



Knights of Columbus

Into the Breach

Leader Addendum



Faith in Action

Faith

Into the Breach

There is a spiritual battle raging around us.

It's a battle which pulls men away from their families. It's a battle which prefers sin and temptation to virtue and leadership. It's a battle which asks us whether we will answer Christ's call to live and to love like him.

As Knights of Columbus leaders, we are on the front lines of this spiritual battle. Our role is simple – to offer our brother Knights a lifestyle and a brotherhood through which they can live and grow their Catholic faith.

Our members are looking for something that will add value to their lives and help them become stronger men, more loving husbands and better fathers. The Knights of Columbus created the [Into the Breach video series](#), based on the apostolic exhortation by Bishop Thomas Olmsted, as a powerful tool to meet these needs.

Since the release of the original *Into the Breach* video series, the Knights of Columbus has added *Into the Breach: Mission of the Family* which presents the Catholic vision of family life and inspires men to incorporate it into daily life, and most recently, *Into the Breach: The Dignity of Work* which describes the Catholic vision of man's mission in the world and the role of work in his life and sanctification.

To achieve the greatest impact, harness the power of brotherhood. By watching and discussing *Into the Breach* as a community, you allow men to learn from each other and hold each other accountable. A successful *Into the Breach* program can transform a man into a powerful leader in his family, his parish and his council.

We want to make sure that you have everything necessary to run a successful *Into the Breach* program. In the pages that follow, you will find additional details and resources to help you bring *Into the Breach* to your council and parish.

You can use this document as the foundation for your efforts and those of your council, but remember that these resources are an optional guide. Each community has its own unique needs. Where you see opportunities for creative advertisement or an alternative use of the video series and discussion groups, you are encouraged to take advantage of that opportunity.

Please review the [Into the Breach Guide Sheet](#) (#10598) for a complete list of resources for all series. Below, you will find a brief table of contents for helpful information for all three series.

Table of Contents

Task List	2
Meeting with Your Pastor	3
Top 5 Ways Pastors Can Use <i>Into the Breach</i>	4
Promoting <i>Into the Breach</i>	5
Sample Emails	6
Sample Texts and Phone Calls	9
Sample Pulpit Announcements	10
Sample Council Meeting Announcements	13
How to Recruit with ITB	16

TASK LIST

- Meet with your pastor to request running an *Into the Breach* program in his parish. Explain how *Into the Breach* will benefit your pastor and his parish and ask if he will assist in advertising the program to the men of the parish. See “Meeting with Your Pastor” on next page.
- Determine which *Into the Breach* series you will watch, how many sessions you will host, and how many episodes will be shown and discussed each meeting. Remember to schedule at least one hour per episode for discussion. Set a schedule of when each *Into the Breach* session will take place and which episode(s) will be watched. *Into the Breach* can also be implemented as part of *Cor*.
- If running *Into the Breach* remotely, choose a video conferencing system that best matches your council’s needs. Test the video conferencing system before your first meeting, making sure you understand all the controls. Determine the best way to have participants view the *Into the Breach* episode, according to your conferencing system’s technical capability.
- If running *Into the Breach* in person, work with your parish to secure a meeting location. Make sure this location has a TV or projector and that all A/V connections are working.
- Download the *Into the Breach* episodes onto your laptop or purchase a DVD on Supplies Online via Officers Online. All trailers and episodes can be found at kofc.org/intothebreach.
- Place *Into the Breach* advertisements around your parish, with pastor’s approval.
- Announce your *Into the Breach* program at your council meeting. A recommended announcement can be found on page 13.
- If approved by the pastor, work with the parish office to place an advertisement for *Into the Breach* in your parish bulletin.
- Share the *Into the Breach* trailer via email and your council’s social media accounts. Ask your parish if they will share the trailer via the parish’s email and social media accounts. Recommended email announcements can be found on page 6.
- Select small group leaders and share all small group discussion resources with them, especially the [Into the Breach Video Series Study Guide](#) (#11059), [The Mission of the Family Study Guide](#) (#11556), [The Mission of the Family Couples Study Guide](#) (#11623) and [The Dignity of Work Study Guide](#) (#11938).
- Encourage small group leaders to read through the Introduction and How to Lead a Small Group in the study guides. Before each session, remind them to read through the corresponding chapter in the study guide to prepare for discussion.
- Work with the grand knight and membership director to schedule an Exemplification of Charity, Unity and Fraternity to follow an *Into the Breach* program session.
- Print out your council’s calendar of fraternal and Faith in Action events to have available for *Into the Breach* participants. If running a remote program, send a digital copy of the calendar with the link to your video conferencing program.
- Following the conclusion of each discussion session in your program, make a verbal invitation to each participant to join in one of your council’s other Faith in Action activities. Encourage them to invite others as well. Remember, a personal invitation is always more effective than a general invitation.

MEETING WITH YOUR PASTOR

Into the Breach is a resource to help strengthen the life of your parish. Over the past two decades, more than 14 million Catholics have left the faith. That means, for many of us, our communities are filled with men who need the welcoming and evangelizing message of *Into the Breach*.

This also means that *Into the Breach* needs to be a program available for every man in your parish. For that to happen, you need to have the support of your pastor. This is his parish, and our work as Knights is always meant to support him in his work of building that parish community.

Start with Service

As a first step to running an *Into the Breach* program, set up a meeting with your pastor. Explain that your council's primary purpose is to be in service to him and the parish, and explain that *Into the Breach* is a powerful way for your council to fulfill that purpose.

There are three video series to choose from:

- The original *Into the Breach* video series, inspired by the apostolic exhortation of Bishop Thomas J. Olmsted, outlines the challenges faced by men of faith in the world today.
- *Into the Breach: The Mission of the Family* video series presents the Catholic vision of family life and inspires them to incorporate it into daily life. This series can also be viewed by couples.
- *Into the Breach: The Dignity of Work* describes the Catholic vision of man's mission in the world and the role of work in his life and sanctification.

To help demonstrate how *Into the Breach* serves the parish, play the trailer for the video series you intend to watch (available at kofc.org/intothebreach), which gives a strong overview of the topics covered by the series. This will introduce your pastor to the video series and allow you to make direct connections between the themes of *Into the Breach* and the needs of your parish.

Anticipate concerns

Every pastor is thinking about two things every time you present a new idea to him: What will this cost? How much work will this create?

Any proposed idea from your council needs to relieve your pastor of these concerns. Come into your meeting with concrete plans – suggestions of where and when your *Into the Breach* program sessions will be held, how you will advertise (including pulpit and bulletin announcements), how much the resources will cost and how the council is planning to cover those costs.

Be sure to bring a copy of the *Into the Breach* study guides to leave with the pastor, so he can review the content and confirm the strength and faithfulness of the materials.

Overcoming obstacles

If a pastor doesn't want to engage with your council, it's often because he doesn't understand what you can offer or he has had bad experiences in the past. Most pastors will have preconceived ideas of the Knights (good and bad).

Use this opportunity to show your pastor that *Into the Breach* is foundational to all the work you do as Knights. Through *Into the Breach*, men are given the knowledge and inspiration they need to become better, holier men.

Make sure to ask:

- What men would you recommend to lead small groups?
- What other ministries should we involve?
- Can the council use the parish hall?
- Can this be a parish announcement, either by the pastor or a council member?

The next page can be presented to your pastor to help him understand the purpose of *Into the Breach* and its benefits to his parish.

TOP 5 WAYS PASTORS CAN USE *INTO THE BREACH*

Parish priests are faced with numerous challenges as they bring the faith to their parishes and communities. Since its founding, the Knights of Columbus has been committed to supporting its parishes and parish priests in furthering the mission of the Gospel.

Into the Breach is the latest resource from the Knights designed to support and reinvigorate parish life. Three video series and accompanying study guides equip men with the wisdom they need to better lead themselves and their families in living out the Faith:

- The original *Into the Breach* video series, inspired by the apostolic exhortation of Bishop Thomas J. Olmsted, outlines the challenges faced by men of faith in the world today.
- *Into the Breach: The Mission of the Family* video series presents the Catholic vision of family life and inspires them to incorporate it into daily life. This series can also be viewed by couples.
- *Into the Breach: The Dignity of Work* describes the Catholic vision of man's mission in the world and the role of work in his life and sanctification.

Councils host sessions with members of the council and parish, such as *Cor* gatherings, to view each series and discuss the content.

Totally free and available online to the public at kofc.org/intothebreach, *Into the Breach* is excellent for pastors looking for powerful new ways to address:

Parish engagement

Many Catholics have had a varied experience of their faith and may be asking themselves the question, "Why be Catholic?" *Into the Breach* answers this question with a call to community. By connecting parishioners with small groups, this program engages our need for fellowship while revealing the truths of who we are and what we are called to do as children of God. A successful *Into the Breach* program can excite the men of the parish into a powerful, mission-driven force for good.

Faith Formation

As a faith formation tool, *Into the Breach* illuminates God's plan and provides concrete challenges for how to live it. Through powerful, 12-minute introductions to topics, *Into the Breach* provides a strong foundation to important faith formation topics such as prayer, sacramental life, evangelization, leadership, family life and the meaning of work. After being formed in these topics, men will be better prepared to strengthen other ministries throughout the parish.

Men's Groups

Into the Breach was designed to be used in a small group setting. Whether or not your parish has an active Knights of Columbus council, this video series and its accompanying study guide can be used to support men's ministry. All episodes and accompanying study guides are available for free, and all men's groups are encouraged to establish small groups to enter more deeply into the message of *Into the Breach*.

Marriage Prep

The role of men in the family is irreplaceable – and yet, more than 1 in 4 children grow up without a father in the home. There is a masculinity crisis facing our families, and as a tool in marriage prep, *Into the Breach* can drive home the qualities every man must foster to fulfill his role as a husband, father and provider. *The Mission of the Family* is also perfect for couples.

What's Next?

- Ask your Knights of Columbus council or men's group to run *Into the Breach* small groups
- Encourage your parishioners to watch *Into the Breach* for free at www.kofc.org/intothebreach
- Share *Into the Breach* with all your parish ministries – for anyone to use!

PROMOTING INTO THE BREACH

Invitations are most successful if they are done in person. If in-person invitations aren't possible, they should be sent to people directly rather than through a general message blast. Consider breaking up contact lists among your small group leaders to allow for smaller text, phone and email groups. Whenever possible, personalize emails and text messages by using the recipient's name.

In addition to the following scripts, the Knights of Columbus have produced flyers that councils can customize with their event time and location. Physical copies of these flyers can be purchased through Supplies Online. You can also download the digital flyers at kofc.org/intothebreach.

To create lists of contact information for Knights of Columbus members, grand knights and financial secretaries can use the *Knights of Columbus Data Abstraction Tool*. The Member Management and Member Billing applications have a Data Extract Tool that creates an Excel document with all members phone numbers on file.

These phone numbers will be needed when using one of the popular platforms for group texting like Flocknote, Dial My Calls, WhatsApp or GroupMe.

To send a general email to council members, use the *Knights of Columbus Email Tool*. Grand knights and financial secretaries have access to this tool, which send messages to all council members with an email address on file, through Officers Online.

Other popular email tools include Constant Contact and Flocknote.

Sample Email for *Into the Breach* (the original series based on the apostolic exhortation by Bishop Thomas Olmsted.)

Subject: The Breach in Christ's battle lines

Brother Knights,

What does it mean to be a man today? I think most of us have asked ourselves this question. We all want to lead fuller and more purposeful lives – to be better men, better husbands and better fathers – but sometimes it can be difficult to know how.

That's why the Knights of Columbus have produced *Into the Breach*, a video series inspired by Bishop Thomas J. Olmsted's apostolic letter of the same name. This 12-episode video series seeks to answer the question: What does it mean to be an authentic, Catholic man in today's world?

This question is answered through the expert commentary and inspiring personal testimonies from prominent Catholic voices, including Scott Hahn, Father Mike Schmitz and Superbowl champion Matt Birk.

The lessons of *Into the Breach* are powerful and will help each of us become stronger men. They will improve our relationship with God, with our wives, with our children and grandchildren and with the entire community. You can watch the series for free at kofc.org/intothebreach.

But we can't learn all the lessons of *Into the Breach* on our own. We need a brotherhood. That's why [Council name and # here] will be hosting small group discussions, so we can share our insights and help each other on our journey towards authentic Catholic masculinity.

Join us as we discuss *Into the Breach* and encourage each other to live out its lessons. Small groups will be meeting to engage with *Into the Breach* on [Day/Date/Time] in the [parish hall].

We look forward to entering *Into the Breach* with you.

Fraternally,

[name]

[officer role]

Contact:

[+1 (123) 456-7890]

[an.email@gmail.com]

Sample Email for *Into the Breach: The Mission of the Family*

Subject: The Mission of the Family

Brother Knights,

What does it mean to be a good husband and father in today's world? What is God's plan for marriage and family? Many of us have asked ourselves these important questions. We all want to lead fuller and more purposeful lives – to be better men, better husbands and better fathers – but sometimes it can be difficult to know how.

That's why the Knights of Columbus has produced *Into the Breach: The Mission of the Family* which proclaims the truth and beauty of Catholic family life. This 5-episode series explores God's incredible design for marriage and the family, and features expert commentary and inspiring personal testimonies from well-known Catholic voices, including Supreme Knight Patrick Kelly, Augustine Institute President Dr. Tim Gray, and Major League Baseball player Trevor Williams.

The lessons of *Into the Breach* are powerful and will help each of us become the husbands and fathers we were created to be. They will improve our relationship with God, with our wives, with our children and grandchildren and with the entire community. You can watch the series for free at kofo.org/intothebreach.

But we can't learn all the lessons of *Into the Breach: The Mission of the Family* on our own. We need a brotherhood. That's why [Council name and # here] will be hosting small group discussions, so we can share our insights and help each other on our journey towards authentic Catholic masculinity.

Join us as we discuss this series and encourage each other to live out its lessons. Small groups will be meeting to engage with each episode on [Day/Date/Time] in the [parish hall].

We look forward to entering *Into the Breach* with you.

Fraternally,

[name]

[officer role]

Contact:

[+1 (123) 456-7890]

[an.email@gmail.com]

Sample Email for *Into the Breach: The Dignity of Work*

Subject: The Dignity of Work

Brother Knights,

Much of our modern culture is beset with confusion and contradictions concerning the meaning and purpose of human work. What is God's plan for work? Are we living in accordance with this plan? These are important questions that have significant implications in our lives, but the answers may not be clear to us.

That's why the Knights of Columbus has produced the latest entry in the *Into the Breach* video series – *Into the Breach: The Dignity of Work*. This 5-episode series examines the nature of work and its role in a man's life and his sanctification, as well as its role in ordering creation. The series features expert commentary and inspiring personal testimonies from well-known Catholic voices, including Supreme Knight Patrick Kelly, Augustine Institute President Dr. Tim Gray, and former MLB All-Star Mike Sweeney.

The lessons of *Into the Breach: The Dignity of Work* are powerful and will help each of us understand God's design and plan for work in man's life. You can watch the series for free at kofc.org/intothebreach.

But we can't learn all the lessons of *Into the Breach: The Dignity of Work* on our own. We need a brotherhood. That's why [Council name and # here] will be hosting small group discussions, so we can share our insights and help each other on our journey towards authentic Catholic masculinity.

Join us as we discuss *Into the Breach: The Dignity of Work* and encourage each other to live out its lessons. Small groups will be meeting to engage with *Into the Breach* on [Day/Date/Time] in the [parish hall].

We look forward to entering *Into the Breach* with you.

Fraternally,

[name]

[officer role]

Contact:

[+1 (123) 456-7890]

[an.email@gmail.com]

The content on this page should be tailored according to the video series you will offer: *Into the Breach*, *Into the Breach: The Mission of the Family* or *Into the Breach: The Dignity of Work*.

Text Message

The following sample text should be followed by a phone call:

Brother Knight,

This is [name], [council role] of [Council name and #]. I am inviting you today to join me in a new program to help strengthen you as a Catholic man and lead to a fuller, more purposeful life.

Men of our parish will be meeting [Date/Day/Time] in the [parish hall] to engage with the Knights of Columbus' video series on [authentic Catholic masculinity, *Into the Breach*] OR [Catholic family life, *Into the Breach: The Mission of the Family*] OR [the Catholic vision of work, *Into the Breach: The Dignity of Work*].

This series and our discussions will help strengthen our commitment to God and make us stronger men, husbands, fathers and leaders. You can contact me at [+1 (123) 456-7890] or [an.email@gmail.com] with any questions.

Learn more about the series at kofc.org/intothebreach.

Phone Call

While personal phone calls are preferred, there are platforms such as Flocknote and Dial My Calls that can send out voice messages to your council phone number list. The "Leave a Message" text below can be used for this situation.

Live Script/Topics

Hello, this is [name] from Knights of Columbus [name of council and #], may I speak to [Member Name]?

Starting [Day/Date/Time] in the [parish hall], our Knights of Columbus council will be meeting to watch and discuss the video series, [*Into the Breach*] OR [*Into the Breach: The Mission of the Family*] OR [*Into the Breach: The Dignity of Work*]. This series has powerful lessons on how to be a better man, husband and father by embracing a life of faith.

We really would love for you to join us. I encourage you to watch the trailer for this video series. You can find that at www.kofc.org/intothebreach.

It was great talking with you. Thank you for your time. Can I leave you an email address and phone number to contact in case you have any questions? [+1 (123) 456-7890] or [an.email@gmail.com]. Thank you and have a good day.

Leave a Message

Hello, this is [name] from Knights of Columbus [Name of council and #], calling for [Member Name]. We are calling all of our Knights of Columbus members to invite them to a new initiative meant to help answer the question: ["What does it mean to be an authentic, Catholic man in today's world?"] OR ["How can I live out the Catholic vision of marriage and family in the modern world?"] OR ["What is the Catholic vision of work in the life of man?"].

At your convenience, please call me at [+1 (123) 456-7890], so I can let you know more about this opportunity. You can learn more about it at www.kofc.org/intothebreach. God Bless.

Wrong Number

If the phone number is wrong, report it back to a committee member that can update the Excel document, and look for an up-to-date phone number. Places to look for phone numbers include local online phone books or the parish office.

Sample Pulpit Announcement for *Into the Breach* (the original series based on the apostolic exhortation by Bishop Thomas Olmsted.)

Today, I am excited to announce an important initiative sponsored by our Knights of Columbus council.

What does it mean to be a man today? I think many of us have asked ourselves this question. We want to live full and meaningful lives. We want to be better men, better husbands and better fathers. But often times, we don't know how to start.

That's why the Knights of Columbus have produced *Into the Breach*, a video series inspired by Bishop Thomas J. Olmsted's apostolic letter of the same name. This 12-episode video series seeks to answer the question: What does it mean to be an authentic, Catholic man in today's world?

The series features expert commentary and inspiring personal testimonies from prominent Catholic voices, including Scott Hahn, Father Mike Schmitz and Superbowl champion Matt Birk.

The lessons of *Into the Breach* are powerful and will help each of us become better men. They will improve our relationship with God, with our wives, with our children and grandchildren and with the entire community.

You can watch the series for free at kofc.org/intothebreach. But to really absorb all the lessons and apply them to your life, the encouragement of a brotherhood is needed. That's why [Council name and # here] will be hosting small group discussions.

Join us as we discuss *Into the Breach* and challenge ourselves to become the leaders God has called us to be in our family, parish and community. Small groups will be meeting on [Day/Date/Time] in the [parish hall].

We look forward to entering *Into the Breach* with you. I will be available after Mass to answer any questions.

Sample Pulpit Announcement for *Into the Breach: The Mission of the Family*

Today, I am excited to announce an important initiative sponsored by our Knights of Columbus council.

What does it mean to be a good husband and father in today's world? What is God's plan for marriage and family? I think many of us have asked ourselves these questions. We want to live full and meaningful lives. We want to be better men, better husbands and better fathers. But often times, we don't know how to start.

That's why the Knights of Columbus have produced *Into the Breach: The Mission of the Family* which proclaims the truth and beauty of Catholic family life. This 5-episode series explores God's incredible design for marriage and the family, and features expert commentary and inspiring personal testimonies from well-known Catholic voices, including Supreme Knight Patrick Kelly, Augustine Institute President Dr. Tim Gray, and Major League Baseball player Trevor Williams.

The lessons of *Into the Breach: The Mission of the Family* are powerful and will help each of us become better husbands and fathers. They will improve our relationship with God, with our wives, with our children and grandchildren and with the entire community.

You can watch the series for free at kofc.org/intothebreach. But to really absorb all the lessons and apply them to your life, the encouragement of a brotherhood is needed. That's why [Council name and # here] will be hosting small group discussions.

Join us as we discuss *Into the Breach: The Mission of the Family* and challenge ourselves to become the men God has called us to be. Small groups will be meeting on [Day/Date/Time] in the [parish hall].

We look forward to entering *Into the Breach* with you. I will be available after Mass to answer any questions.

Sample Pulpit Announcement for *Into the Breach: The Dignity of Work*

Today, I am excited to announce an important initiative sponsored by our Knights of Columbus council.

Much of our modern culture is beset with confusion and contradictions concerning the meaning and purpose of human work. What is God's plan for work? Are we living in accordance with this plan? These are important questions that have significant implications in our lives, but the answers may not be clear to us.

That's why the Knights of Columbus has produced the latest entry in the *Into the Breach* video series – *Into the Breach: The Dignity of Work*. This 5-episode series examines the nature of work and its role in a man's life and his sanctification, as well as its role in ordering creation. The series features expert commentary and inspiring personal testimonies from well-known Catholic voices, including Supreme Knight Patrick Kelly, Augustine Institute President Dr. Tim Gray, and former MLB All-Star Mike Sweeney.

The lessons of *Into the Breach: The Dignity of Work* are powerful and will help each of us understand God's design and plan for work in man's life.

You can watch the series for free at kofc.org/intothebreach. But to really absorb all the lessons and apply them to your life, the encouragement of a brotherhood is needed. That's why [Council name and # here] will be hosting small group discussions.

Join us as we discuss *Into the Breach: The Dignity of Work* and encourage each other to live out its lessons. Small groups will be meeting to engage with *Into the Breach* on [Day/Date/Time] in the [parish hall].

We look forward to entering *Into the Breach* with you. I will be available after Mass to answer any questions.

Sample Council Meeting Announcement for *Into the Breach* (the original series based on the Apostolic Exhortation by Bishop Thomas Olmsted)

Today, I am excited to announce a new and important initiative that our council will be participating in.

The Knights of Columbus have produced a new, 12-episode video series that seeks to answer the question: What does it mean to be an authentic, Catholic man in today's world.

This series, *Into the Breach*, was inspired by Bishop Thomas Olmsted's landmark apostolic exhortation for men, and it features expert commentary and inspiring personal testimonies from prominent Catholic speakers, including Dr. Scott Hahn, Father Mike Schmitz and Superbowl champion Matt Birk.

The lessons of *Into the Breach* are powerful, and will help each of us become stronger men. They will improve our relationship with God, with our wives, with our children and grandchildren and with the entire community.

But we can't learn all the lessons of *Into the Breach* on our own. We need a brotherhood. That's why our council will be hosting small group discussions, so we can help each other on our journey towards authentic Catholic masculinity.

Each [number of weeks] starting [Day/Date/Time], small discussion groups will be meeting to engage with *Into the Breach* on in the [parish hall].

Please invite your brother Knights and your fellow men from this parish to join us on this important initiative for our council and for the Church.

Sample Council Meeting Announcement for *Into the Breach: The Mission of the Family*

Today, I am excited to announce an important initiative that our council will be participating in.

The Knights of Columbus have produced a 5-episode video series that seeks to answer the questions: What does it mean to be a good husband and father in today's world? What is God's plan for marriage and family?

The series is called *Into the Breach: The Mission of the Family* and it proclaims the truth and beauty of Catholic family life. The 5-episode series explores God's incredible design for marriage and the family, and features expert commentary and inspiring personal testimonies from well-known Catholic voices, including Supreme Knight Patrick Kelly, Augustine Institute President Dr. Tim Gray, and Major League Baseball player Trevor William.

The lessons of *Into the Breach: The Mission of the Family* are powerful and will help each of us become better husbands and fathers. They will improve our relationship with God, with our wives, with our children and grandchildren and with the entire community.

But we can't learn all the lessons of *Into the Breach* on our own. We need a brotherhood. That's why our council will be hosting small group discussions, so we can help each other as we strive to be the husbands and fathers God created us to be.

Each [number of weeks] starting [Day/Date/Time], small discussion groups will be meeting to engage with *Into the Breach* on in the [parish hall].

Please invite your brother Knights and your fellow men from this parish to join us on this important initiative for our council and for the Church.

Sample Council Meeting Announcement for *Into the Breach: The Dignity of Work*

Today, I am excited to announce a new and important initiative that our council will be participating in.

The Knights of Columbus have produced a new, 5-episode video series called *Into the Breach: The Dignity of Work* that explores the Catholic vision of man's mission in the world, focused on the role of work. The series examines the nature of work and its role in a man's life and his sanctification, as well as its role in ordering creation.

This series, features expert commentary and inspiring personal testimonies from prominent Catholic speakers, including Supreme Knight Patrick Kelly, Augustine Institute President Dr. Tim Gray, and former MLB All-Star Mike Sweeney.

The lessons of *Into the Breach* are powerful, and will help each of us become better men. But we can't learn all the lessons of *Into the Breach* on our own. We need a brotherhood. That's why our council will be hosting small group discussions, so we can help each other on our journey to become the men God has created us to be.

Each [number of weeks] starting [Day/Date/Time], small discussion groups will be meeting to engage with *Into the Breach* on in the [parish hall].

Please invite your brother Knights and your fellow men from this parish to join us on this important initiative for our council and for the Church.

HOW TO RECRUIT WITH ITB

Into the Breach is a vital part of a healthy council's recruiting strategy. The content of the *Into the Breach* video series communicates to prospective members the spiritual and societal problems that Knights address. The small group discussion connects them to council fraternity and experience. And the life of prayer that flows from *Into the Breach* brings them closer to the heart of Christ.

For this reason, it is important to remember that *Into the Breach* should be open to all men in the parish and community. Invitations should also be extended to non-practicing Catholics and other men (friends, family, co-workers) as a powerful opportunity for evangelization. *Into the Breach: The Mission of the Family* can also be viewed and discussed by couples.

Steps to Recruiting with *Into the Breach*:

1. Every council member and prospective member should receive a personal invitation to join an *Into the Breach* small group, either from the grand knight or a small group leader.
2. Run an *Into the Breach* recruitment drive. Instead of asking men to join the Knights, invite them to participate in an *Into the Breach* small group discussion. This will introduce them to who the Knights are before you ask them to join.
3. Don't start your program by asking participants to join the Knights – instead, wait until the end of *Into the Breach*. This allows the program and their experience with the Knights to convince them of membership and will make your recruitment pitch more successful.
4. Have the council's calendar of fraternal and charitable activities available for attendees to pick up at your *Into the Breach* event. An active schedule of regular *Cor* gatherings, as well as Faith in Action programs in all four program categories will drive interest in becoming a member.
5. Conclude every *Into the Breach* meeting with an invitation to *Cor*, another council event or a Faith in Action program. This can be either a Knights of Columbus event or a parish-wide initiative but should be indicative of the work and fraternity of your council.
6. Host an Exemplification of Charity, Unity and Fraternity following your final *Into the Breach* program meeting, and personally invite any non-member participant to attend and become a Knight.
7. Encourage each small group leader to continue to follow-up with his small group participants, especially prospects, new members and inactive members. Ask for prayer requests, extend invitations to council events and offer support when needed.



1 COLUMBUS PLAZA NEW HAVEN, CT 06510-3326
203-752-4270 www.kofc.org