work all week and we have very few free weekends. I don’t have much time with my wife and kids. I can’t commit to anything now.”

Please choose a response:

Option 1	“I know how you feel! In fact, I felt the same way. What I found
Option 2	“I understand. It’s hard to find time these days. However, take a look at these handouts explaining who we are and what we do.
Option 3	“By sacrificing a little time away from your family, you will be able to focus your thoughts and help others in your community.”

Notes:

“I think what you do is great and maybe someday I’ll have the time to think about it, but I work all week and we have very few free weekends. I don’t have much time with my wife and kids. I can’t commit to anything now.”


Option 1 (correct): “I know how you feel! In fact, I felt the same way. What I found was that joining our council doesn’t mean sacrificing quality family time. You can pick a

simple volunteering program that your whole family can do, together. It is a great way to volunteer, give back, and have real quality family time. Could you spare an hour or two on a couple Saturdays a year?"


Option 2: "I understand. It's hard to find time these days. However, take a look at these handouts explaining who we are and what we do and, when you change your mind, call me."

Option 3: "By sacrificing a little time away from your family, you will be able to focus your thoughts and help others in your community."

Scenario: After mass a mother and son

SCENARIO: AFTER MASS A MOTHER AND SON

"Hi. I saw that you were a Knights of Columbus member. I know about some of the great things you guys are doing. My husband and I rarely get to go to Mass together. There's so few social venues in this area for parents with children with special needs. It would be great if there was somewhere we could go as a family."



Please choose a response:

Option 1

Option 2

Option 3

"Thanks for the kind words! We are dedicated to serving families and making a difference in people's lives. I would love to discuss

"If you go to our council website, you'll see the kinds of programs we're involved in and you might find something that works for you. It also lists all the benefits of membership of the Knights of Columbus for your family."

Notes:

"Hi. This is my son, Patrick. I saw that you were a Knights of Columbus member. I know about some of the great things you guys are doing. My husband and I are very busy and we rarely get to go to Mass together. There's so few social venues in this area for parents with children with special needs. It would be great if there was somewhere we could go as a family."

Option 1: "We're looking for men just like your husband to join our council so we can expand our service programs for families just like yours. Please ask your husband to fill out this Membership Document and sent it back, to me."

Option 2 (correct): "Thanks for the kind words! We are dedicated to serving families and making a difference in people's lives and such as providing for those with intellectual disabilities. I would love to discuss some of the specifics. What is your husbands name? Could we find a few minutes to discuss possibilities for additional social programs, that would be meet yours and your sons needs?"

Option 3: "If you go to our council website, you'll see the kinds of programs we're involved in and you might find something that works for you. It also lists all the benefits of membership of the Knights of Columbus for your family."

Scenario: Visiting shut-ins service project

SCENARIO: VISITING SHUT-INS SERVICE PROJECT

"...I am so thankful that Fr. Sanchez comes out for Mass nearly every day! Both of my boys are Catholic, married, and I have seven grandchildren. I don't know how they do it, they are so busy."

This is your opportunity to ask a question!

Please choose a response:

Option 1


Option 2

Option 3

"That all sounds very interesting but I am a little busy at the

"Many of our members have children and are also busy. There

"Here's some handouts that explain who we are and what we do. Give them to your boys and if they are interested have them give me a call."



Notes:

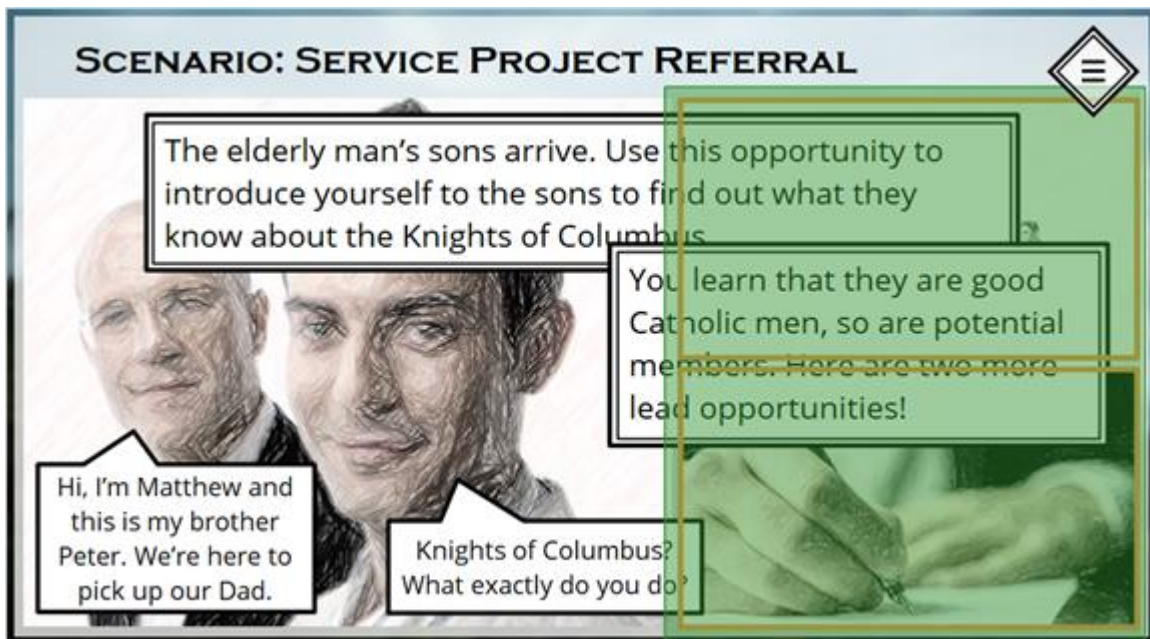
"I used to be a member, but I just can't get around anymore. I am so thankful that Fr. Sanchez comes out for Mass nearly every day! Both of my boys are Catholic, married, and I have seven grandchildren. I don't know how they do it, they are so busy."

Option 1: "That all sounds very interesting but I am a little busy at the moment. Maybe we could chat more later?"

Option 2 (correct): "Many of our members have children and are also busy. There are many benefits to membership, especially for busy families, did anyone ever invite your sons to join?"

Option 3: "Here's some handouts that explain who we are and what we do. Give them to your boys and if they are interested have them give me a call."

Scenario: Service Project Referral



Notes:

Just then, his two sons arrive. Now is a great opportunity to introduce yourself to his sons to see what they know about the Knights of Columbus.

You ask them if anyone ever invited them to join the Knights of Columbus, and they say

no. So you continue the conversation and find out a little about them. They both appear to be potential members.

They ask you, What do Knights of Columbus do?

You ask if they have a couple of minutes.

They say they are in a little bit of a hurry, but Dad chimes in, and says they have time. So they say sure, and you show them the “An Invitation” video from your phone. Both Peter and Matthew are impressed, and provide their contact details and want to take part in an upcoming program.

Click on the highlighted boxes to learn more.

An Invitation



Notes:

We'd like to talk to you about why it makes sense to join the Knights of Columbus.

First of all, who are the Knights of Columbus?

The Knights of Columbus began in New Haven, Connecticut in 1882, founded by a parish priest named Father Michael McGivney. He called together lay leaders in his parish to meet the urgent needs he saw in the community and shared his vision, for an organization dedicated to improving the spiritual and temporal well-being of families and the Knights of Columbus was born. And from that single council, today as keepers of that vision, we have grown around the world.

We are men from the area and we are looking to grow?

Who are we looking for? Good Catholic men, who want to become better Catholic men, and by joining together in the charity that evangelizes, will become great Catholic men!

What are the requirements? To join you need only be a male 18 years of age or older in good standing with the Church. That's it! It's not complicated!

If you're already a knight, but not a member of our council, consider participating in our efforts. We often speak about the Power of One; the energy and enthusiasm that one member can bring to a team, and the difference he can make. Councils function as teams, and united, they can accomplish far more than individuals acting alone.

Some members will tell you that when they were asked to join, they didn't think they had enough time! Our council doesn't seek to take time away from you or your family, but rather, to offer you quality time together by helping others and being with people who share your Catholic faith!

From our founding, our mission has always been to provide a Catholic family safety net, and "to render financial aid to our members and their beneficiaries." That mission continues today for our members and their families that reside in our insurance territories. Insurance with our Order is voluntary. Our insurance company is among the most highly rated in North America and has been named as one of the World's Most Ethical Companies.

We see a consistent message from five popes over five decades, calling us to live more fully our Lord's commandment of love of neighbor. This message has encouraged the activity of the Knights of Columbus.

Councils like ours are community focused. We are defined by our charitable outreach. Where Knights of Columbus councils are, we find our members, with their families,

feeding the hungry, providing clothes to those in need, assisting at risk mothers, helping to shelter the homeless, providing mobility to those who are homebound, promoting those with intellectual disabilities, and praying for those in sickness and distress, including our brother Knights and their families.

Every council needs members to help with the established programs of today, and to help build new programs for tomorrow. And, our council is no different! Our ability to do good, does not happen by accident; we need good Catholic men like you to expand our council's charitable reach.

What is the time commitment? Whatever you decide makes sense for you and your family. You can help us make a difference with just an hour here, or an hour there.

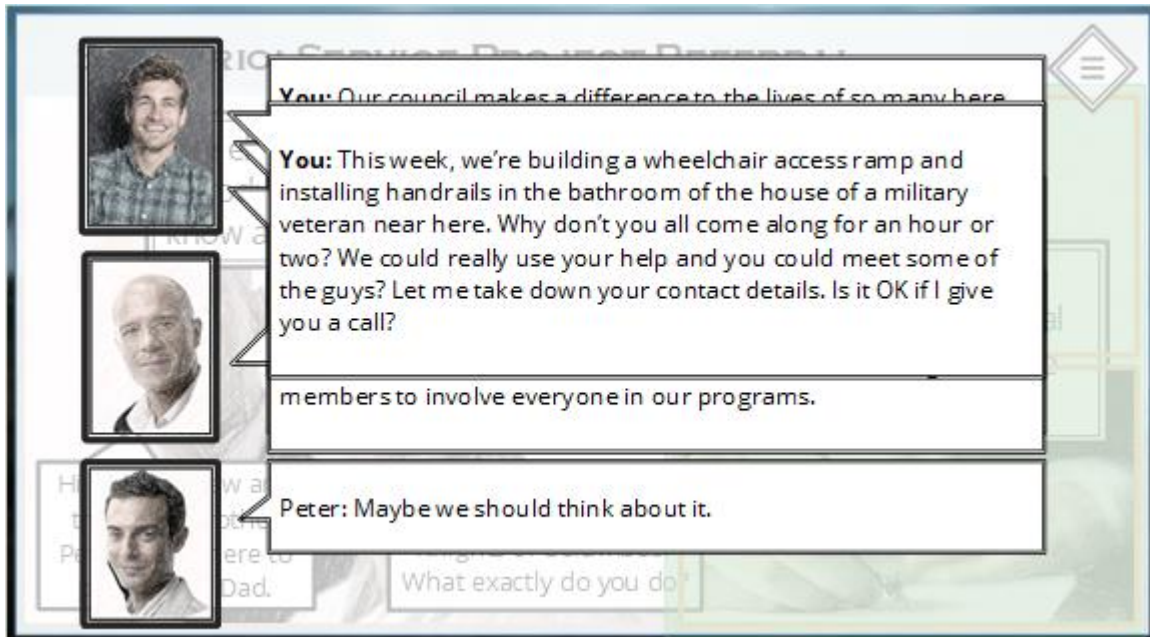
What will you get in return? By coming together and serving others, you will grow closer to God, strengthen your faith, experience the joy and fulfillment of serving your parish and community, and you'll have a more joyous and active Catholic life. Our charitable programs define us as the charity that evangelizes and brings the love of Christ to those in need.

Some members say it took them so long to join a council "Because nobody ever asked them."

So please consider this your invitation.

Knights of Columbus. United, we can accomplish far more than individuals acting alone.

Conversation



(1) You: Our council makes a difference to the lives of so many here. One of our service projects is to visit shut-ins! I'm in construction and I joined three years ago because I was asked if I could help out with a local family who lost their home in a house fire. I was glad to help. And it changed their lives. Now the Knights of Columbus has become an important part of my life and my family's. What do you guys do, if you don't mind me asking?

(2) Matthew: I'm a contractor and Peter's has an accounting business. And we've both got kids. So, our free time is pretty limited.

(3) You: Me too! I would have never guessed that could get so much from the few hours I contribute. You know, there is no time commitment - whatever works for you and your families. The need here is so great - we need good Catholic men like you who want to live out their faith. We value families and encourage members to involve everyone in our programs.

(4) Peter: Maybe we should think about it.

(5) You: This week, we're building a wheelchair access ramp and installing handrails in the bathroom of the house of a military veteran near here. Why don't you all come along for an hour or two? We could really use **your** help and you could meet some of the other guys? Let me take down your contact details. Is it OK if I give you a call?

Scenario: Staying alert for members

SCENARIO: STAYING ALERT FOR MEMBERS

John was enthusiastic but is now wavering.

Click on the highlighted boxes to learn more.

You have invited a neighbor, John, and his family to a barbeque in your house. He had previously expressed interest in joining.

You and your family are grocery shopping. The checkout clerk notices your K of C.

My brother was in a college council but his membership lapsed after graduation. It's a pity, because he really liked it.

Notes:

You have invited a neighbor, John, and his family to a barbeque in your house. He had previously expressed interest in joining.

Scenario - Interested neighbor:

John was enthusiastic but is now wavering. Click here to make some decisions on how you could approach this situation.

Scenario - Store clerk:

You and your family are grocery shopping. The checkout clerk notices your K of C


branded shirt and she strikes up a conversation.

Click on the highlighted boxes to learn more.

Scenario: Interested neighbour

SCENARIO: INTERESTED NEIGHBOUR

Your neighbor John and his family have joined your family for a cookout. In the past, John was interested in joining, and now he is reluctant. What's the best approach to take here when chatting with John?



Option 1

Option 2

Option 3

You have other potential members that you could spend more

Since you have a good relationship, you ask him, "What is going

Push harder. Your council needs to increase its membership numbers. Tell him once he is a member he will be able to juggle his calendar to have time to be a Knight.

Notes:

Your neighbor John and his family have joined your family for a cookout. In the past, John was interested in joining, and now he is reluctant. What's the best approach to take here when chatting with John?

Option 1: You have other potential members that you could spend more time on. Respect John's decision. Tell him that the door is always open for him to join sometime in the future but focus now on your other potential members

Option 2 (correct): Since you have a good relationship, you ask what is going on. He is afraid he won't have enough time for family, faith, work and the Knights. Hear him out. Restate the benefits of membership, and remind him there is no strict time commitment.

Option 3: Push harder. Your council needs to increase its membership numbers. Tell him once he is a member he will be able to juggle his calendar to have time to be a Knight.

Scenario: Store clerk

SCENARIO: STORE CLERK

A store clerk sees your K of C shirt and strikes up a conversation. She mentions that her brother was a member of a college council and let his membership lapse after graduation. How will you respond?

Option 1	Tell her about your council and offer her a Form #100 to pass on
Option 2	Apologize for not realizing her brother was a former member.
Option 3	Be polite because you now represent your council and the entire Order. However, this is not the time or place to recruit someone. And, besides, the potential member isn't even there!

Notes:

A store clerk sees you K of C shirt and strikes up a conversation. She mentions that her brother was a member of a college council and let his membership lapse after graduation. How will you respond?

Option 1: Tell her about your council and offer her a Form #100 to pass on to her brother. Ask her: "Could you ask him to fill it out and call me, so I can go pick it up?"

Option 2 (correct): Apologize for not realizing her brother was a former member. Ask what his name is, where he lives, and find out what is the best way to reach out to him.

Option 3: Be polite because you now represent your council and the entire Order. However, this is not the time or place to recruit someone. And, besides, the potential member isn't even there!

Chapter 5: Follow Through

New Members –

New Relationships

**NEW MEMBERS –
NEW RELATIONSHIPS**

When a man commits to join your council – that is the real starting point!

- Building a new relationship is essential and will help engage the new member in meaningful activity
- Follow-up communication and mentorship is essential
- Show you care

The slide features a background image of two men shaking hands. A menu icon (three horizontal lines) is in the top right corner, and a green arrow icon is in the bottom right corner.

Notes:

Recruiting new members is essential to the continued growth and well-being of your council and the Order. Once your prospective member says yes, to joining, your role, as a recruiter, is not over.

When he says yes, it is essential that you follow-up with a personal contact within a few days - at the most.

Offering a man membership in the Knights of Columbus gives him the opportunity to

improve his own life and his community. It is also your opportunity to provide fraternal guidance and mentorship. Which in turn elevates your new relationship. This shows the potential member that you care, and that you place a high priority on meeting his expectations.

The First Degree is our First Impression



THE FIRST DEGREE IS OUR FIRST IMPRESSION

Promptly advancing new members through their degree exemplification is essential:

- **Contact** candidates to confirm their attendance
- **Advise** them on recommended attire
- **Offer** to pick up the candidate and escort him to his degrees
- **Make** him and his family feel welcome
- **Present** the new member with a token of appreciation

The slide features a background image of a mountain range. In the top right corner, there is a diamond-shaped icon containing three horizontal lines. In the bottom right corner, there is a green square icon containing a white right-pointing arrow.

Notes:

Promptly advancing new members through the exemplification of degrees is absolutely essential to successfully building and maintaining your candidate's membership. A well-organized, regular schedule of degrees will ensure this progression and help prevent the loss of potential Knights. And you, as the proposer, become the sponsor, and you should take on a role of a mentor.

This role is essential to get your proposed candidate to that of a member.

Contact candidates a day or two in advance to confirm attendance and advise him on the recommended attire.

You should pick up candidate and escort him to the First Degree, and if something comes up, make arrangements for a trusted member to pick him up, so that he feels welcomed and important.

Ensure that your new brother Knight feels that he is a member of a brotherhood of like-minded people dedicated to a cause. Make sure he is introduced and has access to council information and resources. Being warm and welcoming will help him become an engaged member of the council. Do not overwhelm him with requests for his time, for this program or that project. Take a measured approach.

Present the new member with a token of appreciation, such as a Knights branded shirt or cap.


Efforts to ensure that a new member is a member for life must start immediately after the First Degree has been conferred on a new member. Encourage the new member to take the Second and Third degrees as soon as possible.

Your Role as A Mentor

YOUR ROLE AS A MENTOR

Be a friend and mentor for your new brother Knight:

- **Engage** him in *his* area of interest
- **Communicate** with members and remind them of meetings by phone, email, etc.
- **Offer** transportation to members, if they need it
- **Find** answers to the new member's questions
- **Introduce** new members to one another
- **Provide** recognition where recognition is due



Notes:

Be a friend and mentor for your new brother Knight. It is essential that new members feel that they are welcome - that they quickly become involved and engaged in their council.

Engage new members in their area of interest or expertise.

Communicate with members and remind them of meetings by phone, email etc.

Offer transportation to members if they need it.

Get answers to the new members questions and ask them if there are areas of involvement in your council that they are unsure of.

Make sure new members are introduced... and made to feel welcome.

Give recognition for contributions and engagement where recognition is due.

Involvement

INVOLVEMENT

Helping new members to become engaged and remain engaged is vital:

- **Take** the newly initiated member and his family under your wing
- **Maintain** a personal relationship with the new Knight
- **Encourage** him to involve his family in council-sponsored activities

Notes:

Helping new members to become engaged and remain engaged in their council is a vital task for all Knights.

The growth of the Knights of Columbus depends not only on recruiting new members,

but also on retaining current ones. These retention efforts for new members begin once he joins the Order.

Recruiting a new member into your council is a terrific achievement. Take the newly initiated member and his family under your wing. A proposer needs to maintain a personal relationship with the new Knight to see that he is integrated into council activities, at his pace. 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.

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.

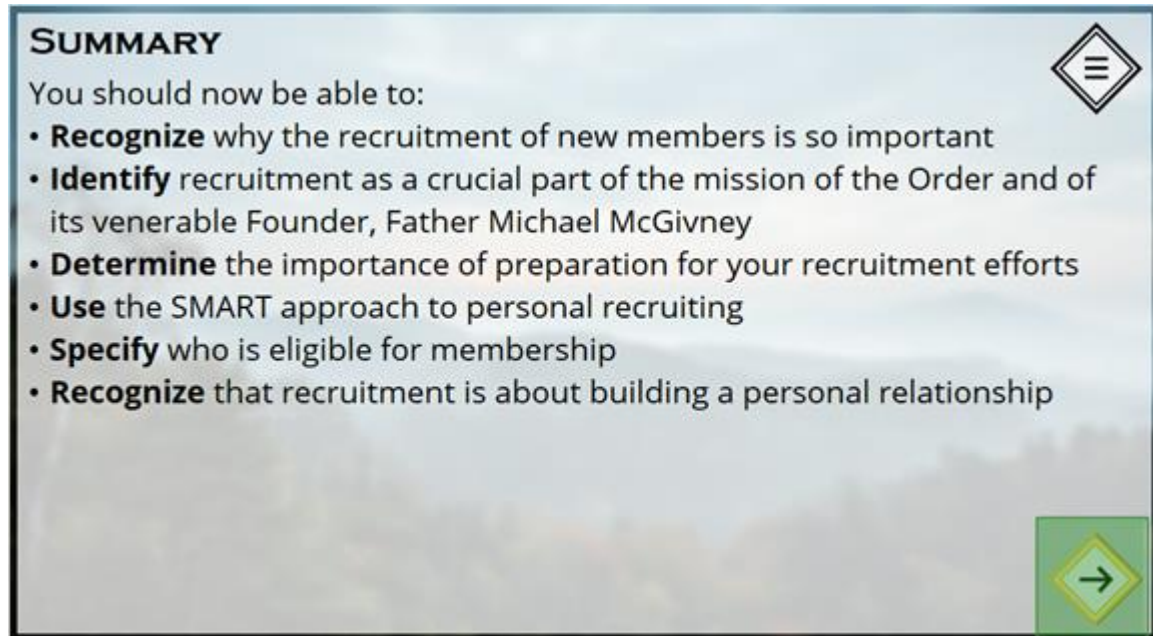
Chapter 6: Summary

Summary

SUMMARY

You should now be able to:

- **Recognize** why the recruitment of new members is so important
- **Identify** recruitment as a crucial part of the mission of the Order and of its venerable Founder, Father Michael McGivney
- **Determine** the importance of preparation for your recruitment efforts
- **Use** the SMART approach to personal recruiting
- **Specify** who is eligible for membership
- **Recognize** that recruitment is about building a personal relationship



Notes:

Let's now briefly summarize some of the main points raised in this course that you should remember in all of your recruitment endeavors.

We talked about why recruitment of new members is so important to both your council, to the future of the Knights of Columbus as a whole and to the many people that we help.

We saw that recruitment and continued growth is a crucial part of the mission of the Order and of its venerable Founder, Father Michael McGivney.

We touched on the importance of preparation for your recruitment efforts, what Open Houses and Church Drives seek to achieve and how SMART goals and SMART planning can help make them a success for you and your council.

Also, we looked at what is an eligible candidate for membership and the important distinction between reasons and excuses for not joining the Knights.

We went through some scenarios based on realistic recruitment situations to demonstrate how to build interest and trust in the Knights and the importance of establishing a personal rapport with your potential member.

We talked about your responsibility as a recruiter to follow through with your candidates - from First Degrees to mentorship and retention through continuous support and fraternal guidance.

Recruiting Resources



Notes:

The Knights of Columbus website (www.kofc.org) has a wealth of resources, recruitment tips, videos, webinars, and news about new initiatives and Order-wide recruitment drives that will help you in all of your recruitment efforts.

Click on these images to download, read and watch.

Epilogue



Notes:

For a very long time, members that joined later in life have been asked, “why they waited so long to join.” The universal response was, “Nobody ever asked me.” What are your personal recruiting results? Have you ever recruited a member? Have you thought, “oh, I can’t do that.” Did you ever feel a reluctance to ask someone, because they might say no?

This is precisely why this personal recruiting course was developed. Every recruiting situation, becomes a personal relationship. Your skill as a recruiter is far less than important, than who you are and what you represent. If your prospective member, knows, likes, and respects you as a person, and in our case as a Catholic man of God, your recruiting will be highly successful and it will be personally rewarding. You will help further the mission established by our Venerable founder, Father Michael McGivney. As a recruiter you follow directly in his footsteps. The need is as great today, as ever before. Councils need more helping hands to tend to the needs of more people. The only way to be prepared to respond, is through solid growth. All action of the council is dependent upon his members and their God-given abilities.

Once a man becomes a member, he has the ability to put the words of our Ceremonials into action. Charity is that prime virtue because it calls to each of us as Catholics, and our ability to respond is totally dependent on Unity, and to work together is dependent upon Fraternity.

Surely now, if never before you recognize the need for every member, to be a prepared to recruit a man to join his Knights of Columbus council by being aware of opportunities. At the outset of his role Supreme Knight Carl Anderson stated that, “we have a moral obligation to invite every eligible Catholic man to join the Knights of Columbus.” The benefits of membership may not be the same for every member, but that every man should at least be invited to join.

We trust that you will put what you learned in this course, into action, and soon!

Closing Prayer

CLOSING PRAYER

**Prayer for the Canonization of
Father Michael J. McGivney**

God, our Father, protector of the poor and defender of the widow and orphan, you called your priest, Father Michael J. McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor. Through the example of his life and virtue may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church. Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast. We humbly ask that you glorify your venerable servant Father Michael J. McGivney on earth according to the design of your holy will. Through his intercession, grant the favor I now present (*here make your request*). Through Christ our Lord. Amen.

Our Father Hail Mary Glory be to the Father

PLEASE REPORT ALL TAVORS RECEIVED
THE FATHER MCGIVNEY GUILD
ONE COLUMBUS PLAZA
NEW HAVEN, CT 06510 3326 USA
2017 108

The Venerable
FATHER MICHAEL J. MCGIVNEY
*Apostle to the Young, Protector of Christian
Family Life and Founder of the Knights of Columbus*

Notes:

Thank you for participating in this Membership Recruitment course. Let us close with the Prayer for Canonization for our venerable founder.

In the name of the Father, and of the Son, and of the Holy Spirit. Amen.

God, our Father, protector of the poor and defender of the widow and orphan, you called your priest, Father Michael J. McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor.

Through the example of his life and virtue may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church.

Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast.

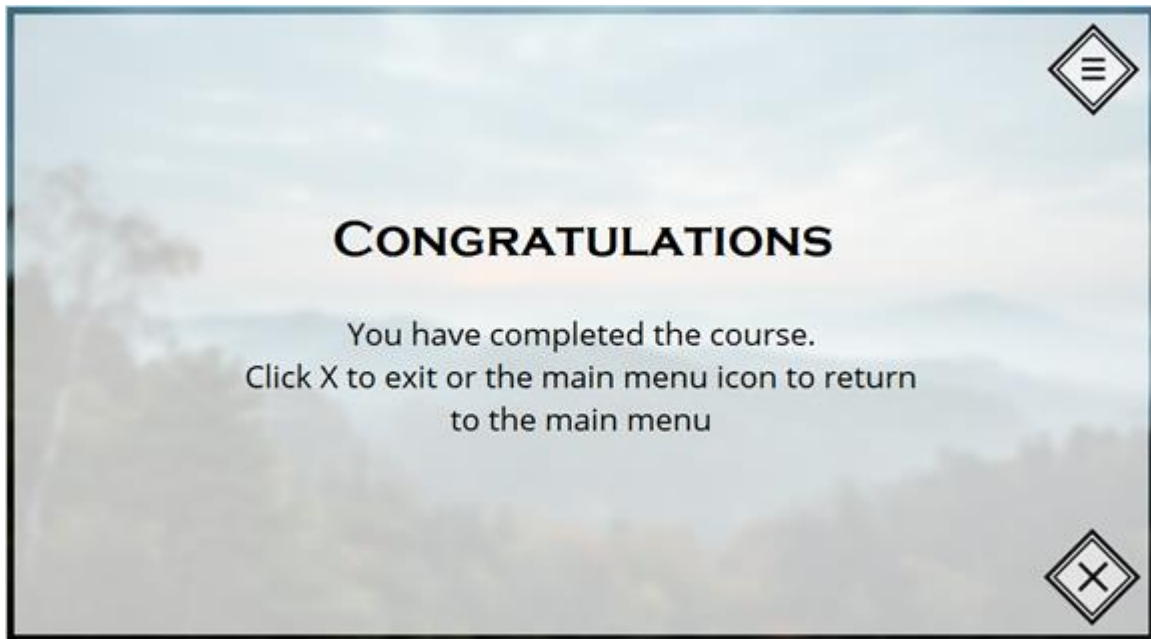
We humbly ask that you glorify your venerable servant Father Michael J. McGivney on earth according to the design of your holy will.

Through his intercession, grant the favor I now present.

Through Christ our Lord. Amen.

Vivat Jesus!

Congratulations



Notes:

None