

How to Invite Online Members to Events

A great way to turn prospects into members is to engage them in the work of your council. The more that men know about your council and the good works you do, the more likely they'll be to join. This applies equally to the men on your council's Prospect Tab. Call them periodically and invite them to council events and programs. Call them frequently enough so that they know you're sincere and that they're welcome...but not so much as to make yourself a nuisance. A sample phone track is offered below, but don't over-complicate the conversation. That's all this is...a conversation. Talk to the man as though you were inviting a buddy to your house for a barbeque.

Tips for the telephone invitation:

- Be warm and inviting
- Be specific about date, time, and location
- Set clear expectations for event (Is it a charitable opportunity, a chance to meet other Knights, and opportunity to pray, etc.)
- Ask them to bring their membership card

Sample Phone Script:

Hi Brother {Name}.

This {Date} at {Time} the {Name and Number of Council} will be holding/participating in {Name/Type of Event} at {Location}. This will be a great opportunity to meet the guys in the council and learn about the Order on a more personal level. It's a chance to help the community, which is one of the main reasons men join the Order in the first place. We would love to have you join us.

If you'd like to participate, please bring your membership card and arrive at {Location} at {Time} on {Date}. Look for the Knights of Columbus {Table/Banner/Sign} which will be located {Location}.

We hope to see you there.