



# Membership Outreach Guide

Your step by step guide to  
an effective Church drive!



**Knights of  
Columbus®**

# Membership Outreach Steps

How to successfully implement a membership drive with the membership enrollment card!

**STEP 1.** The Grand Knight should contact the parish priest and get his permission to have a membership drive.

- Explain the benefits of membership for the parish and the members.
- If the parish priest is concerned or does not want to have a membership drive, you may want to reach out to your State Chaplain for assistance.
- For your membership drive, the Grand Knight, Field Agent or a dynamic council member will need to make a brief announcement at the end of Mass using one of the Pulpit Announcements available from our Fraternal Membership team. You should review the Pulpit Announcement with Father so that he knows what you will say.

**STEP 2.** Connect with your local field agent to see if he would be interested in assisting.

**STEP 3.** Schedule time during a council meeting to discuss the membership drive.

- Get adequate volunteers from the council.
- You will need volunteers ready to stand at each of the exits from the Church at the conclusion of all Masses to hand out materials and answer questions.
- Select a date for the Exemplification of Charity, Unity and Fraternity with the parish priest and invite the field agent (if he is attending the membership drive). You may want to allow one to two months between the announcements at Masses and the Ceremony to maximize the number of new members and their families who can attend the Ceremony in person.

**STEP 4.** Order and prepare membership materials.

- Church Drive Kit which includes:
  - i. Membership Enrollment Card (250) (item 11881)
  - ii. 24 Hours Can Change Your Life (250) (item 10099)
  - iii. Fraternal Benefits Card (250) (item 11730)
  - iv. Sacred Heart Icon Prayer Card (1,000) (item 11520)
- Additional Suggested Material:
  - i. Our Growing Brotherhood sell sheet (item 24-0238E)
  - ii. Cor Brochure (item 11541)
  - iii. Point the World to Jesus Christ brochure (item 11586)
- Knights of Columbus pens (non-branded is also fine).
- Prepare the membership materials for distribution before Masses.
  - i. Paperclip them together.
  - ii. Attach them together with a pen.
  - iii. Include the Membership Enrollment Card in every packet!



## **STEP 5.** Prepare your volunteers for the Membership Drive.

- Meet with council members before the Masses to ensure your volunteers are prepared to share:
  - i. The benefits of membership for him, his family, and the Church.
  - ii. Why they are members themselves.
  - iii. Why protecting Catholic families financially was part of Father McGivney's original mission and how it continues to support our charity and our Church today.
  - iv. If you need examples or talking points, consult the Fishers of Men Guidebook (FOM-GUIDE).
- Volunteers should stand outside of the doors before Mass to hand out materials to avoid distracting anyone preparing for Mass.
- Make sure all volunteers have sufficient membership materials, pens, and cards to hand out to men as they walk into Mass. If anyone has questions, volunteers should respond that the materials are from the Knights of Columbus and there will be an announcement at the end of Mass, they will be there for questions afterward. (This will avoid delays from discussions before Mass.)



## **STEP 6.** Deliver Pulpit Announcements at all Masses.

- Membership Enrollment Pulpit Announcement can be found on the next page.

## **STEP 7.** Ensure your volunteers answer questions and collect the membership cards after Mass.

- Check inside the pews after each Mass to see if any packets were left behind.
- Make sure your team does not leave any membership materials or Membership Enrollment Cards except in locations approved by Father, such as an entrance table.
- Please retain the completed Membership Enrollment Cards and protect them because they contain personal information of the prospective members.





**STEP 8.** Thank Father and your volunteers for their support with the membership drive.

**STEP 9.** Enter the information from the cards completed and signed by prospective members into the membership portal at [www.kofc.org/joinus](http://www.kofc.org/joinus) using either your Agents Promo Code or another code to ensure that the first year of e-membership is free.

- Every candidate must respond to the registration email within 72 hours to confirm that he is a baptized and practicing Catholic man over the age of 18, and that he agrees to the Knights of Columbus bylaws, the constitutional role and our other policies. **Only the new member is allowed to complete this step.**

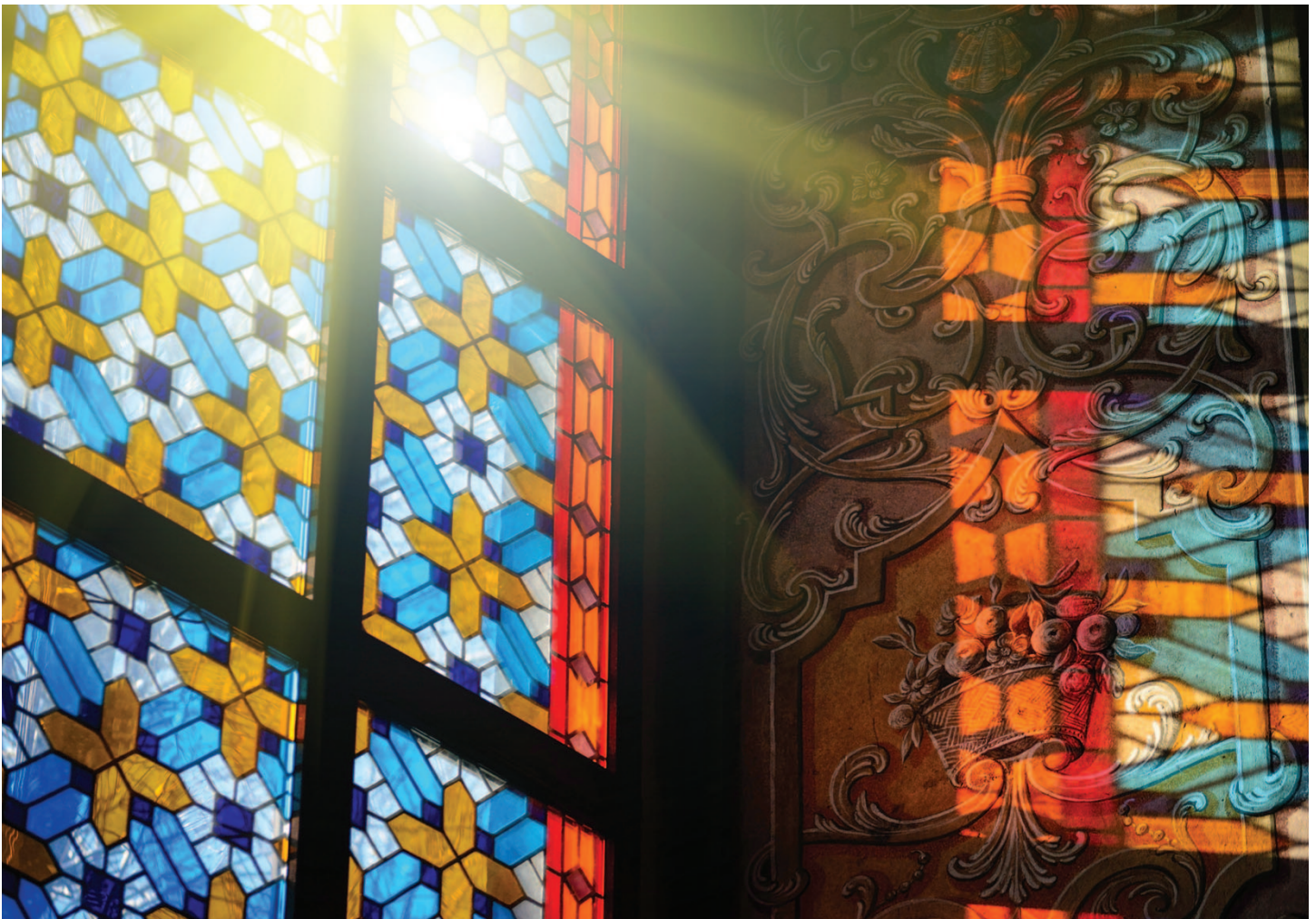
**STEP 10.** Follow up with everyone who completed a Membership Enrollment Form.

- Use the Membership Enrollment Cards to create a list or spreadsheet to track
  - i. Whether the required email was sent back and the new member appears on your membership lists;
  - ii. That you have followed up with anyone who gave you a Membership Enrollment Card but may not have responded to the required email; and
  - iii. That everyone's contact information is currently entered into the system.

- Either you or a brother Knight should call any potential members who did not respond to the required email and encourage them to complete their membership and offer to answer any questions or help them with any technical issues they may be having. For candidates who selected a preferred language that you do not speak, please do your best to find a volunteer who can reach out to them in their language to complete the process.
- For all of your new members, reach out to them by text, phone or email over the next few weeks and welcome them to the Order, reminding them of the time and location of the Exemplification of Charity, Unity and Fraternity.
- Review all of the contact information with each new member to ensure it is correct.

**STEP 11.** Encourage your local agent to attend the Exemplification. Work together with your agent and council members to plan something special to welcome your new members: a personal note, rosary pouches, snacks or desserts to share with those at the Ceremony, etc.

**STEP 12.** After the Exemplification, ensure that the paperwork to transfer the member into the council is completed. If the man joined online, this can be done through the Candidate Tab in Officers Online by the council's grand knight/financial secretary.





## **COUNCIL MEMBER:**

**Member:** Good [EVENING/MORNING/AFTERNOON]. My name is [NAME] and I am a Knight of Columbus and member of [COUNCIL NAME] here at [PARISH NAME].

My brother Knights and I, have come today to invite the men of this wonderful parish to become Knights of Columbus.

Being a member of Knights of Columbus has helped me, and my family grow in faith through our participation in [INSERT EXAMPLE]. As a husband and father, I am called to protect my family. Through the support and fraternity of my brother Knights, I can fulfill this call in a deep and meaningful way. I know some of you may be thinking you don't have the time to attend everything, and that's okay. I don't make every event or program our council does.

The important thing is that by being a Knight, I have promised to become the best Catholic man I can be. I attend what I can and support what I can, but at all times, I'm committed to being a Knight and growing in my relationship with Jesus Christ.

Knights of Columbus provides us the tools and resources we need to be better men, husbands, fathers and Catholics, and to be leaders in our homes, parish and community.

All men over 18 years old, please stand up. *(Give them a few seconds to get up)*

Can you imagine the positive effect all of these men working together in brotherhood could have?

Men, if you are 18 years or older, I invite you to join me, my family and the Knights of Columbus as we work to point the world to Jesus Christ.

At the entrance you were given some brochures. Inside those brochures is a membership enrollment card. If you wish to join, simply fill it out with your information and hand it back to a brother Knight as you are exiting the church.

We will be at the back of church following Mass to help you sign up and answer any questions you may have.

Many thanks to Father [INSERT NAME OF PRIEST] for giving us this time to invite the men of this parish to become Knights of Columbus.

God bless. And as we say in the Knights of Columbus.

*Vivat Jesus!*

