

# KNIGHTS OF COLUMBUS

## - MEMBERSHIP -

Joe Mathews  
Membership Director



**The Supreme Knight invites each  
and every dedicated brother  
Knight to serve as ambassadors,  
to reach out to Catholic men and  
their families and to invite them to  
become a part of our Order.**



# The Knights of Columbus Recruitment



## CIRCLE OF HONOUR

- WE ARE CURRENTLY FIRST IN DIVISION 1 (LAST YEAR AT THIS TIME WE WERE 8<sup>TH</sup> IN DIVISION 1).
- WE HAVE RECRUITED 665 NEW MEMBERS OR 35% OF OUR GOAL, WHICH IS 1925 MEMBERS. (LAST YEAR WE RECRUITED 599 NEW MEMBERS OR 31% OF OUR GOAL OF 1925 MEMBERS).

# The Knights of Columbus Recruitment



## **COUNCIL UPDATE**

- **ONLY 20% OF THE COUNCILS ARE RECRUITING, THAT IS OVER 400 COUNCILS HAVE NOT RECRUITED A NEW MEMBER SO FAR THIS YEAR.**
- **A NUMBER OF COUNCILS ARE NOT ACTIVE IN ANY WAY. THEY ARE NOT SCHEDULING MEETINGS OR DOING ANY PROGRAMS (SOME SINCE MARCH).**

# The Knights of Columbus Recruitment



## FEEDBACK FROM COUNCILS

- **WHY ARE YOU ASKING US TO DO RECRUITMENT DURING A PANDEMIC? PEOPLE ARE SCARED.**
- **WHY SHOULD WE BRING IN NEW MEMBERS TO OUR COUNCIL WHEN WE HAVE NOTHING FOR THEM TO DO (NO MEETINGS, NO PROGRAMS, NO EVENTS)? THEY WILL NOT BE MEMBERS FOR LONG.**

# The Knights of Columbus Recruitment



## COMMUNICATION

- **ONLY 23% OF THE COUNCILS (GRAND KNIGHTS) OPEN THE EMAILS SENT TO THEM BY SUPREME.**
- **DISTRICT DEPUTIES MAY HAVE TO REGULARLY CONTACT THEIR GRAND KNIGHTS BY PHONE.**
- **COUNCILS WILL NEED TO COMMUNICATE WITH THEIR MEMBERS (PHONE, ZOOM, ETC.).**

# The Knights of Columbus Recruitment



## RECRUITMENT STRATEGIES

- ONE-ON-ONE
- CHURCH DRIVES AND OPEN HOUSES
- FRATERNAL BENEFIT NIGHTS
- ONLINE MEMBERSHIP
- FORMER MEMBERS

# The Knights of Columbus Recruitment



## **ONE-ON-ONE**

- **FIRST STEP - ASK SOMEONE TO JOIN**
- **MAY WANT TO DO THIS BY PHONE**
- **FAMILY MEMBERS, FRIENDS, ETC.**
- **FORM 100 (PDF)/JOIN ONLINE**
- **ONLINE DEGREE AND MEETINGS**



# The Knights of Columbus Recruitment



## **CHURCH DRIVE/OPEN HOUSE**

- **CHURCHES MAY BE CLOSED DUE TO COVID**
- **IF OPEN, ASK THE PASTOR TO DO A DRIVE**
- **FOLLOW COVID GUIDELINES (MASKS, ETC.)**
- **PULPIT ANNOUNCEMENT, NO HANDOUTS**
- **HAVE PROSPECTS FILL OUT FORM 100, ETC.**

# The Knights of Columbus Recruitment



## CHURCH DRIVE/OPEN HOUSE (cont.)

- PASTOR
- DISTRICT DEPUTY
- FIELD AGENT
- ONTARIO STATE REGIONAL TRAINERS
- STATE MEMBERSHIP TEAM

# The Knights of Columbus Recruitment



## FRATERNAL BENEFIT NIGHTS

- VIRTUAL DUE TO COVID (ZOOM, WEBEX, ETC.)
- CONDUCTED BY THE FIELD AGENT
- OPEN TO COUNCIL MEMBERS & THEIR FAMILIES
- ASK MEMBERS TO INVITE A FRIEND
- INVITE MEMBERS OF THE PARISH

# What do we offer Members and their families?



Complimentary Professional advice regarding:

- ✓ **Insurance Planning**
- ✓ **Estate Planning** (Wills, Powers of Attorney, etc.)
- ✓ **Charitable Gifting**
- ✓ **Budgeting**
- ✓ **Retirement Planning**

# Our Industry leading portfolio includes:



- ✓ **Term & Permanent Insurance**
- ✓ **RRSPs, RRIFs, TFSAs**
- ✓ **Long Term Care Insurance**
- ✓ **Guaranteed Annuities**
- ✓ **Disability Insurance**

# The Knights of Columbus Recruitment



## ONLINE MEMBERSHIP

- **MAKE AVAILABLE WITH OTHER RECRUITMENT STRATEGIES – RECOMMENDED WAY TO JOIN**
- **JOIN ONLINE FOR FREE (UNTIL DECEMBER 31ST). QUOTE CODE MCGIVNEY2020**
- **INDICATE COUNCIL NUMBER AND SPONSOR**

# The Knights of Columbus Recruitment



## FORMER MEMBERS

- **“WELCOME BACK BROTHER” COMMITTEE**
- **OBTAIN A FORMER MEMBERS LIST**
- **CONTACT THE FORMER MEMBERS BY PHONE**
- **JOIN EITHER AS AN ONLINE MEMBER, OR**
- **RENEW COUNCIL MEMBERSHIP (FORM 100)**

# The Knights of Columbus Recruitment



## **NEW COUNCIL DEVELOPMENT**

- **DISTRICT DEPUTY IS RESPONSIBLE FOR NCD**
- **ASK PASTOR IF HE WOULD LIKE A COUNCIL**
- **DO DRIVES AND FOLLOW COVID GUIDELINES**
- **DO PULPIT ANNOUNCEMENT, NO HANDOUTS**
- **HAVE PROSPECTS FILL OUT FORM 100, ETC.**



# The Knights of Columbus Recruitment



## MEMBERSHIP PROGRAMS

- SUPREME AND STATE INCENTIVES
- SHINING ARMOUR AWARD (#4297)
- VIP (VERY IMPORTANT PROPOSER) PROGRAM
- BLESSED FATHER MCGIVNEY MEDALLION

# The Knights of Columbus Recruitment



## MEMBERSHIP RESOURCES

- DUTIES OF A PROPOSER/MENTOR (#4636)
- ONLINE EXEMPLIFICATION PROCEDURES
- OBTAINING SIGNATURES DURING COVID
- CANDIDATE AND PROSPECT TABS
- EXEMPLIFICATION AND E-MEMBERS REPORTS

# The Knights of Columbus Recruitment



## SOURCES OF INFORMATION

- STATE MEMBERSHIP TEAM / MIO
- WEBSITES: Supreme, State, [kofcmembership.com](http://kofcmembership.com)
- MONTHLY MEMBERSHIP NEWSLETTER
- PODCASTS
- PRINT MATERIAL

**The Supreme Knight has indicated on many occasions, that we as Brother Knights have nothing less than a moral obligation to offer membership in the Knights of Columbus to every eligible Catholic man.**

