“I Am My Brother’s Keeper”
COUNCIL MEMBERSHIP CHAIRMAN

HOW TO BE SUCCESSFUL
Successful Chairman will:

- Know what he has to offer
- Know his Market
- Create a Membership Team
- Be a Trainer
- Create a Membership Plan
- Develop a Prospect List
Successful Chairman will:

- Implement his Plan
- Degree Team
- Strive to meet 100%+ Membership & Insurance
- Contribute to Mentoring of New Members
- Report to Council
Know What You Are Offering

What is the K of C?

Knights of Columbus is an organization deeply rooted in the catholic faith that is based on Charity, Unity, Fraternity and Patriotism with many great benefits for both the member and all of his family.
BENEFITS - Know what you are offering

Columbia Magazine

Daily Remembrance Mass

Family Fraternal Benefits

Member/Spouse Benefit

Widow Benefits

Leadership Development

K of C Rosary

Insurance

Orphan Benefit

New Member Savings Annuity

Scholarships

Fourth Degree
Know Your Market

THE CATHOLIC COMMUNITY

Church
Parish functions
RCIA
Men’s Clubs
Create a Membership Team

Working with the GK find members with qualities needed for the team to be successful
Create a Membership Team

Identify Members who are:

- Active in Council
- Church Leaders
- Outgoing
- Assertive
- Ambitious
- Sales
- Experience
- Easy to Talk to
- Friendly
- Good Listener
- Believe in the Order
- Interested in Prospect

THE KNIGHTS OF COLUMBUS
IN SERVICE TO ONE. IN SERVICE TO ALL.
Be a Trainer

Train the Membership Team

What is the K of C?
How to approach the prospect
What questions to ask
How to use tools provided
Why do we recruit
How we recruit
Use Insurance Agent
Two on One
Discuss alternatives
Training never stops
Create Membership Plan

MEMBERSHIP 365

Working with the Team and Council Officers develop a recruitment plan that will keep membership on members mind 365 days a year and implement that plan.
Create Membership Plan

Themed Action Plan
Create Monthly Recruitment Plan

July: Church Picnics
Aug: Challenge Officers to Recruit
Sept: Round Tables
Oct: Church Drive
Nov: Social Events
Dec: Gift of Membership
Jan: Former Members
Feb: Ask a friend
Mar: Church Drive
Apr: RCIA
May: Graduates
June: Fathers
Create Membership Plan

• **JUST ASK FOR ONE**

• Challenge Council to Recruit One Member Each Month
Create Membership Plan

• JUST ASK FOR ONE

• Challenge Officers to Recruit One Member in July, Aug & Sept

• Challenge Council Chairmen to recruit One Member in Oct, Nov & Dec
  • Challenge Councils Members to Recruit One Member in Jan, Feb & Mar
  • Challenge Membership Team to Recruit One Member in Apr, May & June
Create a Prospect List

Working with the Team, Council Officers and Council Members, create a list of Prospective Members
Prospect List Sources

Compile the list from:

Members Friends
Men’s Club
Former Members
Inactive Members
Out of State Members
Church Ministries
Prospect List Sources

Catholic Men Societies

Lectors

Choir

Altar Society

Ushers
Implementation

Ensure that all necessary tools are in place for each project.
Implementation

Ensure the following:

Consult with Pastor

Materials are Ordered

Manpower is available

Site is set up properly

Follow up with Prospects

Ensure a Degree is scheduled
Degree Team

Promote and Facilitate a Council First Degree Team

Ensure that Council has functioning First Degree Team and Degree is held as soon as possible after recruitment function or at least one every quarter.

Degree can be either read or by memorization.
Strive for 100%

Successful Membership Chairmen constantly strive to reach 100%+ Membership and Insurance quota.

In doing so they ensure:
Council remains growing and healthy.

Council will receive prestigious Supreme awards such as the McGivney Award and the Founders Award

As well as State Awards
Mentoring

Contribute to Council mentoring of New Members
Show new members the ropes by:

Answering any questions they may have
Urge them to attend a service project
Urge them to attend a committee meeting
Urge them to attend Council social function with their family
Urge them to attend Mass with Council members
Urge them to actively work a service project
Interact with them and introduce them to other members at meetings
Mentoring

SHINING ARMOR AWARD

Shining Armor Award to be used all year long.

Every new member at every Degree is to be given a Shining Armor Award Card.

The award is to be explained and a form 100 is also given to the new member at this time.

Let’s help them hit the ground running!
REPORT TO THE COUNCIL

Be certain that members are aware of recruiting accomplishments by:

Reporting number of prospective members from current months project.

Reporting and introducing all new members.

Acknowledge all proposers of new members.

Reporting on upcoming events where recruiting is planned.

Give motivational message at Council meeting.

Publicize all the above in Council newsletter.
As Council Membership Chairman your success will directly effect the health and welfare of the Council.

Don’t sit on your duff and wait for it to happen. If you do, nothing will happen.

Lead by example and be the first to recruit a new member.

You are in the position to provide successful direction to your council and ensure its well being.
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