



Cor

How to Promote *Cor*



Intentional promotion and consistent communication are essential for generating *Cor* awareness and attendance. It is highly encouraged that the Council EFF Director appoint a Communications/Outreach leader to support these efforts. Also work alongside the council member in charge of communications.

Key Principles

Audience: *Cor* is for ALL men regardless of membership status with the Knights of Columbus or faith background.

Parish Alignment: Keep key leaders of the parish informed, including pastor, other clergy, parish staff and other men's groups (if applicable).

Plan Ahead: Ask early for permission to promote *Cor*, especially for pulpit talk and bulletin announcement.

Promote Continuously: Treat every gathering like the first – promotion should be ongoing, not one-time.

Promotion Ideas

Personal Invite (Most Effective)

- Some men are not “natural joiners”, it often takes an invitation (or two).
- Start with an invitation to a single event – less intimidating.
- Encourage each *Cor* attendee to invite a friend.
- Keep inviting men – even after *Cor* is underway.

Pulpit Talk

- Obtain pastor permission to speak after all Masses one weekend.
- Ask the pastor to offer a brief endorsement.
- Choose a speaker who is articulate, relatable and enthusiastic.
 - Multiple speakers may be needed to cover all Masses.
- Use the [Parish Talk](#) script as a guide.
- Set up a *Cor* table after Mass for questions, hand-outs and sign-ups.

Bulletin Announcement

- Receive permission and timeline from parish office.
- Refer to sample [Bulletin Announcement](#) for ideas.
- Include a link and/or QR code to an [Interest Survey](#) to help build a contact list.



Tabling

- Secure permission to host a table after Mass.
- Stand in front of the table to welcome and engage in conversation.
- Be ready to clearly answer: What is *Cor*? Why *Cor*? See www.kofc.org/cor.
- Consider purchasing a *Cor* tablecloth and banner from [Knights Gear](#) for your table.
- Hand out *Cor brochures*. Order via [Supplies Online](#) or [Shop Catholic Info](#).
- Collect contact information from interested men. Display survey QR code to capture information digitally (optional).

Posters

- Obtain permission to post posters in public areas of your parish community.
- Posters could also be included as a bulletin insert (with pastor permission).
- A variety of posters are available on kofc.org/corleaders and [Supplies Online](#).

Social Media

- Use ready-made social media graphics available on kofc.org/corleaders and [Supplies Online](#).
- Post on your own social platforms, encourage others to engage with posts and share.
- Ask your pastor if the parish would be willing to post or share.

How to Create a Short Survey

- A short [Interest Survey](#) is a simple way to engage men and collect their availability.
- Print out interest survey and collect filled out responses.
- And/or use free online tools like [Jotform](#) or [Survey Monkey](#) to quickly create a digital survey*.
- Keep it brief - no more than 5 questions, under 1 minute to complete.

How to Create QR Code

- A QR code in the bulletin announcement and/or tabling allows for easy access to a survey using a smartphone camera.
- Easily create using a free online QR code generator such as qr-creator.com.*

Scan to Access Links in this Resource.



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