

# Membership Outreach Steps

The How to Guide for **councils** to successfully implement a membership drive with the **new** 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.

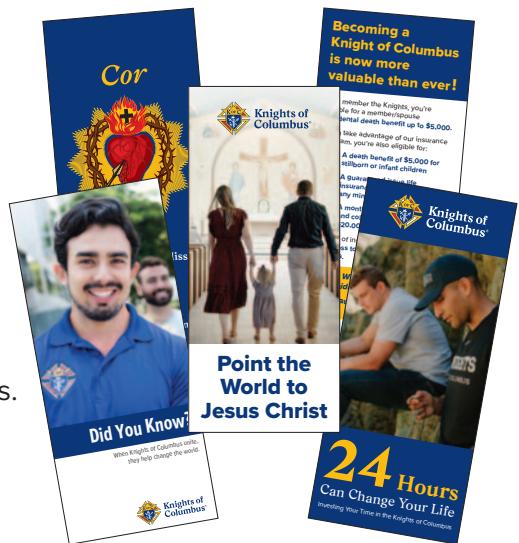
**STEP 2.** Connect with your local field agent to see if he would be interested in assisting.

**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.

- ✓ Possible Brochures:
  - i. 11660 – Point the World to Jesus Christ (Agent trifold),
  - ii. 11731 – Agent Fraternal Benefits Card,
  - iii. 10099 – 24 Hours to Be a Knight,
  - iv. 4602B – Did you Know Brochure, Prospect
  - v. A Cor brochure.
- ✓ Sufficient Membership Enrollment Cards.
- ✓ 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 our life insurance 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.
- ✓ 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.

**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.
- ✓ Although the Home Office is looking into creating a different process, for now, 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.**
- ✓ If the new member has identified your council on the card, your local council will receive the new member's information and should reach out to the new member promptly.

**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.



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