

Church Drive Steps to Success

- Obtain pastor approval to conduct church drive
- Secure the date(s) for your drive
- Order your Church Drive kits via Supplies Online
- Set your goals for number of prospects and number of conversions from prospect to member
- Order New Member Kits via Supplies Online and schedule exemplifications
- Submit Pre-Drive Bulletin Announcement to your parish in the appropriate manner and timeframe
(We recommend that the Pre-Drive Announcement run in your bulletin for three weekends *prior* to the weekend of the drive)
- Build and train your Council Ambassador Teams
- Confirm your pulpit announcement speaker for each Mass (Remember: Father is the preferred speaker)
- Talk with the celebrant for each Mass about leading the congregation in the prayer on the prayer card you will be distributing
- Submit Post-Drive Bulletin Announcement to your parish in the appropriate manner and timeframe
(We recommend that the Post-Drive Announcement run in your bulletin for three weekends *following* the weekend of the drive)
- Church Drive Weekend
 - Ambassador Teams should arrive at church 1 hour prior to each Mass
 - Make sure that the “Why Join?” brochures, prospect cards, and pens/pencils are placed in each pew
 - 30 minutes prior to Mass the Ambassador Teams should take their positions at all entrances to the church (We recommend two Ambassadors for each entrance)
 - Ambassadors hand a prayer card to everyone entering the church
 - Participate in the Mass with your Brother Knights and families
 - Following Mass, Ambassadors should assist those interested in joining in completing the online membership form
 - Ambassadors should ensure that the prospect receives the verification email
 - Ambassadors should collect completed prospect cards from those exiting Mass, from those interested but not yet ready to join for follow-up
 - Remember to remove all remaining materials from the pews following the last Mass of the weekend
- Send a Thank You Note to your Pastor
- Conduct a Charitable Outreach Project and invite all prospects along with their families to participate
- Assign mentors to all of your prospects to help them learn about your council and the Order

